



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

MEMORANDUM

To: Mayor and City Council

From: Brent Walker, Parks Director

Date: May 21, 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 schedule was last reviewed in 2010, before these upgrades occurred.

1. Brook Run Park
 - a. 90 person capacity pavilion without restroom facilities upgrading to 175 person capacity with restroom facilities and increased lawn space
 - b. Additional 75 person capacity pavilion with parking and restroom facilities
2. Pernoshal Park- 100 person capacity pavilion built with parking and restroom facilities
3. Windwood Hollow Park- 50 person capacity pavilion with temporary restroom facilities upgrading to include permanent restroom structure

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

**\$100 for sign deposit, \$800 for damage deposits

Based on information provided by the Mayor and Council from the April 23rd Council meeting, Staff also recommends limiting non-City organized large events to only 1 per 30 days and limiting amplified sound at Georgetown and Pernoshal Park to after 8 am on Saturdays and not permitted on Sundays.

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.

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

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Jim Riticher City Council Post 2
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Private Rental and Special Event Policy



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 Large Special Events at one per 30 days
- 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

**\$100 for sign deposit, \$800 for 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

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 |
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- 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.
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 - Pernoshal Park
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 - Windwood Hollow Park
 - 50 person capacity pavilion with temporary restroom facilities upgrading to include permanent restroom structure

Back to Basics

- Residents want to use the park at their leisure without competing for space with events and 5Ks
- Limit Large Special Events to one per 30 days, 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 been limited to only 24, not 34 that actually occurred.
 - Limit amplified sound equipment at Pernoshal and Georgetown Park to after 8 am on Saturdays and not permitted on Sundays.



January

2019

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|--------|---------------------------------|-----------|----------|--------|--------------|--------------|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 14 | 15 MLK JR. Day of Service | 16 | 17 | 18 | NO EVENTS 19 | NO EVENTS 20 |
| | | | | | X | X |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | 31 | | | |
| | | | | | | |



Parks & Recreation

15th | MLK JR. Day of Service
Location: Brook Run Park

February

2019

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|--------|---------|-----------|----------|--------|--|--------------------------|
| | | | | 1 | 2 5k - Tarton Trot | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 5k - With or Without You 1k - Love Bug | 10 |
| 11 | 12 | 13 | 14 | 15 | NO EVENTS 16 X | NO EVENTS 17 X |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | | | |
| | | | | | | |



2nd | 5k Tarton Trot
 Location: Mount Vernon Road
9th | 5k With or Without You
 Location: Brook Run Park
9th | 1k Love Bug
 Location: Brook Run Park

March 2019

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|--------|---------|-----------|----------|--------|------------------------------------|---------------------|
| | | | | 1 | 2 National Day of Unplugging | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 Vanderlyn Vander Dash | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 Daffodil Dash |
| 25 | 26 | 27 | 28 | 29 | NO EVENTS 30 | NO EVENTS 31 |
| | | | | | X | X |
| | | | | | | |



2nd | National Day of Unplugging

Location: Dunwoody Nature Center

16th | Vanderlyn Vanderdash

Location: Vanderlyn Elementary School

24th | Daffodil Dash

Location: Brook Run Park

April 2019

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|--------|---------|---------------------|---------------------|---------------------|----------------------------------|---------------------|
| 1 | 2 | 3 | 4 | 5 | 6 5k - Tropical Smoothie Café | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | NO EVENTS 20 X | NO EVENTS 21 X |
| 22 | 23 | 24 Lemonade Days | 25 Lemonade Days | 26 Lemonade Days | 27 Lemonade Days | 28 Lemonade Days |
| 29 | 30 | | | | | |
| | | | | | | |



