



FEE RECOMMENDATION

FOR: Sweet Breeze Canal Boat

COST CENTER: R300

Financial Objective and Justification Statement

Sweet Breeze is Fort Wayne's only authentic canal boat replica. The vessel is a flat-bottomed, aluminum-hulled boat measuring 54 feet in length, with a draft of 2.75 feet and an air draft of 8.5 feet. Owned by Friends of the Rivers and operated by the Fort Wayne Parks and Recreation Department (FWPRD), Sweet Breeze began official operations under FWPRD in 2021.

The boat offers a variety of tour experiences, including 45-minute, 60-minute, and 90-minute tours, as well as private rentals, specialty tours and school field trips. The operating season typically runs from late May through mid-October.

The long-term financial goal for Sweet Breeze is to be fully self-sustaining, covering operating costs through tours and rentals.

Operational Goals

- Achieve full financial self-support, covering all operational costs (insurance, staffing, maintenance, etc.).
- Generate revenue to support the broader mission of both Friends of the Rivers and FWPRD.
- Provide consistent funding to ensure the vessel's long-term preservation and stability.
- Continue fulfilling the mission of offering unique and memorable river experiences for the community.

To create more predictable revenue and attendance, we propose increasing dockside ticket prices by \$5 while keeping online rates the same. This strategy will encourage earlier commitments rather than last-minute purchases, which are often delayed due to weather or other concerns. Under the new structure, dockside rates would be \$25 for 45-minute tours, \$28 for 60-minute tours, and \$35 for 90-minute tours, compared to \$20, \$23, and \$30 online. This adjustment will incentivize advance sales, give us clearer attendance forecasts, and can be easily implemented through our RecTrac point-of-sale system and Clover devices at the dock.

Projected Results / Outcomes

- With the proposed updates, we anticipate additional revenue of \$10,623.

Fees

Sweet Breeze Fee Proposal

<u>Approving Organizations</u>			
	Current Fees	Proposed Fees	Notes
<u>Regular Tours</u> - Thursday-Sunday or as approved by Deputy Director or Director			
		Minimum 23 passengers per tour	
45-minute tour	\$20.00	NA	2 and under free*
45-minute tour dockside		\$25.00	
90-minute tour	\$30.00	NA	2 and under free*
90-minute tour dockside		\$35.00	
60-minute tour	\$23.00	NA	2 and under free*
60-minute tour dockside		\$28.00	
<u>Community Tours/Non-Prime</u> - Monday-Wednesday or as approved by Deputy Director or Director			
45-minute tour	\$15.00	NA	2 and under free*
90-minute tour	\$25.00	NA	2 and under free*
60-minute tour	\$18.00	NA	2 and under free*
<u>Private Tours</u>			
90-minute tour	\$1,400.00	NA	Regular seating, No food/drink
Food/Drink	\$150.00	NA	Cleaning Fee
Additional Hour	\$400.00	NA	Per Hour
Additional ½ hour	\$200.00	NA	After the first additional hour, time can be broken down into 30-minute increments at a pro-rated fee of \$200 per half hour
Custom Configuration	\$100.00	NA	Private Tours Only
<u>Specialty Tours</u> (i.e., themed tours/beer or wine/entertainment)			

Specialty tours will be priced according to FWPRD Costing Sheets and approved in writing by the Deputy Director

NA

2 and under free*

Non-Prime Private Tours		
Monday - Wednesday		
90-minute tour	\$1,000.00	NA
Food/Drink	\$150.00	NA
Additional Hour	\$400.00	NA
Additional ½ Hour	\$200.00	NA
Custom Configuration	\$100.00	NA
Regular Seating, No Food/Drink		
Cleaning Fee		
Per Hour		
After the first additional hour, time can be broken down into 30-minute increments at a pro-rated fee of \$200 per half hour		
Private Tours Only		
Other	Current Fees	Proposed Fees
FOR** Educational Tours (45-minute tours)	\$505/tour with \$5/student rate & AWS tours \$605/tour, students are free	NA
Min. 20 youth. Teachers (max of 3) are free. Additional adults are charged the regular tour rate.		
FOR** program (45-minute tours)	\$450/Tour	NA
Must not interfere or displace the regular tour schedule or tours already scheduled.		
In-House FWPRD programs (45-minute tour)	\$450/Tour	NA
Must not interfere or displace the regular tour schedule or tours already scheduled.		
Dockside Rental	\$150/Hour	NA
Use of Boat Dockside, No Food/Drink		
Dockside Rental Food/Drink	\$150/Rental	NA
Cleaning Fee		
Damages	\$50/labor plus materials and services	NA
Merchandise Fees:	Mark-Up Range	Notes
Retail Merchandise Markup	95%-125% (to round to nearest dollar)	Items that do not sell after a minimum of 45 days may be marked down with approval in writing by Deputy Director.
Wholesale Merchandise Markup	50%	Once items are priced they will remain at that price for the duration of the season.

<u>Catering Fee</u>	<u>Current Fees</u>	<u>Proposed Fees</u>	
45-minute tour	\$25.00		NA
90-minute tour	\$50.00		NA
<u>Security Fee</u>			
Security Fee-regular rate per officer (or market rate)	\$40.00/hour		NA Required for Tours with alcohol or as determined by FWPRD
Security Fee-Holiday rate per officer (or market rate)	\$55/hour		NA
<u>Contractual Tour Services and Other</u>			

<p>Contracted docents or other tour services (excluding Captain, First Mate, or Deckhand) will be negotiated by the boat administrator and approved by the Deputy Director.</p>	<p>Other fees may be approved in writing by the Deputy Director or Director</p>	<p>*2 and under free. Must be able to sit on fee paying passenger's lap</p>	<p>**FOR - Friends of the Rivers rate is for Education tours and in-house programming, excluding Sweet Breeze Fest (See example below). Additional revenues from ticket sales or admissions are retained by FWPRD. Private use by FOR will be charged the "in-house" rate.</p>
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Example Pricing Breakdown for FOR's Sweet Breeze Fest

- FOR would like to offer Sweet Breeze Tickets at a lower rate in Celebration of their annual Sweet Breeze Festival.
 - The rate and number of tours will be negotiated and agreed upon by both parties in writing before the beginning of each season. (Deputy Director or Director for FWPRD and FOR designee)
 - FOR will pay FWPRD the difference of the general public tour ticket price while retaining the special event price.
 - For example: 45-minute general public tours are \$20
 - World River Day special event price is \$5/rider for a 45-minute tour
 - FOR agrees to pay the \$15 per ticket difference to FWPRD
 - FWPRD will also keep the special event price of \$5/ rider