

## **FEE RECOMMENDATION**

**FOR:** Salomon Farm Park  
**COST CENTER:** 439-R530  
**EFFECTIVE:** 11/14/2024

### **Financial Objective and Justification Statement**

The financial objective of Salomon Farm Park is to be self-sustaining with 100% recovery of operating costs through programs and rental fees. Salomon Farm Park's revenue sources include facility and outdoor space rentals, programs, including Farmin' Fun Day Camp, flower sales, and events. Old Barn rentals are in high demand and are often booked every weekend during the season.

During the 2024 season, there were several fees and updates to the fees that were approved through the Deputy Director of Recreation. We are making the Board aware of those fee changes and updates. The first fee to bring to the Board of Park Commissioner's attention was a typo within the Catering Rates in the 11/9/2023 Fee Recommendation. In the 6-hour rental section for the Old Barn (Monday – Thursday) the catering rate should have read \$75 instead the typo reflected \$0. The Deputy Director approved the rate to return to \$75.

Next, changes were made to the age requirement for free riders on the wagon ride and the addition of Dahlia flower sales. The age for free riders was adjusted from 5 years old to 2 years old, aligning with other areas in the parks department. Younger children, like 2-year-olds, are more likely to sit comfortably on a lap, whereas 5-year-olds typically prefer their seat. Additionally, introducing dahlias to the flower field has allowed the farm to expand its offerings beyond sunflowers. Due to their popularity, the Deputy Director approved pricing dahlias per stem at the same rate as sunflowers before the start of the u-pick season.

We request the removal of the combined 6-hour rental option for the Old Barn and Homestead from Monday through Thursday. We are not offering special rates for facility combinations, so potential renters can simply rent both facilities separately if desired, making a separate combination option unnecessary.

Lastly, we propose removing the six-hour rental option for the Homestead on Fridays through Sundays. The Homestead would only be available as an add-on to the Old Barn rental, rather than as a standalone option. Currently, most Old Barn rentals include the Homestead, which is intended as a space for the bridal party to prepare before the ceremony.

### **Projected Results / Outcomes**

With the proposed updates, we anticipate additional revenue at Salomon Farm Park of \$550

## Rental Fee Worksheet

	<b>Rental Rates</b> (Effective 11/9/2023)	<b>Proposed Rates</b> (Effective 11/14/24)	<b>Catering Rates</b>
<b><u>Rental Fees</u></b>			
<b>6-hour Rental</b>			
Learning Center (Year-round/Monday - Sunday)	\$375	\$375	\$75
Old Barn (Monday - Thursday)	\$375	\$375	\$75
Homestead (Monday - Thursday)	\$200	\$200	\$0
Homestead (Fri – Sun)	\$275	NA	\$0
Old Barn + Homestead (Monday - Thursday only)	\$675	NA	\$75
<b><u>Weekend Non-Peak (May Apr- Aug) 8-Hour Rental (Fri, Sat, Sunday)</u></b>			
Old Barn	\$1,200	\$1,200	\$350
Old Barn + Homestead	\$1,500	\$1,500	\$400
Full Facility (all three buildings)	\$1,900	\$1,900	\$400
<b><u>Weekend Peak (Sept-Oct Nov) 8-hour Rental (Fri, Sat, Sunday)</u></b>			
Old Barn	\$1,700	\$1,700	\$350
Old Barn + Homestead	\$2,100	\$2,100	\$400
Full Facility (all three buildings)	\$2,300	\$2,300	\$400
<b><u>Other Rental Fees</u></b>			
Security Fee (per hour, subject to **market rate & minimum 4 hours)	\$50	\$50	
Wedding Arch	\$110	\$110	
Wagon ride for up to 20 people to and from covered bridge	\$200	\$200	
Covered Bridge Space Rental for up to 50 people (Monday - Thursday only) 2-hour block	\$100	\$100	
Covered Bridge Space Rental for up to 50 people (Friday - Sunday) 2-hour block	\$150	\$150	
Covered Bridge Space Rental additional time per hour (for set-up and tear down)	\$25	\$25	
Stanchioned event space set-up (stanchion area outside- 30x30 space)	\$60	\$60	
Additional Time (per hour) - Applicable only to Old Barn 8-hour rentals	\$100	\$100	
North Flower Garden Rental - \$75/hour with a 3-hour minimum	\$225	\$225	