6th | 5k Tropical Smoothie Café

Location: Brook Run Park

24th | Lemonade Days

Location: Brook Run Park

25th | Lemonade Days

26th | Lemonade Days

27th | Lemonade Days

28th | Lemonade Days

May

2019

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|----------------------------|---------|-----------|--------------------------------------|--------|--|--|
| | | 1 | 2 Food Truck Thursday Kick Off | 3 | 4 Farmers Market | 5 26 th Ann Harris Jacobs Dream Run |
| 6 | 7 | 8 | 9 Food Truck Thursday | 10 | 11 Arts Festival Farmers Market | 12 |
| 13 | 14 | 15 | 16 Food Truck Thursday | 17 | 18 Kids to Park Day Farmers Market | 19 |
| 20 | 21 | 22 | 23 Food Truck Thursday | 24 | NO EVENTS 25 | NO EVENTS 26 |
| | | | | | X | X |
| 27 Memorial Day Tribute | 28 | 29 | 30 Food Truck Thursday | 31 | | |
| | | | | | | |

**2nd | Food Truck Thursday Kick Off**

Location: Brook Run Park

4th | Farmers Market

Location: Brook Run Park

5th | 26th Ann Harris Jacobs Dream Run

Location: Till Mill Road

9th | Food Truck Thursday**11th | Dunwoody Arts Festival**
Location: Dunwoody Village**16th | Food Truck Thursday****18th | Kids to Park Day**

Location: Pernoshal Park

23rd | Food Truck Thursday**23rd | Food Truck Thursday****25th | Dunwoody Farmers Market****27th | Memorial Day Tribute**

Location: Brook Run Park

June

2019

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|--------|---------|-----------|---------------------------|--------|---|---------------------------|
| | | | | | 1 Farmers Market | 2 |
| 3 | 4 | 5 | 6 Food Truck Thursday | 7 | 8 Family Fitness Day Farmers Market | 9 |
| 10 | 11 | 12 | 13 Food Truck Thursday | 14 | 15 Groovin' on the Green Farmers Market | 16 |
| 17 | 18 | 19 | 20 Food Truck Thursday | 21 | 22 NO EVENTS | 23 NO EVENTS |
| | | | | | X | X |
| 24 | 25 | 26 | 27 Food Truck Thursday | 28 | 29 Farmers Market | 30 5k - Atlanta Heroes |
| | | | | | | |



1st | Farmers Market
Location: Brook Run Park
6th | Food Truck Thursday
Location: Brook Run Park
8th | Family Fitness Day
Location: Brook Run Park

8th | Farmers Market
13th | Food Truck Thursday
15th | Groovin' on the Green
Location: Pernoshal Park
15th | Farmers Market
20th | Food Truck Thursday

22nd | Farmers Market
27th | Food Truck Thursday
29th | Farmers Market
30th | 5k Atlanta Heroes
Location: Brook Run Park

July 2019

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|--------|---------|-----------|---|--------|---|------------------------|
| 1 | 2 | 3 | 4 Dunwoody 4 th of July Parade | 5 | 6 Farmers Market | 7 |
| 8 | 9 | 10 | 11 Food Truck Thursday | 12 | 13 Groovin' on the Green Farmers Market | 14 |
| 15 | 16 | 17 | 18 Food Truck Thursday | 19 | 20 Farmers Market | 21 |
| 22 | 23 | 24 | 25 Food Truck Thursday | 26 | 27 NO EVENTS | 28 NO EVENTS |
| | | | | | X | X |
| 29 | 30 | 31 | | | | |
| | | | | | | |



4th | Dunwoody 4th of July Parade

Location: Mount Vernon Road

6th | Farmers Market

Location: Brook Run Park

11th | Food Truck Thursday

Location: Brook Run Park

13th | Groovin' on the Green

Location: Pernoshal Park

13th | Farmers Market

18th | Food Truck Thursday

20th | Farmers Market

25th | Food Truck Thursday

27th | Farmers Market

August 2019

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|--------|---------|-----------|---------------------------|--------|--|--------------------------|
| | | | 1 Food Truck Thursday | 2 | 3 7 th Annual Lektek Run 4 Kids Farmers Market | 4 |
| 5 | 6 | 7 | 8 Food Truck Thursday | 9 | 10 Groovin' on the Green Farmers Market | 11 |
| 12 | 13 | 14 | 15 Food Truck Thursday | 16 | NO EVENTS 17 X | NO EVENTS 18 X |
| 19 | 20 | 21 | 22 Food Truck Thursday | 23 | 24 5k - Run Your Happy Tails Off Farmers Market | 25 |
| 26 | 27 | 28 | 29 Food Truck Thursday | 30 | 31 Farmers Market | |
| | | | | | | |



