

## FEE RECOMMENDATION

**FOR:** Botanical Conservatory Membership Fees

**COST CENTERS:** Botanical Conservatory/ 121/428-P270

### FINANCIAL OBJECTIVE AND JUSTIFICATION STATEMENT:

Parks and Recreation operates the Foellinger-Freimann Botanical Conservatory. This fee increase would enhance an earned revenue source supporting the operation of the Botanical Conservatory.

The major benefit to Botanical Conservatory membership is year-round admission, in order to have a sustainable membership program the prices have to proportionally adjust to admission fees. Members also gain a comprehensive travel benefit via the reciprocal admission program that offers members access and discounts at more than 330 gardens across North America. Comparing area membership rates would suggest that the increase is well-within the market's tolerance while maintaining perceived value for our membership. Our members are some of our most vocal supporters and see their membership as a mechanism to support the Botanical Conservatory. The last membership fee increase took effect in 2008. Rising capital maintenance costs have necessitated the increase. Due to these factors, the Department is recommending the following fee increases effective January 1, 2022.

### Fee Recommendation:

<b>RATES</b>	<b>Current</b>	<b>Proposed</b>
<b>Individual</b>	\$35.00	\$45.00
<b>Dual</b>	\$40.00	\$60.00
<b>Family</b>	\$50.00	\$75.00
<b>Grandparent</b>	\$50.00	\$75.00
<b>Add-a-Guest</b>	\$15.00	\$20.00

### PROJECTED RESULTS OUTCOME:

The fee difference would deposit into non-reverting capital Fund 428 to support maintenance at the Botanical Conservatory with an anticipated revenue increase of \$11,000.

### Attached:

- Fee Comparison

Fee Comparison

<b>2021 MEMBERSHIP RATES</b>			
Foellinger-Freimann Botanical Conservatory Current	\$35.00	\$40.00	\$50.00
<b>Foellinger-Freimann Botanical Conservatory Proposed</b>	<b>\$45.00</b>	<b>\$60.00</b>	<b>\$75.00</b>
<b>Local Attractions</b>	<b>Individual</b>	<b>Dual</b>	<b>Family/Grandparent with Reciprocal</b>
Auburn Cord Dusenburg Museum	\$45.00	\$50 (Seniors)	\$60.00
Fort Wayne Children's Zoo	\$89.00	\$109.00	\$139.00
Fort Wayne Museum of Art	\$40.00	-	\$100.00
The History Center	\$35.00	\$35 (Seniors)	\$50.00
Science Central	-	-	\$100.00
<b>Regional Public Gardens</b>	<b>Individual</b>	<b>Dual</b>	<b>Family/Grandparent with Reciprocal</b>
Chicago Botanic Garden (Glencoe, IL)	\$99.00	-	\$135.00
Fernwood Botanical Garden (Niles, MI)	\$40.00	\$50.00	\$60.00
Franklin Park Conservatory (Columbus, OH)	\$55.00	\$95.00	\$135.00
Frederick Meijer Gardens (Grand Rapids, MI)	\$50.00	\$80.00	\$90.00
Garfield Park Conservatory (Chicago, IL)	\$60.00	\$84.00	\$120.00
Phipps Conservatory (Pittsburgh, PA)	\$65.00	\$89.00	\$99.00
Newfields (Indianapolis, IN)	\$55.00	\$85.00	\$250.00

## **FEE RECOMMENDATION**

**FOR:** Botanical Conservatory Rental Fees

**COST CENTERS:** Botanical Conservatory/ 121/428-P270

### **FINANCIAL OBJECTIVE AND JUSTIFICATION STATEMENT:**

Parks and Recreation operates the Foellinger-Freimann Botanical Conservatory. This fee increase would enhance a high impact earned revenue source supporting the operation of the Botanical Conservatory.

Renters are the Botanical Conservatory's highest paying customers and expect a high level of service from our facility. In order to offer individualized service a number of changes are contemplated to better serve the guest from their inquiry and booking stage all the way through their event clean-up. This streamlined fee schedule will allow for the Botanical Conservatory Rental Fees to be published in a comprehensible way that is consistent with other Parks Department facility rental fees. Rising capital maintenance costs have necessitated the increase. Due to these factors, the Department is recommending the following fee increases effective January 1, 2022.

Note: Clients who were already booked or quoted before January 1, 2022 will not be impacted by this increase.

### **Fee Recommendation:**

The attached fee recommendation contemplates:

- Eliminating Fees for individual small room (Jaenicke and Kessler) rentals to better serve clients by ensuring that events are not over lapping.
- Uniform after business hours fees considering the value of the space, room preparation, clean-up, and event staffing.

### **PROJECTED RESULTS OUTCOME:**

The fee difference would deposit into non-reverting capital Fund 428 to support maintenance at the Botanical Conservatory with an anticipated revenue increase of \$8,000.

