
MEMORANDUM



TO: Park Board
FROM: Stacy Marquardt, Community Development Planner
SUBJECT: **Splash Park Sponsorships**
DATE: November 8, 2023

Background:

Attached is a summary of how sponsorships were processed over the years. As you can see on the attached letters dated February 29, 2016/February 25, 2019, and the applications dated May 10, 2019, prior to 2022 they did not have a set fee amount but rather “suggested amounts” for various types of discounted admissions. What we found researching back a few years is that donations may have been made but very few and none for \$1000. The donations that were made did not necessarily mean they were used in conjunction with a free day. Some were discounted days, some were after hours admission, some allowed certain participants to enter for free and some we are unsure where they were used, if at all. The “true” full day free days we did find almost all were sponsored by the City. Noting we went through years of receipts and donations to confirm our findings.

In 2022 the new system was started where we implemented a set price to sponsor a free day. For businesses it was \$300 and for non-profits/churches it was \$200. The first year this was implemented there were 6 free days, which is more than we have had previously. The second year this was implemented we had 20 free days, which speaks for itself as this is a very successful way to offer sponsorships. The average daily admission is roughly \$299 but this is a little deceiving. If we did not have the money from these 20 free days our admissions would have been significantly less as several of our free days rained all day with hardly any attendees. If we did not have the sponsorship to cover these days, it would have been a complete loss which would have lowered our average daily entrance fee average. These sponsorships I guess you could say “saved our bottom line” in many cases.

Recommendation:

The intent of the Splash Park is to not be a big money maker but to help offset the daily costs to run the facility. It was proven this year that can happen. While we may not ever be fully in the red with maintenance costs added in there, we are not a complete loss in operating costs. As with all parks, they were created as a public amenity that is provided by the City to attract residents to the area.

Staff feel that the process that has been implemented worked so well this past year that we should not ruin a good thing and outprice some of the smaller businesses that want to participate by raising the cost over what we actually need to break even. However, Staff do feel that raising the non-profits slightly to \$250 would help bridge that gap.