1st | Food Truck Thursday
Location: Brook Run Park
3rd | 5k 7th Annual Lektek Run 4 Kids
Location: Brook Run Park
3rd | Farmers Market
8th | Food Truck Thursday

10th | Groovin' on the Green
Location: Pernoshal
15th | Food Truck Thursday
17th | Farmers Market
22nd | Food Truck Thursday

24th | 5k Run Your Happy Tails Off
Location: Brook Run Park
29th | Food Truck Thursday
31st | Farmers Market

September

2019

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|--------|---------|-----------|---------------------------|--------|-------------------------------------|------------------------|
| | | | | | | 1 |
| 2 | 3 | 4 | 5 Food Truck Thursday | 6 | 7 Farmers Market | 8 |
| 9 | 10 | 11 | 12 Food Truck Thursday | 13 | 14 Wine Stroll Farmers Market | 15 |
| 16 | 17 | 18 | 19 Food Truck Thursday | 20 | 21 NO EVENTS | 22 NO EVENTS |
| | | | | | X | X |
| 23 | 24 | 25 | 26 Food Truck Thursday | 27 | 28 Farmers Market | 29 |
| 30 | | | | | | |



5th | Food Truck Thursday
Location: Brook Run Park
7th | Farmers Market
Location: Brook Run Park
12th | Food Truck Thursday
14th | Farmers Market

14th | Wine Stroll
Location: Pernoshal Park
19th | Food Truck Thursday
21st | Farmers Market
26th | Food Truck Thursday
28th | Farmers Market

October

2019

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|--------------------------|---------|-----------|---|--------|------------------------|---|
| | 1 | 2 | 3 Food Truck Thursday | 4 | 5 Farmers Market | 6 |
| 7 | 8 | 9 | 10 Food Truck Thursday | 11 | 12 Farmers Market | 13 |
| 14 | 15 | 16 | 17 Food Truck Thursday | 18 | 19 Farmers Market | 20 PCMS CV Classic Tour de Dunwoody |
| 21 Atlanta Kosher BBQ | 22 | 23 | 24 Food Truck Thursday | 25 | 26 NO EVENTS | 27 NO EVENTS |
| | | | | | X | X |
| 28 | 29 | 30 | 31 Food Truck Thursday Trunk or Treat | | | |
| | | | | | | |



3rd | Food Truck Thursday
Location: Brook Run Park
5th | Farmers Market
Location: Brook Run Park
10th | Food Truck Thursday
12th | Farmers Market

17th | Food Truck Thursday
19th | Food Truck Thursday
20th | PCMS CV Classic
Location: Peachtree Charter School
20th | Tour de Dunwoody
Location: Brook Run Park

21st | Atlanta Kosher BBQ
Location: Brook Run Park
24th | Food Truck Thursday
26th | Farmers Market
31st | Food Truck Thursday Trunk or Treat

November

2019

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|--------------------|---------|-----------|----------|--------|--------------|--------------------|
| | | | | 1 | 2 | 3 Dunwoody Dash |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 Veterans Day | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | NO EVENTS 23 | NO EVENTS 24 |
| | | | | | X | X |
| 25 | 26 | 27 | 28 | 29 | 30 | |
| | | | | | | |

December

2019

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|--------|---------|-----------|----------|--------|-------------------------|--------------|
| | | | | | | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 Winter Wonderland | 15 |
| 16 | 17 | 18 | 19 | 20 | NO EVENTS 21 | NO EVENTS 22 |
| | | | | | X | X |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 | | | | | |



Parks & Recreation

3rd | Winter Wonderland
Location: Pernoshal Park