

# Admissions Based Events FEES AND CHARGES

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# Admissions Based Events Background & Overview

- Adopted in September
- Public Process
- Limitations and restrictions responding to community feedback including:
  - Location
  - Size
  - Frequency
  - Duration
  - Impacts in parks and neighborhoods

# Task Force Fee and Revenue Subcommittee

- Place a premium on ABE
- Support non profits
- Should charge additional percentage above the park permit
- Revenues should go to parks, not General Fund

**78 Cities  
Contacted**

# NATIONAL RESEARCH

**65 out of 78  
Allow Events**

Winston-Salem, NC  
Durham, NC  
Chesapeake, VA  
Reno, NV  
Irvine, CA  
Rochester, NY  
Fayetteville, NC  
Newport News, VA  
Little Rock, AK  
Knoxville, NC  
Fort Lauderdale, FL  
Salt Lake City, UT  
Jackson, MI  
Tallahassee, FL  
Providence, RI  
Chattanooga, TN  
Salem, VA  
Salina, KY  
Fort Collins, CO  
Hartford, CT  
Gainesville, FL  
Allentown, PA  
Green Bay, WI  
Boulder, CO  
Billings, MT  
Columbia, SC

Houston, TX  
Columbus, OH  
Charlotte, NC  
Memphis, TN  
Milwaukee, WI  
Las Vegas, NV  
Tucson, AZ  
Albuquerque, NM  
Long Beach, CA  
Cleveland, OH  
Raleigh, NC  
Wilmington, NC  
Tampa, FL  
Cincinnati, OH  
Pittsburg, PA  
St Petersburg, FL  
Glendale, AZ  
Orlando, FL  
Birmingham, AL  
Baton Rouge, LA  
Grand Rapids, MI  
Augusta, GA  
Huntington Beach, CA  
Chandler, AZ  
Madison, WI  
Charleston, SC

Austin, TX  
Portland, OR  
Atlanta, GA  
Baltimore, MD  
Chicago, IL  
Kansas City, MO  
San Diego, CA  
San Francisco, CA  
Seattle, WA  
Boston, MA  
Phoenix, AZ  
Virginia Beach, VA  
Jacksonville, FL  
Miami, FL  
Dallas, TX  
Telluride, CO  
Nashville, TN  
Arlington, VA  
Honolulu, HI  
New York, NY  
Detroit, MI  
Richmond, VA  
Colorado Springs, CO  
Philadelphia, PA  
Indianapolis, IN  
Aspen, CO

# National Research- Fees

- Every city has a varying fee structure.
  - Permits
  - Percentage of Sales
  - Rental Fees
  - Commercial & Non-Profit fees
  - Number of attendees
  - Parks

# NATIONAL RESEARCH - Park Fees

## **Atlanta, GA**

Permit fee ranges from \$500-\$15,000 and \$250-\$9,000 for non-profit. Cost is based on number of people

## **Austin TX**

Rental fee \$25,000-\$35,000 and \$1 per ticket

## **Kansas City, MO**

Rental fee \$10,000 or 10% gross ticket sales, which ever is greater

## **San Francisco, CA**

Rental fee range from \$500-\$50,000  
5% of concessions and 25% of ticket sales

# Examples – Event Ticket Prices

**Baltimore, MD- Latino Fest** Adults \$5, children under 12 free

**San Francisco, CA - Outside Lands**

Regular 2-day ticket: \$140.00, VIP 2-day ticket: \$395.00.

**Kansas City, MO - Missouri Ethnic Festival:** \$3 adult tickets

**Chicago, IL - Pumpkin Patches** in neighborhood parks throughout city \$15 per child

**Aspen, CO - Jazz Festival** Tickets range from \$141-\$1750

**Telluride, CO (Summer Concert Series ie Blue Grass Festival)**

Multiple ticket prices, approx \$65 per day

# Admission Based Event Fee Schedule

## Base Fee

- Event hosts will be charged the standard permit fee plus 50%. (1.5 times current fees)

## Percentage

- 15% of gross ticket sales
  - Either 15% goes directly to parks or 5% directly to parks and 10% to parks via surplus seat tax

# Admission Based Event Revenue

## Base Fee

To General Fund

## Percentage

### Park Sites

- 50% will be appropriated to the specific park where the event is held and 50% will be appropriated to citywide Parks.
- If seat tax does not apply, the 15% revenue will be deposited into a new Special Revenue Fund
- If seat tax does apply, the 10% representing the seat tax will be appropriated through the annual CIP budgeting process and the remaining 5% will be deposited into the new Special Revenue Fund

