

# **FEE RECOMMENDATION**

**October 17, 2024**

**FOR:** Promenade Park

**COST CENTER:** 121-P295 428-P295 439-P295  
422-RVMD 422-DRAG

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

Promenade Park is a long-term, transformative, economic, and community development project to create a world-class riverfront in downtown Fort Wayne. In addition, it catalyzes private development in downtown Fort Wayne. There are several goals of Promenade Park) which include creating civic spaces and experiences for the public to enjoy; encouraging social interactions special occasions, and everyday outings; providing indoor and outdoor meeting spaces to accommodate small and intimate to large and spacious events; and providing a world-class urban park.

The park will be operated in such a way as to allow open access throughout the park at all times. Rental spaces will be focused on 4 primary areas (Wells Street Bridge, Park Foundation Pavilion, Auer Lawn, and Old National Bank Plaza). Although requests for other spaces may be negotiated to serve the needs of the rental and maintain available public access.

There is much interest from the public for a variety of rentals in Promenade Park. Due to the unique nature of the park, rentals require more staff attention to work with renters to ensure that their event is a success and general access to the park remains open

## **FEE RECOMMENDATION**

See the attached Proposed Fee Schedule. 15% of each rental will be put into fund 428-P295 for future facility improvements and the remaining balance will be put in 121-P295. Security fees will be run separately through a non-reverting account. Other fees will operate out of their dedicated funds (422-DRAG and 422-RVMR).

## **PROJECTED RESULTS OUTCOME:**

We anticipate these fees will bring an additional \$7,500 in fees.

## **ATTACHED:**

- Promenade Park Map
- Proposed Fee Schedule
- Rental Comparison

# PROMENADE PARK

202 W. SUPERIOR STREET,  
FORT WAYNE, IN. 46802



## NORTH RIVER BANK

- 1 PARKVIEW TREE CANOPY TRAIL
- 2 NORTH BANK WETLANDS
- 3 NORTH DOCK  
ACCESSIBLE FLOATING DOCK
- 4 PNC PLAYGROUND  
ACCESSIBLE PLAYGROUND

## SOUTH RIVER BANK

- 5 AMBASSADOR ENTERPRISES  
AMPHITHEATRE
- 6 THE JOURNAL GAZETTE  
FOUNDATION DINING GARDENS
- 7 AUER LAWN ACCESSIBLE EVENT LAWN
- 8 SWEETWATER BANDSHELL
- 9 OLD NATIONAL BANK PLAZA
- 10 ROTARY FOUNTAIN
- 11 DOERMER KIDS' CANAL
- 12 LITTLE CREEK BIOSWALE
- 13 PARK FOUNDATION PAVILION
- 14 BETSY CHAPMAN FAMILY GARDENS
- 15 CONVERGENCE LINDA HOWARD,  
2018. PRESENTED BY THE  
WATERFIELD FOUNDATION
- 16 GREENSCAPE STEPS



## ACCESSIBILITY

Promenade Park is for everyone. We've designed the park for maximum accessibility, with features such as gradual sloping walking paths, ramps and more. Learn more about all of our accessibility accommodations at [RiverfrontFW.org/accessibility](http://RiverfrontFW.org/accessibility).

## SERVICES

- 17 TRUBBLE RIVERSIDE CAFÉ & TAP
- RESTROOMS FAMILY BATHROOM  
WITH ADULT CHANGING TABLE
- HC PARKING SPOTS ON WELLS, BETWEEN  
SUPERIOR AND WELLS STREET BRIDGE



