



4800 Ashford Dunwoody Road
Dunwoody, Georgia 30338
dunwoodyga.gov | 678.382.6700

MEMORANDUM

To: Mayor and City Council

From: Brent Walker, Parks Director

Date: April 23, 2018

Subject: **Approval of Parks Rental and Special Event Policy and Fees**

ITEM DESCRIPTION

Approval of park rental and special event policy and fee increase.

BACKGROUND

Dunwoody rental facilities have and are being improved. The current facility rental fee is not appropriate for the improvements that have occurred or that will be done this year:

Brook Run Park

- a. The current 90 person capacity pavilion without restroom facilities will be upgraded to 175 person capacity with restroom facilities and increased lawn space
- b. A new 75 person capacity pavilion with parking and restroom facilities

Pernoshal Park- 100 person capacity pavilion built with parking and restroom facilities

Windwood Hollow Park- The current 50 person capacity pavilion with temporary restroom facilities will be upgraded to include permanent restroom facility.

Surrounding municipalities structure their facility rentals with hourly rates for non-resident or resident. The average resident hourly fee is \$120 with non-resident hourly fees at \$140.

The above site improvements combined with purchased online rental software, allow for a tiered fee schedule at each Dunwoody rental facility. Below is the recommended fee schedule for private rentals based on these improvements.

Denis Shortal Mayor
Eric Linton, ICMA-CM City Manager
Sharon Lowery, CMC City Clerk

Pam Tallmadge City Council Post 1
Jim Riticher City Council Post 2
Tom Lambert City Council Post 3

Terry Nall City Council Post 4
Lynn Deutsch City Council Post 5
John Heneghan City Council Post 6

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Rental Facility	Capacity	Half day (4 hours)	Full day (8 hours)
X-Large (i.e. Brook Run Event Pavilion and Great Lawn)	250-300 (175 seated)	\$500	\$1,000
Large (i.e. Pernoshal Park Pavilion)	100	\$150	\$300
Medium (i.e. Brook Run Arboretum Rental Pavilion)	75	\$100	\$200
Small (i.e. Windwood Hollow Park Pavilion)	50	\$75	\$150

Along with private rentals, the Parks Department facilitates multiple special events throughout the year. Due to the low fees that are currently charged, our parks are a popular location for various 5ks and non-City festivals throughout the year, often to the detriment of the general park user. To stem the number of events and recuperate some of the cost associated with maintaining the parks for these types of events, City staff propose the following fee structure for special events within City owned parks and facilities:

Event Type	Event Size	Max Attendance	Facility Rental Fee	Permit Fee	Deposits	Total Paid	Total After Refunds
Festival	Small	400	\$1,000.00	\$300.00	\$900.00	\$2,200.00	\$1,300.00
Festival	Medium	400-800	\$1,500.00	\$425.00	\$1,100.00	\$3,025.00	\$1,925.00
Festival	Large	800-1200	\$2,000.00	\$550.00	\$1,300.00	\$3,850.00	\$2,550.00
5K, Walk, Run*	Fixed	500	\$2,000.00	\$425.00	\$1,100.00	\$3,525.00	\$2,425.00

*Includes route fee of \$500 for trail usage

RECOMMENDATION

Staff recommends the Mayor and Council approve the rental and special event policy and fees as presented and direct staff to administer the requirements therein.

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Private Rental and Special Event Policy



Facility Rentals

Proposed Fee Schedule

Rental Facility	Capacity	Half day (4 hours)	Full day (8 hours)
X-Large (i.e. Brook Run Event Pavilion and Great Lawn)	250-300 (175 seated)	\$500	\$1,000
Large (i.e. Pernoshal Park Pavilion)	100	\$150	\$300
Medium (i.e. Brook Run Arboretum Rental Pavilion)	75	\$100	\$200
Small (i.e. Windwood Hollow Park Pavilion)	50	\$75	\$150

- Surrounding municipalities structure their facility rentals with hourly rates for non-resident or resident. The average resident hourly fee is \$120 with non-resident hourly fees at \$140.
- Site improvements combined with purchased online rental software, allow for a tiered fee schedule at each Dunwoody rental facility. Above is the recommended fee schedule based on these improvements.
 - Brook Run Park
 - 90 person capacity pavilion without restroom facilities upgrading to 175 person capacity with restroom facilities and increased lawn space
 - Additional 75 person capacity pavilion with parking and restroom facilities
 - Pernoshal Park
 - 100 person capacity pavilion built with parking and restroom facilities
 - Windwood Hollow Park
 - 50 person capacity pavilion with temporary restroom facilities upgrading to include permanent restroom structure

Special Events

How Did We Get Here?