### Event Facilities

- 100% will be appropriated to Event Facilities (Chief Hosa Lodge and Campground, Washington Park Boathouse, City Park Pavilion, The Molkery and Stapleton Central Park Facility).
- If seat tax does not apply, the 15% revenue will be deposited into the existing Event Facility Special Revenue Fund
- If seat tax does apply, the 10% representing the seat tax will be appropriated through the annual CIP budgeting process and the remaining 5% will be deposited into the existing Special Revenue Fund

# Festivals and Special Occasions

## Current Fees

Event Size	Without Alcohol		With Alcohol	
	For-Profit <u>Fee</u>	Non-Profit <u>Fee</u>	For-Profit <u>Fee</u>	Non-Profit <u>Fee</u>
1 - 350	\$ 260.00	\$ 130.00	\$ 440.00	\$ 220.00
351 - 3,000	\$ 855.00	\$ 427.50	\$ 1,430.00	\$ 715.00
3,001 - 10,000	\$ 1,045.00	\$ 522.50	\$ 1,785.00	\$ 892.50
10,000 - 24,999	\$ 1,990.00	\$ 995.00	\$ 1,785.00	\$ 892.50
25,000 +	\$ 3,775.00	\$ 1,887.50	\$ 3,925.00	\$ 1,962.50

# Admission Based Event Permit Fee Park Sites

Event Size	Without Alcohol		With Alcohol	
	For-Profit <u>Fee</u>	Non-Profit <u>Fee</u>	For-Profit <u>Fee</u>	Non-Profit <u>Fee</u>
1 - 350	\$ 390.00	\$ 195.00	\$ 660.00	\$ 330.00
351 - 3,000	\$ 1,282.50	\$ 641.25	\$ 2,145.00	\$ 1,072.50
3,001 – 7,500	\$ 1,567.50	\$ 783.75	\$ 2,677.50	\$ 1,338.75

\* = Does not include 15%

# Admission Based Event Permit Fee Event Facilities

<u>Current Fees</u>				
	<u>No alcohol</u>		<u>With Alcohol</u>	
	<u>For-profit</u>	<u>non-profit</u>	<u>for profit</u>	<u>non-profit</u>
Wash Park BH	\$350	\$175	\$600	\$300
City Park Pavilion	\$350	\$175	\$600	\$300
Chief Hosa	\$110-\$480	\$55-\$240	\$110-\$480	\$55-\$240
Stapleton	\$40-\$70	\$20-\$35	\$40-\$70	\$20-\$35
Molkery	\$50-\$100	\$25-\$50	\$50-\$100	\$25-\$50
<b><u>ABE Fee (not including 15%)</u></b>				
	<u>No alcohol</u>		<u>With Alcohol</u>	
	<u>For-profit</u>	<u>non-profit</u>	<u>for profit</u>	<u>non-profit</u>
Wash Park BH	\$525	\$262.50	\$900	\$450
City Park Pavilion	\$525	\$262.50	\$900	\$450
Chief Hosa	\$165-\$720	\$82-\$360	\$165-\$720	\$82-\$360
Stapleton	\$60-\$112	\$30-\$56	\$60-\$112	\$30-\$56
Molkery	\$75-\$150	\$32-\$75	\$75-\$150	\$32-\$75

# Park Site examples

## **1 day - free event - 100 people (non profit, w/alcohol)**

Permit fee: \$220

Total Revenue: \$220

## **1 day - 100 people - \$15/ticket (non profit w/alcohol)**

Permit fee: \$330

15% Charge: \$225

Total Revenue: \$555

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## **1 day - free event – 3,000 people (non profit, w/alcohol)**

Permit fee: \$715

Total Revenue: \$715

## **1 day – 3,000 people - \$15/ticket (non profit, w/alcohol)**

Permit fee: \$1,072.50

15% Charge: \$6,750.00

Total Revenue: \$7,822.50

# Event Facility examples

## **1 day, free event with 100 people**

Permit fee:                 \$350  
Total Revenue:            \$350.

## **1 day event, 100 people, charging \$100 a ticket**

Permit fee:                 \$ 525  
15% Charge:               \$1,500  
Total Revenue:            \$2,025

# Next Steps

- Finalize permitting procedures
- Open permit application process
- Work hand in hand with event planners
- Report to Parks and Recreation Advisory Board October 2011