### **Attached:**

- Fee Recommendation for Botanical Conservatory Rental Fees
- Fee Comparison

Fee Recommendation for Botanical Conservatory Rental Fees



**BOTANICAL**  
CONSERVATORY

**PROPOSED RENTAL & CATERING FEES**

**DURING BUSINESS HOURS**

	Rental Fees		Catering Fees	
	Proposed	Current	Proposed	Current
<b>Tuesday - Sunday   9:00am -- 3:00pm</b>				
Prado Combo (Includes Jaenicke & Kessler Rooms)	\$ 450.00	\$ 375.00	\$ 45.00	\$ 45.00
Jaenicke + Prado OR Kessler + Prado*	\$ 300.00	\$ 250.00	\$ 45.00	\$ 45.00

**AFTER BUSINESS HOURS**

	Rental Fees		Catering Fees	
	Proposed	Current	Proposed	Current
<b>Tuesday - Sunday   3:00 pm -- 11:00 pm</b>				
Prado Combo (Includes Jaenicke & Kessler Rooms)**	\$ 550.00	\$ 375.00	\$ 150.00	\$ 45.00
Jaenicke + Prado OR Kessler + Prado*	\$ 400.00	\$ 250.00	\$ 150.00	\$ 45.00
Peak-Season Full-Facility <i>mid-May - mid-October</i>	\$ 1,645.00	\$ 1,395.00	\$ 350.00	\$ 350.00
Indoors-Only Full Facility <i>mid-October - mid-May</i>	\$ 1,245.00	\$ 1,075.00	\$ 350.00	\$ 350.00

\*When Jaenicke or Kessler are in use for another program or rental

\*\*Only available on Friday - Sunday when there is no Full-Facility rental reserved within 90-days of inquired event date

Note: 10% of all rental fees collected are deposited into a non-reverting fund that focuses on the upkeep of rental amenities.

**FEES TO BE ELIMINATED**

	Rental Fees		Catering Fees	
	Proposed	Current	Proposed	Current
<b>During Business Hours/ Tues. - Sun.   8:00 a.m. -- 3:00 p.m.</b>				
Saguaro (Jaenicke) Room (setup @ 8 am)	N/A	\$ 180.00	N/A	\$ 45.00
Orchid (Kessler) Room (setup @ 8 am)	N/A	\$ 225.00	N/A	\$ 45.00
<b>After Hours/ Tues - Thurs   5:00 p.m. -- 11:00 p.m.</b>				
Saguaro (Jaenicke) Room (setup @ 4 pm)	N/A	\$ 180.00	N/A	\$ 45.00
Orchid (Kessler) Room (setup @ 4 pm)	N/A	\$ 225.00	N/A	\$ 45.00
Full Facility (all rooms & gardens) (May - October)	N/A	\$ 995.00	N/A	\$ 350.00
Full Facility-- Inside Only, Winter (October -- May); all indoor gardens	N/A	\$ 450.00	N/A	\$ 150.00
<b>After Hours/Sunday   5:00 p.m. -- 11:00 p.m.</b>				
Full Facility (Sunday) (all rooms & gardens) (May - October)	N/A	\$ 1,195.00	N/A	\$ 350.00
Full Facility-- Inside Only, Winter (Sunday) (October -- May); all indoor gardens	N/A	\$ 875.00	N/A	\$ 350.00

## Fee Comparison

Venue	Rental Cost	Notes	Venue	Rental Cost	Notes
Union 12	\$ 5,995.00	\$3,995 in Winter	Orchid Events Orchid Room	\$ 1,700.00	
Red Barn Acres	\$ 5,250.00		The Summit	\$ 1,600.00	
Lakeside Occasions	\$ 4,500.00		Lighted Gardens	\$ 1,540.00	
Sylvan Cellars	\$ 4,000.00	\$2,000 in Winter	Park Foundation Pavilion	\$ 1,530.00	for a 12 hour period (5hr décor / 6hr event / 1hr tear down)
Heritage Farm	\$ 3,750.00		Orchid Events Petal Room	\$ 1,500.00	
Embassy Lobby	\$ 3,400.00		YOLO Events	\$ 1,500.00	
Embassy Ballroom	\$ 3,300.00		Phoenix	\$ 1,400.00	
Freemason's Hall Entire Facility	\$ 3,199.00	Based on Attendance; including security	Hoagland Hayloft	\$ 1,365.00	
USF Brookside	\$ 3,000.00		History Center Entire Museum	\$ 1,245.00	including security
Fort Wayne Museum of Art Atrium	\$ 2,475.00		USF Ballroom	\$ 1,200.00	
Landmark	\$ 2,300.00	9800 at minimum with food cost	Baker Street	\$ 1,150.00	
Freemason's Hall Ballroom	\$ 2,250.00	Based on Attendance; including security	Salomon Barn	\$ 1,130.00	table/chair set-up not provided
Ceruti's Bergstaff	\$ 2,132.00	8190 at minimum with food cost; 2132 is minimum venue cost for minimum guest count	Headwaters East	\$ 1,050.00	venue only - add \$1000 at minimum for private table/chair rental
Philmore	\$ 2,050.00		International Ballroom (PFW)	\$ 1,000.00	
Artslab	\$ 2,000.00		McMillen Gym	\$ 1,000.00	
Reserve Hall	\$ 1,890.00	including security	Headwaters West	\$ 525.00	venue only - add \$1000 at minimum for private table/chair rental
Salomon Full Facility	\$ 1,880.00				