

**BALLOON FIESTA PARK -FY08 PARK USAGE FEE SCHEDULE
P-2007-2**

<u>AREAS OF THE PARK</u>	<u>NON-PROFIT SPONSOR</u>	<u>FOR PROFIT BUSINESS</u>
1. LANDSCAPED AREAS IN THE PARK (typically, use of adjacent parking and the vendor's concourse are considered part of the Park Usage Fee)		
Area B - Eastdale Little League – Use of 8 grass fields (excluding concession bldg.)	Maximum \$2,000/ day	Minimum \$4,000/ day
Area D –Northern Launch Field Area (Entire area (all 16-24 game fields).	Maximum \$2,000/ day, adjacent parking is free.	Minimum \$5,000/ day, adjacent parking is free.
Area D – Use of Grass Panel Areas	Minimum Charge of \$500 (use of more than 6 fields will require an additional \$100/ GAME FIELD cost). Note: Small Events (picnics, weddings, etc.) or if only one game field or equivalent size area is used, a fee of \$250 will be charged.	Minimum \$750/ day (use of more than 6 fields will require an additional \$150/ GAME FIELD cost). Note: Small Events (picnics, weddings, etc.) or if only one game field or equivalent size area is used, a fee of \$300 will be charged.
Area D – Use of 28 foot asphalt access roads (walks, runs and bicycle events)	Minimum \$250 plus application fee	Minimum \$250 plus application fee
Area E – Vendor Concourse Only	To be negotiated	To be negotiated
Anderson/ Abruzzo Albuquerque Int. Balloon Museum	Contact Balloon Museum	Contact Balloon Museum
2. PARKING LOTS (FOR EVENTS THAT ARE HELD IN PARKING LOTS ONLY)		
A. Small Parking Lots (areas less than 5 acres in size) Maximum \$150/day Minimum \$150/day For long term leases (more than two week), a minimum of \$75/day will be charged. Area A – Joint Use Parking Area – approx. 250 spaces Area B - Eastdale Little League – approx. 266 spaces Area C – Area outside of NMGA Lease area (southeastern parking lot behind NMGA building) Area near D1 –South Exhibit Area – approx. 180 spaces Area K - Southern President Compound (Pig Pen) – triangular space (300 feet x 500 feet)		
B. Large Parking Lots (over 5 acres in size) Maximum \$300/day Minimum \$1,000/day For long term leases (more than two weeks) a minimum of \$100/day will be charged or \$1.00 user Area E - Vendor Concourse Area F – Eastern Parking Area - east of vendors row (approx. 1450 feet by 500 feet - approx. 1,000 cars) Area G – Northern Parking Area - north of launch field (approx. 1400 feet by 500 feet - approx. 1,000 cars) Area H – North Camino Parking Area - northeast corner of park (approx. 300 feet by 400 feet), not paved Area J – Sumitomo Parking Area – east of President's Compound (500 feet x 700 feet), milled		
3. RECREATIONAL VEHICLE USE AREAS		
Area I - Nazareth Landfill/ President's Compound - approximately 120 RV spaces	Minimum \$500 / event. Use of this area is only allowed as part of scheduled event .	Minimum \$500/ event. Use of this area is only allowed as part of scheduled event.



4. OTHER CHARGES

Reserving all Available Areas in the Park – (excludes Balloon Museum, Golf Center area, Los Angeles landfill and areas under construction)	Maximum \$10,000/ day or as negotiated	Minimum \$30,000/ day or as negotiated
Stage on the Field - \$250 fee to setup the stage for an event (The stage on east side of field can be used at no cost though it can not be used for concerts.)		



Balloon Fiesta Park – FY08 Fee Schedule Notes

July 1, 2007 – June 30, 2008 (*Fees are reviewed annually*)

1. Leased Areas (possible use restrictions):

- a. Area A – Joint Use Parking Area
- b. Area B - Eastdale Little League
- c. Area C – Albuquerque Golf Training Center (Use of the Golf Center facility may carry an additional charge)
- d. The Albuquerque International Balloon Fiesta (AIBF) has “exclusive use” of the park August 1 – October 31 each year. Reservations during this time of year will need to be coordinated and approved by them.
- e. Reservation of Northern Launch Field for concerts or other larger events will require reservation of the entire Northern Launch Field.

2. Fees:

- a. **Existing Lease Agreements:** Leases between the City and other parties, i.e. AIBF, Gardunos on the Green, etc. have precedence over this Fee Schedule.
- b. **Application Fee:** For all events scheduled at the park, a non-refundable application fee of \$35 will be charged.

In order to ensure that staff and Balloon Fiesta Park Operations and Management Policy Board members have adequate time to review materials associated with the proposed event or activity, applicants must initiate the application process with P&R staff no later than 45 (forty-five) days prior to an event. Any applicant wishing the Policy Board to waive this forty-five requirement will be assessed an expedited process fee of \$70 (in lieu of the \$35 fee).