**Riverfront**  
FORT WAYNE  
Always moving.



FORT WAYNE  
PARKS AND  
RECREATION

Promenade Park Fees			
		Effective 1.9.2024	Effective 10.17.2024
<u>Private Weekday (Monday-Thursday)</u>		Current Fees	Proposed 2025 Fees
Park Foundation Pavilion - All Day		\$385.00	\$400.00
Park Foundation Pavilion 9am-12noon		\$165.00	\$175.00
Park Foundation Pavilion - 2pm-11pm		\$240.00	\$250.00
Auer Lawn & SW Bandshell East		\$250.00	\$260.00
Old National Bank Plaza and SW Bandshell West		\$110.00	\$120.00
Historic Wells Street Bridge		\$170.00	\$185.00
All Areas - All Day		\$800.00	\$850.00
<u>Weekend (Friday, Saturday, and Sunday) - 4 Hours</u>		Current Fees	Proposed
Park Foundation Pavilion		\$540.00	\$550.00
Auer Lawn & SW Bandshell East		\$390.00	\$400.00
Old National Bank Plaza and SW Bandshell West		\$130.00	\$140.00
Historic Wells Street Bridge		\$250.00	\$300.00
All Areas (4 hours)		\$1,250.00	\$1,300.00
<u>Additional Hours - Rate per hour</u>		Current Fees	Proposed
Park Foundation Pavilion		\$155.00	\$160.00
Auer Lawn & SW Bandshell East		\$125.00	\$130.00
Old National Bank Plaza and SW Bandshell West		\$45.00	\$50.00
Historic Wells Street Bridge		\$80.00	\$85.00
All Areas		\$360.00	\$365.00
<u>Misc. Fees</u>		Current Fees	Proposed
Daily Vending Fee (must be part of rental)		\$35.00	\$35.00
Stanchions-Auer Lawn (non-Alcohol)		\$135.00	\$150.00
Early arrival (including vendors)		Applicable Hourly rate	
Late cleanup/leaving (including vendors)		Applicable Hourly rate	
Additional event staff (as determined by FWPRD)-Hourly Rate		\$30.00	\$35.00
Igniting Gas fireplaces (per firepit)		\$35.00	\$40.00
Security Fee - regular rate per officer (or market rate)		\$60.00	\$60.00
Security Fee - holiday rate per officer (or market rate)		\$80.00	\$80.00
Damages. per/hr. labor (plus materials and services if applicable)		\$60.00	\$70.00

<b><u>Weekday Catering Fees:</u></b>		<b>Current Fees</b>	<b>Proposed</b>
Park Foundation Pavilion		\$ 80.00	\$80.00
Auer Lawn		\$ 80.00	\$80.00
Old National Bank Plaza		\$ 55.00	\$55.00
Historic Wells Street Bridge		\$ 80.00	\$80.00
Three or more areas		\$ 185.00	\$185.00
<b><u>Weekend Catering Fees:</u></b>		<b>Current Fees</b>	<b>Proposed</b>
Park Foundation Pavilion		\$ 160.00	\$160.00
Auer Lawn		\$ 160.00	\$160.00
Old National Bank Plaza		\$ 160.00	\$160.00
Historic Wells Street Bridge		\$ 160.00	\$160.00
Three or more areas		\$ 370.00	\$370.00
<b><u>Dragon Boat Races Fees:</u></b>		<b>Current Fees</b>	<b>Proposed</b>
Single Team Entry		\$ 1,500.00	\$1,500.00
Not-for-Profit Team Entry		\$ 1,000.00	\$1,000.00
Poolside Practice per hour		\$ 50.00	\$50.00
Dragon Boat Rental per hour		\$ 150.00	\$150.00
<b><u>Merchandise Fees:</u></b>			
Riverfront Manager of Program and events may adjust price after total costs with the following mark-up ranges. Total cost will factor in things such as purchase price, taxes, shipping, labor cost, discounts, etc.			
Wholesale Merchandise Markup		5-75%	
Retail Merchandise:		25-125%	
<ul style="list-style-type: none"> <li>• <b>Other Fees may be approved with written permission of Deputy Director</b></li> </ul>			

## **Comparable Rental Venues**

- Botanical Conservatory
  - Peak Season Rental Rate: \$1,645 (Tuesday – Sunday evening event time from 5pm-11pm).
  - Security Fee: \$350
  - All rentals include tables, chairs, guest parking, and garden admission.
- Community Center-Ballroom- capacity 200-240
  - \$220-\$620 per event
  - The Center provides 66” round tables and a limited number of 6 ft. and 8 ft. tables for your use
- History Center- capacity 160-200
  - \$1,600 5 p.m. – 11:00 p.m. \$1,750 weekend 4:00 p.m.- 11:00 p.m.
  - \$200.00 per hour (Mon through Thur) and \$250.00 per hour (Fri through Sun)
- Tin Caps Field-Suite Level Lounge- capacity 250
  - Weekday price \$700
  - Weekend price \$800
- Union 12 – Privately own modern barn – capacity 300
  - Peak Season –\$4,995
  - High demand summer and Fall Fridays = \$5450
  - High demand summer and fall Saturdays = \$6450
  - Non-peak season \$2,450
- Sylvan Cellars Event Center – capacity 300
  - Friday - \$3500
  - Saturday - \$4500
  - Sunday - \$2500
  - Includes tables and chairs, fully sound system, projector screen, restrooms and Bridal suite
- Fort Wayne Museum of Art- capacity 250
  - Weekday 5pm-11pm Rental- \$1,800
  - Weekend 4pm-11pm Rental- \$1,750
- Grand Wayne-Calhoun Ballroom (Sections A & B)- capacity 150
  - Weekday 5pm-11pm Rental- \$600-1000
  - Weekend 4pm-11pm Rental- \$600-1000