- 41 Special Events were hosted at Brook Run Park in 2017 for a total attendance of 30,575
 - 7 festival events (Kosher BBQ, Corporate Events, etc.)
 - 34 5Ks/races
- Festival events, on average, had 1,600 people in attendance and paid on average \$1,150 in fees (after all applicable refundable deposits)
- 5Ks, on average, had 524 people in attendance, with fees paid on average of \$955 (after all applicable refundable deposits)
- Current Special Event policy dictates Low Impact and High Impact event based on attendance. Up to 300 is considered Low Impact, over 300 is High Impact.
- 53% of fees paid are fully refundable.



Special Events

How Do We Improve Going Forward?

- Cap Special Events at two per month
- Rewrite Special Event policy for additional tiered pricing and specifics around event components, rather than the current 300 person attendance tier. A Kosher BBQ event should not have the same fees as a 400 person corporate picnic and vice versa.
 - Festivals- Events that **do not** include a walk or run; all event components are within rental area (i.e. Brook Run Great Lawn/Pavilion)
 - Small <400 anticipated attendance
 - Medium >400 <800 anticipated attendance
 - Large >800 <1,200 anticipated attendance
 - Maximum festival attendance of 1,200 except for those events grand-fathered in (Lemonade Days, Kosher BBQ, Tap Into GA Festival)
 - 5k Walk/Run
 - Maximum attendance of 500, except for those grand-fathered in (Tartan Trot, Vanderdash, Daffodil Dash)
 - To include an additional route fee for the 5K race component.

Special Events

How Do We Improve Going Forward? cont.

- Increase fees to reflect improved amenities, mainly Great Lawn construction in 2018
- Proposed fee schedule
 - Festivals
 - Small: <400 anticipated attendance- \$2,200
 - Medium: >400 <800 anticipated attendance-\$3,025
 - Large: >800 <1,200 anticipated attendance- \$3,850
 - 5K, Walk/Run
 - Maximum 500 attendance- \$3,525
- What are our neighbors doing?
 - Chamblee- \$1,250 flat fee for events
 - Johns Creek amphitheater use- \$3,000 non-profit and residents; \$5,000 for-profit and commercial
 - Roswell- \$1,200 for small event, \$1,600 for large, plus 50% higher rate for non-residents. \$2,000 flat fee for road race which caps at 250 people.
 - **Surrounding cities do not offer refundable deposits**

Special Events

Proposed Fee Schedule

Event Type	Event Size	Maximum Attendance	Facility Rental Fee	Permit Fee	Deposits**	Total Paid
Festival	Small	400	\$ 1,000.00	\$ 300.00	\$ 900.00	\$2,200.00
Festival	Medium	400-800	\$ 1,500.00	\$ 425.00	\$ 1,100.00	\$3,025.00
Festival	Large	800-1200	\$ 2,000.00	\$ 550.00	\$ 1,300.00	\$3,850.00
5K, Walk, Run*	Fixed	500	\$ 2,000.00	\$ 425.00	\$ 1,100.00	\$3,525.00

*Includes route fee of \$500

**Sign deposit and damage deposits

- Special Events outside the park will **not** have Facility Rental Fee, but will have \$500 route fee, if 5K component is included
- Dunwoody 501c(3) waived fees will still apply

Back to Basics

- Residents want to use the park at their leisure without competing for space with events and 5Ks
- Limit Special Events to twice a month, additional events accepted per Parks Director discretion
 - Allows for 1-2 City-hosted events a month plus 1 open play day for residents
 - Less impact on PD during weekends
 - Decreased impact on surrounding neighborhood traffic
 - With proposed fee schedule, 2017 5Ks would have limited to only 24, not 34 that actually occurred.

