FEE RECOMMENDATION

10/1/2026

FOR: **Promenade Park & Riverfront Areas: Esplanade, North Lawn**

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; provide 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). 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 in 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.

Riverfront Areas, including Esplanade and the North Lawn, will operate in the same manner to allow open access throughout the park at all times. Rental spaces will be focused on 2 primary areas (Rick & Vicki James Overlook and Ambassador Enterprises Amphitheatre). This area is unique to Riverfront due to its combination of private businesses and park spaces.

FEE RECOMMENDATION

See 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 $11,500 in fees in 2027.

ATTACHED:

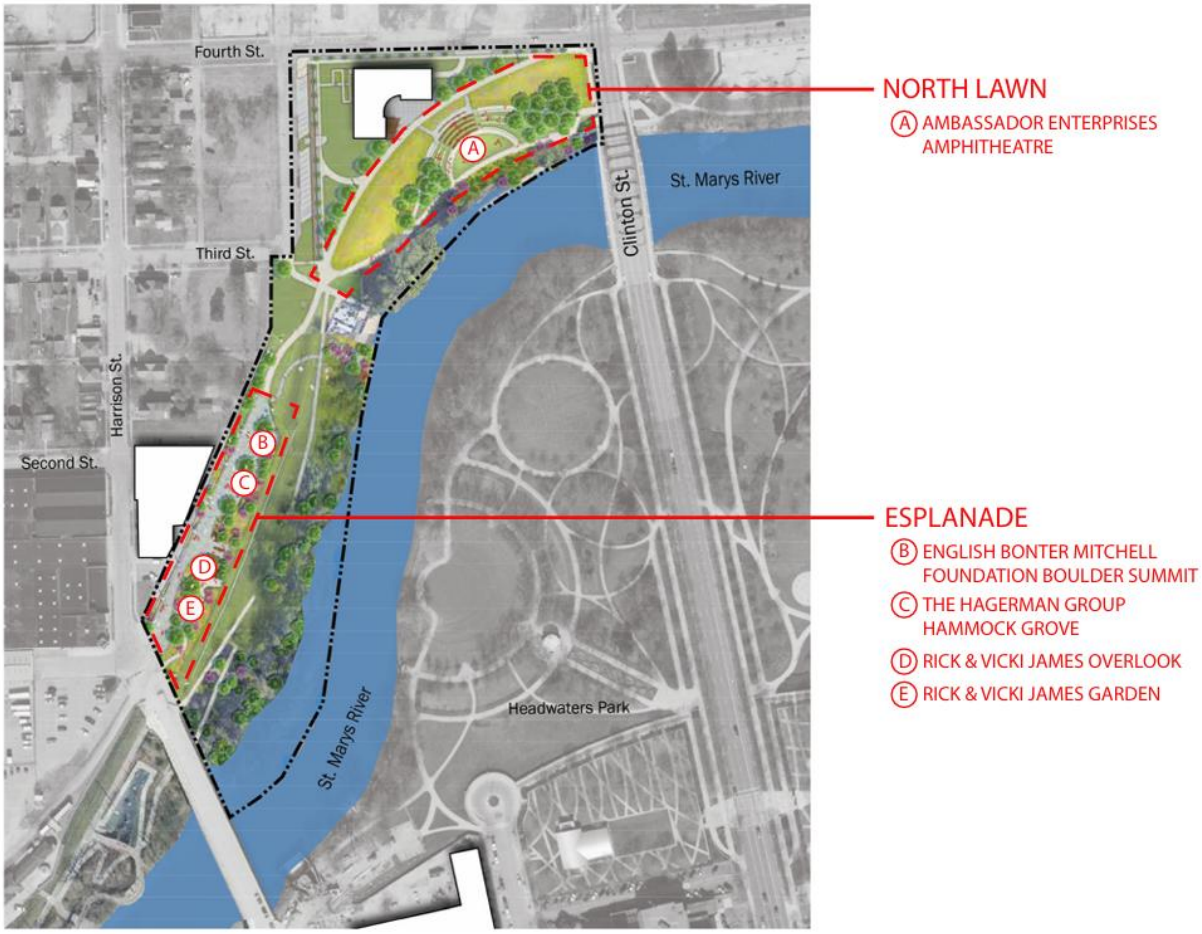
- Promenade Park Map
- Riverfront Park Map
- Proposed Fee Schedule

- Rental Comparison

Promenade Park Map:



Riverfront Map:



