



STAFF REPORT

Meeting Date: August 17, 2017

Agenda Item #: 5f

TO: Mayor and Town Council
FROM: Susan Parker, Town Administrator
TITLE: **Town Park Fee Recommendation**
ATTACH: FY2017-2018 Fee Schedule
Fee Schedule Comparisons

Summary: During the construction of the Sunset Beach Town Park over the past 3 years, the uses have evolved and the Town Park has become a community amenity providing leisurely exercise, fishing, kayaking, fund-raising, and special event opportunities that support and improve our quality of life. Staff has worked hard to minimize the physical and financial impact to the Sunset Beach Town Park while still providing an enhanced amenity to both residents and visitors.

The proposed additional fees (highlighted in red) in the current fee schedule will represent a rent for the use of the park and the existing fee schedule will continue to off-set the town-provided services for an event.

Background: The Sunset Beach Town Park was partially completed and opened in 2015. The remaining amenities to be constructed included the bathrooms, picnic area, floating dock, observation deck and additional parking behind the Twin Lakes Restaurant. At that time, the only events that were scheduled were the Waterfront Market, Memorial Day and Veteran's Day events.

With the completion of the bathrooms last year and the other amenities, organizations and wedding planners have expressed an interest in the use of the park. Staff recommended a review of the policy and fee schedule for this December 18, 2017.

Discussion: With each application and payment of the \$25.00 application fee, staff determines what services that are required for a successful event. Each event has unique needs and service level requests. Often, organizer's will provide toilet paper, garbage cans, recycle cans, port-a-

johns, animal excrement boxes, bathroom cleaning, micro-trash pick-up and other items or services to reduce any additional expense for the use of the park.

Organizers who require town-provided services are invoiced after the event. Invoices have ranged from \$45.00 to \$1,532.50 to offset those town-provided services. Those fees were established to capture the impact of an event. As the fee schedule comparison demonstrates, several communities simply apply a flat fee without consideration of actual services provided.

Fiscal Implication: Town Park expenses are funded through the accommodations tax not with property taxes. Based on the number of existing events, the adoption of the rental fees as proposed would generate approximately \$4,300.

Recommendation: Staff recommends adopting the proposed fees to be added to the 2017-2018 Fee Schedule.