

TOWN COUNCIL



STAFF REPORT Department of Engineering

MEETING DATE:	January 13, 2015
PROJECT:	Oyster Factory Park Proposed Rental Fees - Workshop
PROJECT MANAGER:	Kim Jones, Director, Department of Engineering

REQUEST: Town Council workshop review of a proposed amendment to *Ordinance No. 2015-14 Fiscal Year 2016 Budget, Section 3. Establishment of a Master Fee Schedule* to include rental of the facilities at Oyster Factory Park.

BACKGROUND: The Town of Bluffton and Beaufort County originally entered into an Agreement in 2004 that allowed for the joint use and shared expenses associated with Oyster Factory Park. As part of the 2015 Strategic Plan, Town Council established Oyster Factory Park Master Plan amendment and funding strategy as a top priority. In this regard, the Strategic Plan Action Plan listed establishing a Modified Agreement that clarified maintenance and ownership responsibilities as a milestone activity.

On September 8, 2015, Town Council voted to approve the Modified Agreement between the Town of Bluffton and Beaufort County regarding the operations of Oyster Factory Park. The Modified Agreement transfers responsibilities and provisions for the management, maintenance, and improvements for the Oyster Factory Park from Beaufort County (County) to the Town of Bluffton (Town).

As a result of the execution of the Modified Agreement and in preparation for a transfer of operations, the Town must review and adopt a rental fee for inclusion in the Town's Master Fee Schedule as part of the Fiscal Year 2016 Budget. This action will require an amendment to *Ordinance No. 2015-14 Fiscal Year 2016 Budget, Section 3. Establishment of a Master Fee Schedule*.

INTRODUCTION: To develop a proposed rental fee schedule for Council's review, Staff gathered park and facility rental fee information for comparable venues including Rotary Community Center, Beaufort County Parks and Leisure Services (PALS), Town of Hilton Head Island, Coastal Discovery Museum at Honey Horn, City of Savannah and Charleston County among others. The complete analysis is included for reference as Attachment 1.

Additionally, to gain insight into current operations and to receive feedback on "lessons-learned" for consideration, Town staff met with Beaufort County PALS staff and a representative of D & L Seafood Corporation on November 16, 2015 to discuss the following:

- current park rental fees,

- special event considerations,
- current park operations and maintenance, and
- existing park rules.

Based upon the comparable rental fee analysis and the meeting with PALS and D & L Seafood Corp., Staff is proposing for Council's consideration the following Oyster Factory Park rental fees as an amendment to the Fiscal Year 2016 Master Fee Schedule:

Oyster Factory Park

Item/Description	Basis ⁴	Fee
Reservation of Park East of Wharf Street		
Rental Fee	Per Day	\$600.00
Rental Fee – Non-Profit ¹	Per Day	\$200.00
Additional Hours Prior to Noon	Per Hour	\$50.00
Security Deposit ²	Per Day	\$350.00
Reservation of Park West of Wharf Street³		
Rental Fee	Per Day	\$200.00
Rental Fee – Non-Profit ¹	Per Day	\$50.00
Additional Hours Prior to Noon	Per Hour	\$25.00
Security Deposit ²	Per Day	\$100.00
Additional Notes:		
<ul style="list-style-type: none"> • ¹ Non-Profit organizations must be in good standing with the South Carolina Secretary of State and all ticket, food, beverage, and other revenue generated from the use of the facility is returned to the non-profit organization. The Town Manager may deny this waiver to any person or organization attempting to circumvent these requirements. • ² Security Deposit may be refunded in whole or in part provided the park, facilities, and equipment are clean and returned to the condition that existed prior to the rental. • ³ No alcohol is permitted in the park west of Wharf Street. • ⁴ Per day includes rental of the park area from Noon until 11:00pm. Set-up and clean-up must occur during this time period. 		

The proposed fee structure is comparable to that currently charged by Beaufort County PALS and takes into consideration non-profits, adjacent lawn area surrounding the Garvin House, and associated costs and impacts.

NEXT STEPS: Approval of the proposed rental fee schedule will require an amendment to Ordinance No. 2015-14 Fiscal Year 2016 Budget. As such, two (2) readings by Town Council are necessary. The timetable for transfer of operations and maintenance of Oyster Factory Park follows:

Schedule	Status
Step 1. Modification Agreement between County and Town for Oyster Factory Park. (September 8, 2015)	✓
Step 2. Regional park and facility rental comparison.	✓
Step 3. Town Staff, County PALS staff and D & L Seafood Corp staff discuss existing operations. (November 16, 2015)	✓
Step 4. Town Council Workshop on Amendment to Ordinance 2015-14 Master Fee Schedule to include proposed rental fee for Oyster Factory Park.	January 12, 2016
Step 5. Amendment to Ordinance 2015-14 – 1 st Reading and adoption	Anticipated

of Park Rules via Consent Agenda	February 2016
Step 6. Finalize paperwork for lease transfer, insurance coverage, utility transfer and begin outreach for impending transfer of operations to the Town.	January – March 2016
Step 7. Amendment to Ordinance 2015-14 – 2 nd Reading	Anticipated March 2016
Step 8. Finalize transfer and assume operations and maintenance.	Anticipated April 1, 216

ATTACHMENTS:

1. Park and Facility Rental Fee Comparison

Park and Facility Rental Fee Comparison

Fee Description	Park / Municipality / Organization								
	Rotary Community Center (Town of Bluffton)	Beaufort County PALS	Town of Hilton Head (Island Rec Center & Beaufort County PALS)	Shelter Cove Park (Island Rec Center)	Honey Horn (Coastal Discovery Museum)	City of Savannah	Charleston County	City of Myrtle Beach	City of Aiken
Pavillion/ Building Rental	\$400/4 Hrs \$500/Day	\$75/3 Hrs	\$25/3 Hrs	n/a	n/a	\$300-\$600/3 Hrs	\$300-\$725/Day	\$50-\$85/Day	\$50/4 Hrs
Park Rental	\$100/4 Hrs \$150/Day	\$500/Day	\$25/3 Hrs	\$750/Event	\$1,500-\$3,000+/Day	\$300-\$600/3 Hrs	\$250 - \$950/Day	\$125-\$835/Day	\$105-\$180/4 Hours
Additional Days/Hours	\$400/4 Hrs \$500/Day	\$100/Day	\$25/3 Hrs	\$750/Event	\$1,500-\$3,000+/Day	\$50-\$1,000/Day	\$250 - \$950/Day	\$125-\$835/Day	\$10-\$20/Hour
Non-Profit Rental	\$200/4 Hrs \$300/Day	No Reduced Rental Rate Provisions Provided	No Reduced Rental Rate Provisions Provided	\$350/Event	10% Discount of Rental Fees	Rental Fees May Be Waived	No Reduced Rental Rate Provisions Provided	No Reduced Rental Rate Provisions Provided	\$30/4 Hrs
Security/Maintenance Deposit	\$150/Event	\$200/Event	n/a	\$1,000/Event	\$500/Day	\$50-\$1,000/Event	n/a	\$200/Event	\$30-\$180/Event
Special Event Additional Security Deposit	n/a	\$500/Event	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Special Event Cleaning Fee	\$100/Event \$100 Kitchen Fee	\$150/Day	n/a	n/a	n/a	n/a	n/a	n/a	\$30-\$180/Event
Tent and Turf Deposit	n/a	n/a	n/a	n/a	n/a	\$150+/Event	n/a	n/a	\$100/Event