Promenade Park Fees			
		Effective 1/9/2024	Effective 10/8/2026
Private Weekday (Monday-Thursday)		**Current Fees**	**Proposed 2025 Fees**
Park Foundation Pavilion - All Day		$450.00	$475.00
Park Foundation Pavilion 9 am-12noon		$200.00	$230.00
Park Foundation Pavilion - 2 pm-11 pm		$300.00	$315.00
Auer Lawn & SW Bandshell East		$325.00	$350.00
Old National Bank Plaza and SW Bandshell West		$150.00	$175.00
Historic Wells Street Bridge		$250.00	$260.00
All Areas - All Day		$900.00	$950.00
Weekend (Friday, Saturday, and Sunday) - 4 Hours		**Current Fees**	**Proposed**
Park Foundation Pavilion		$600.00	$630.00
Auer Lawn & SW Bandshell East		$500.00	$525.00
Old National Bank Plaza and SW Bandshell West		$165.00	$200.00
Historic Wells Street Bridge		$400.00	$425.00
All Areas (4 hours)		$1,400.00	$1,450.00
Additional Hours - Rate per hour		**Current Fees**	**Proposed**
Park Foundation Pavilion		$160.00	$175.00
Auer Lawn & SW Bandshell East		$130.00	$140.00
Old National Bank Plaza and SW Bandshell West		$50.00	$60.00
Historic Wells Street Bridge		$85.00	$90.00
All Areas		$365.00	$375.00
Misc. Fees		**Current Fees**	**Proposed**
Daily Vending Fee (must be part of rental)		$35.00	$50.00
Stanchions – Auer Lawn		$160.00	$175.00
Early arrival (including vendors)		Applicable Hourly rate	
Late cleanup/leaving (including vendors)		Applicable Hourly rate	
Additional event staff (as determined by FWPRD)-Hourly Rate		$40.00	$45.00
Igniting Gas fireplaces (per firepit)		$45.00	$50.00
Security Fee - regular rate per officer (or market rate)		$65.00	$65.00
Security Fee - holiday rate per officer (or market rate)		$85.00	$85.00
Cleaning/Maintenance Repair Fee per Hour (plus materials and services if applicable)		$80.00	$85.00

Phase 2B Riverfront Fees			Effective: 10/8/2026
Weekday (Monday-Thursday)		**Current Fees**	**Proposed 2025 Fees**
Rick & Vicki James Overlook – All Day		NA	$250.00
Ambassador Enterprises Amphitheatre – All Day		NA	$325.00
All Areas – All Day (Public Events Only)		NA	$500.00
		NA	
Weekend (Friday, Saturday, and Sunday) - 4 Hours		**Current Fees**	**Proposed**
Rick & Vicki James Overlook		NA	$400.00
Ambassador Enterprises Amphitheatre		NA	$500.00
All Areas – (Public Events Only)		NA	$800.00
Additional Hours - Rate per hour		**Current Fees**	**Proposed**
Rick & Vicki James Overlook		NA	$90.00
Ambassador Enterprises Amphitheatre		NA	$100.00
All Areas – (Public Events Only)		NA	$125.00
Misc. Fees		**Current Fees**	**Proposed**
Daily Vending Fee (must be part of rental)		$35.00	$50.00
Stanchions		$160.00	$175.00
Early arrival (including vendors)		Applicable Hourly rate	
Late cleanup/leaving (including vendors)		Applicable Hourly rate	
Additional event staff (as determined by FWPRD)-Hourly Rate		$40.00	$45.00
Security Fee - regular rate per officer (or market rate)		$65.00	$65.00
Security Fee - holiday rate per officer (or market rate)		$85.00	$85.00
Cleaning/Maintenance Repair Fee per Hour (plus materials and services if applicable)		$80.00	$85.00
Weekday Catering Fees:		**Current Fees**	**Proposed**
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
Weekend Catering Fees:		**Current Fees**	**Proposed**
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
Dragon Boat Races Fees:		**Current Fees**	**Proposed**
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		$ $200.00	$200.00
Merchandise Fees:			
Riverfront Manager of Programs and Events may adjust the price after total costs with the following markup 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%	
Other Fees may be approved with the written permission of the Deputy Director			
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Comparable Rental Venues

- 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 (Monday through Thursday) 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 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 – capacity 300
  - Friday - $3500
  - Saturday - $4500
  - Sunday - $2500
  - Includes tables and chairs, a fully sound system, a projector screen, restrooms, and a Bridal suite

- Fort Wayne Museum of Art- capacity 250
  - Weekday 5 pm-11 pm Rental- $1,800
  - Weekend 4 pm-11 pm Rental- $1,750

- Grand Wayne-Calhoun Ballroom (Sections A & B)- capacity 150

- Weekday 5 pm-11 pm Rental- $600-1000
- Weekend 4 pm-11 pm Rental- $600-1000