- c. **Governmental Surcharge Fee:** Per the FY02 COA Operating Budget, F/S R-02-19, Section 28 provides that “all revenue-generating activities held at the Balloon Fiesta Park shall include a minimum of \$0.50 surcharge to be paid to the City.” The Governmental Surcharge Fee may be applied to per person or per vehicle parking tickets.
- d. **Park Usage Fee:** A Park Usage Fee for Balloon Fiesta Park may be assessed for an event (see attached Park Usage Fee Schedule).
 1. **For Profit Business:** All events sponsored by “For Profit” businesses will be charged a park fee for use of the park.
 2. **Non Profit Business:** The Policy Board may apply the Park Usage Fee to the mandatory Governmental Surcharge fee.
- e. **Negotiated Fees:** If the area of use, activity, or event is not specifically addressed on the fee schedule, a fee will be negotiated for the event or activity.
- f. **Multiple Day Discounts:** Discounts on fees may be available for events that occur on multiple days (e.g. 2 – 3 days: 10% discount; 4 – 9 days: 15% discount, 10 days and longer: 25% discount.)



- g. **Professional Photo or Promotional Shoots:** All professional photo or promotional shoots will be charged a minimum \$250/ shoot.
 - h. **Liquor:** COA Parks and Recreation Department will charge 10% of Gross Revenues of liquor sold at Balloon Fiesta Park.
 - i. **Additional Fees:** Additional fees and costs could be incurred for use of Balloon Fiesta Park. Examples include:
 - 1. Power \$100/ minimum fee
 - 2. Rental of equipment (restrooms, fencing, flagging, trash cans, on-site security, etc.)
 - 3. Other City Department fees may be charged on an as needed basis. Other City charges are applied through the Special Event processing process (e.g. Chief's Overtime, Tent fees, etc.)
 - 4. An additional charge for sale of concessions may be applied for larger events.
 - j. **Parking Lot Usage:** If an adjacent parking lot is used in association with an event, there is no additional charge. If additional parking that is not contiguous to the event is required an additional fee may be assessed. If the event or reservation is only using a parking lot area or the Vendor's Concourse, a Park Usage Fee will be charged.
 - k. **Automated Gate Card Keys:** Card keys are available to the public for \$20/ year. Users are required to register with the Parks and Recreation Department and provide documentation of insurance. Granting of card keys is at the sole discretion of the COA Parks and Recreation Department. There is no charge for automated gate card keys issued as part of events (assuming that the card key is returned as part of the event). To replace a card key, a \$10 fee will be assessed.
 - l. **Appeal/ Negotiate Fees Process:** A written request with justification to reduce or waive a fee or to negotiate a fee is made to the Policy Board Chair and the Director of Parks and Recreation Department. If the Policy Board Chair and Director of Parks and Recreation Department uphold the fee, the applicant can request that the Mayor and or the Chief Administrative Officer consider the request.
 - m. **Concerts:** Reservations for concerts or other larger events may require reservation of the entire Northern Launch Field.
 - n. **Non Profit Status:** Non Profit event sponsors are required to provide appropriate written documentation concerning the status of the organization.
3. **Use of the Park:**
- a. **Recreation Field Sports:**
Practice: There is no cost for practice games or events at the park. The use of field sports needs to be scheduled through the Parks and Recreation Department – League Play Division, 764-1510.



Other practice events (i.e. bicycle racing, model airplane flying, ballooning, etc.) are scheduled through Parks and Recreation Department – Strategic Support Division, 768-5353.

Scrimmage: Scrimmage is defined as two teams informal practicing together in a game situation at a specific time and location with no referees monitoring the game (Monday through Friday). No Park Usage Fee is charged. If participants are charged an additional fee outside of their regular dues, a fee will be charged.

- b. League Game Play and Tournaments:** Are typically held on Saturdays or Sundays. A Park Usage Fee is charged for this usage (Non Profit: \$500/ day/ grass panel area, For Profit: \$750, day/ grass panel area). Half day usage (4.5 hours or less) for team sports will pay one half the posted costs.

Camps and Clinics: If participants are charged an additional fee outside of their regular dues, a Park Usage Fee will be charged.

- c. Setup and Take-Down Charges for Events:** If no other activities can occur during setup and/ or takedown for an event, the full fee may be charged. If other activities can occur during the setup and/ or takedown period the fee may be negotiated or waived. If a fee is charged, the minimum charge is \$50/ day.
- d. On Site Security:** Balloon Fiesta Park is a public park and multiple events may occur at the park at one time. No on-site security currently exists at the park. It is the event sponsor's responsibility to protect their equipment, tents, etc.
- e. Damage to the Park, Performance and Trash Pickup:** The Event Sponsor is financially responsible for:
1. Damage that occurs at the park during the event.
 2. Cleanup of the park due to the event
 3. Non performance of requirements by the City (e.g. adequate signage for events, traffic control and parking, etc.).

A refundable damage deposit fee will be assessed for events. For large events the damage deposit is a minimum of \$5,000/ event, for smaller events the fee ranges from \$500 to \$1,000/ event.

4. For more information review the following policies:

1. P-2004-1 Special Event Tickets for Policy Board;
2. P-2004-2 Application Process;
3. P-2007-1 Park Usage; and other policies that are adopted from time to time by the Policy Board and the City.

5. Usage of the park may be coordinated with other activities. Exclusive usage of the launch field can only be guarantee if the entire field is reserved.