Single Rustic / Farm Chair per chair/ day - limited to 50 chairs	\$4.00	\$4.00	
Single Rustic Table 8' per table / day	\$40	\$40	
Outdoor Dinner Set-Up (in North Flower Space Garden Area - includes tables and chairs for 50 guests, lighting and 3-hours outdoor space rental)	\$590	\$590	
<i>*Available only Friday, Saturday, or Sunday Old Barn rentals. No additional time may be added to Old Barn weekday (Monday-Thursday) or any Learning Center or Homestead rentals.</i>			
<i>Friday-Sunday standard 8-hour Old Barn rental includes 3 hours of set up, 4 hours for the event, and 1 hour of clean-up. Set up is consecutive with rental time. During Monday-Thursday rentals the hours of time are consecutive and can be used as needed by renter.</i>			
<i>**Market rate is fee charged for the service at the time of a signed rental agreement and minimum deposit. Required security levels are determined by FWPRD.</i>			
<b><u>Other Salomon Farm Fees</u></b>			
Single Stem - Sunflower	\$2.00	\$2.00	
Single Stem - Dahlia		\$2.00	
Single Stem - Misc. Flower	\$1.00	\$1.00	
Bundle of Corn Stalks	\$15.00	\$15.00	
Take-home ball jar with u-pick flower fill	\$25.00	\$25.00	
Pre-Made Wide Mouth Mason Jar Bouquets 32 oz.	\$30.00	\$30.00	
5-Gallon Bucket Fill of u-pick flower	\$75.00	\$75.00	
Professional Photography Annual Pass	\$51.00	\$51.00	
Wagon Ride - 15 minutes children 5 & 2 & under are free	\$5 / person	\$5 / person	
Animal Interaction during Rentals - 1 Hour	\$100.00	\$100.00	
Popcorn - Small Bag	\$2.00	\$2.00	
Popcorn- Large Bag	\$4.00	\$4.00	
Bottled Water	\$1.00	\$1.00	
<b><u>Vendor Fees - Booth Rental</u></b>			
Farmer's Market - Full Season - 14 Markets	\$130	\$130	
Farmer's Market - Half Season - 7 Markets	\$65	\$65	
Farmer's Market - Daily - 1 Market	\$25	\$25	
Handmade Homemade Sale Booth Rental Fee OR Special Event Single Day Booth Rental Fee	\$30	\$30	
<b><u>Field Trips or Guided Tours</u></b>			
Per person - 1 hour or less	\$4.00	\$4.00	
Per person - 1.5 hours (1-hour tour with 30 min wagon ride)	\$5.50	\$5.50	
Per person - 2 hours	\$7.00	\$7.00	

There is a minimum group fee of \$30 / hour. Maximum group size is 30. School groups: Teachers/chaperones may attend at no charge. Adult / Student ratio is 1:10.			
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### **Merchandise Pricing**

Merchandise are items or goods purchased to be resold on their own or to create items for resale. The farm will follow industry standards in retail operations. For most merchandise, the farm will use a multiplier between the range of 1.25 to 3.00, or round up to the nearest dollar. Pricing will include any applicable sales tax, labor or other costs.

### **Produce Pricing**

Prices of products, florals, crops, and other good produced or grown at Salomon Farm Park sold by staff and volunteers at Salomon Farm Park.

### **Farmers' Market Pricing**

Pricing varies for each type of produce. Produce prices are evaluated each year at supermarkets and farmers' markets to determine pricing. Produce prices vary between 25 cents to 10 dollar per item.

Merchandise, produce, farmers' market pricing will be set in writing by the Manager of Salomon Farm Park, Outdoor Recreation and Boating. No item price shall exceed \$25 without written approval from the Deputy Director or Director.

Price changes and other pricing may be approved in writing by Deputy Director or Director.

### **Competitor Pricing for Comparison**

- Marion Hills Farm – Privately owned historic farm and barn in Fort Wayne
  - Accommodates 280 guest
  - \$4,000
- White Rock Barn and Terrace – Ossian Indiana
  - 220 Guests
  - Friday only 9 am -11:30 pm= \$3,800
  - Saturday only 9 am – 11:30 pm = \$4,800
  - Friday and Saturday = \$5,800
- Hoagland Hayloft – modern barn in Hoagland Indiana
  - 216 guests
  - Full Building Saturday = \$875
  - Full Building Sun-Friday = \$675
  - Additional event time = \$100 / 1/2hour
- Union 12 – Privately owned 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
  - 300 guests
  - Friday - \$3500
  - Saturday - \$4500
  - Sunday - \$2500
  - January – March Friday or Sunday \$1500
  - January – March Saturday \$2500
- The Papermill on the Landing
  - Capacity 200 guests
  - Non-peak during the week - \$1,000
  - Weekend peak - \$3,495

### **Banquet and Meeting Room Comparison**

- Community Center – Fort Wayne Parks
  - Banquet room for up to 200 guests
  - \$250-\$645
- Events at the Summit – meeting and event spaces
  - 40 to 400 guests
  - \$480 - \$6,820
- Firehouse Rental Hall – Engine House No5
  - 250 guests
  - \$1,000
- Botanical Conservatory – Fort Wayne Room & Banquet Rentals
  - Tuesday – Sunday 9 am – 3 pm - \$450
  - Tuesday – Sunday 5 pm – 11 pm - \$550