

Parks & Fair 2020 Budget - 2nd Round Updates

PRESENTED TO SJC COUNCIL NOVEMBER 12, 2019

Overview

1. Evaluation of Projected Year End Revenues and Expenses
 - Ending cash increase to: \$16,500
2. Conversion of Shaw Park Computer to Tablet \$ 5,000
 - Reduction of IS Transfer
3. Proposed Fee Schedule changes
4. New Revenue Programs evaluated
 - “Glamping” sites at County Parks
 - Food Trucks leases at select locations
 - Retail Sales – new programs
 - Donations – Expanded options

Fee Schedule Proposed changes

Peak season fee changes

Camping revenue adjusted:

- Lopez Camping + 6.5%
- Shaw Camping + 10%
- San Juan Camping +1% (Large Group Camping increase 4.7%)
- Fairgrounds Group Camping +13%

“Glamping” Program

Sites would be leased to concessionaire; price per night still to be negotiated

Estimated Revenues

San Juan Park – Site #8	\$ 9,540
◦ April 1 – October 30, \$45/day	
Odlin Park – Site #24 or Hiker Biker	\$ 8,910
◦ April 1 – October 15, \$45/day	
Shaw Park – Site #1	\$ 7,420
◦ April 1 – October 30, \$35/day	
Site Improvements	-\$3,000
Total estimated revenue	\$22,870

Food Truck Program

RCW Requires competitive bid process

Leasehold excise tax must be charged

Eastsound Village Green

- 2 Truck Spaces May 1 – September 15, est. \$15/day/site, Monday -Friday \$2,550

Odlin Park

- 1 food truck, 1 ice cream vendor June 15 –Labor day, 7 days per week \$1,200

San Juan Park

- 1 Coffee Cart, Memorial Day – Labor Day, 7 days per week \$ 900

Total Estimated Revenue \$4,600

Retail Sales Program

Fair Board Member seed money donation	\$5,000
Fair Board Member donated artwork –multiple designs	
Stickers/Decal Sales, 1,500 @ \$3.00 multiple designs	\$7,500
Blank Steel Water Bottles, 100 @ \$10.00	\$1,000
Customized Ball Caps, 100 @ \$25.00	\$2,500
Limited Edition Hoodie Sweatshirts 50 @ \$45.00	\$2,250
Purchase of Stock	-\$4,000
Online sales shipping supplies	-\$1,000
Net total estimated revenue	\$13,250

Donations Program (new)

New online donation buttons embedded in Itinio pages

Online during reservations \$8,250

- 50% of online reservations (1,650) @\$5.00

Other online fairgrounds events & park locations \$750

- 150 people donate \$5.00, advertise QR code/web at all park kiosk with attractive poster

New onsite donation cash box \$750

- Installed at Eagle Cove Park, San Juan Island

One time purchase of one Iron Ranger for Eagle Cove -\$850

Total estimated revenues \$8,900

Fairgrounds New Events (adjusted)

Existing building rental space is bare bones, need soft goods investment

New Music/Art Festival and Trade Show adjusted to be partnerships

Revenues

◦ Partnership title rights, primary & secondary	\$31,000
◦ Vendor and booth sales	\$18,000
◦ Ticket Sales – percent of gross, negotiated	\$ 3,000
◦ Camping during events	\$ 900

Expenses

◦ Professional services	\$ 8,500
◦ Marketing	\$ 3,000
◦ Equipment/soft goods purchases	\$ 7,000
◦ Rentals- staging, lighting, sound board	\$20,000
◦ Misc. supplies, utilities	\$ 6,500

Net estimated revenue first year **\$7,900**

Bottom Line

Council approves proposed new programming

Considering new 2019 Ending Cash of \$16,500 and all new revenue and expenses

- 2020 Ending Cash is estimated at \$92,000

Recommendations:

Re-instate Day Park programming for San Juan Park and Lopez Day parks ~ \$45,000

- Restore
 - park aide positions
 - Park supplies and maintenance
 - Re-evaluate fairgrounds repairs and maintenance, grounds programming
 - Include park staff support of fairgrounds camping
- Further evaluate administration work load to determine if some park programming will be discontinued
- Remaining ending cash reserved