



Commercial Use on Dedicated Parkland

PARD Board Review and Action

January 25, 2011



Current Issues

- Growing demand for commercial use of public parkland by a variety of vendors:
 - Dog Trainers
 - Boot Camps and Personal Trainers
 - Disc Golf Concessions
 - Water Sports Enthusiasts



Current Challenges



- Insurance of Public Safety
- Management of Commercial Use
- Maintenance of Public Parkland
- Unregulated Use of Dedicated Parkland
- Inappropriate use of Park Facilities



Progress to Date



- Sep. 2010
 - PARD released proposed Commercial Use of Public Parks fees and permit process
- Oct. 4
 - PARD hosted Community Input Meeting to solicit public comment on proposed permit process
- Oct. 2010
 - Community Taskforce created based on comments from Community Input Meeting
- Nov. 2010
 - Taskforce reached consensus on revised fee and permit process and staff briefs PARD Board

Community Task Force Members



Fitness Trainers		Stand Up Paddle Boards	
Cody Butler	Heat Boot Camp	Kimery Duda	The Expedition School
Ally Davidson	Camp Gladiator	Matt Knifton	Texas Rowing Center
Laura Cisneros	Urban Animal	Trey McWhorter	Flat Water Paddler
David Braswell	Outright Fitness	Susan Goldberg	Rowing Dock
Kyle Golden	Work It Training	David Bain	Flat Water Paddler
		Andy Lukie	Austin Paddle Sports
Disc Golf		Public and Fitness Advocates	
Shannon Bowles	Disc Golf Shop	Bridgette Beinecke	Public Advocate
Dog Trainers		Paul Carrozza	RunTex
Melanie McLeroy	Taurus Training	Lou Earle	Austin Fit Magazine
		Bill Fraser	Public Advocate

Community Task Force

- Community Task Force met on
 - Oct. 15
 - Oct. 22
 - Nov. 5
 - Nov 12
- Developed consensus recommendations on
 - Proposed fees
 - Scope of permit
 - Reporting requirements
 - Dedicate revenues for park maintenance

Task Force Recommendations

- Establish Permit Program based on:
 - Use and impact to parks instead of a flat fee
 - Type of use and compatibility with park design
 - Fitness Groups and Personal Services
 - Stand Up Paddle Boards (SUP)
 - Disc Golf Concession
- Require monthly use reports



Fitness Groups

Task Force Recommendations



■ Proposed Fees by Use

- Fees collected to be dedicated to support park maintenance and preservation

6 Month Permit	Fitness Groups	SUP Paddle Boards	Disc Golf
Registration Fee	\$50	\$50	\$50
Use Fee	45¢ Per Client/Per Day Capped at \$1,500 per 6 months	N/A	N/A
Percent of Gross Revenue	N/A	9% of Gross Sales Capped at \$1,500 per 6 months	9% of Gross Sales Capped at \$1,500 per 6 months

Fitness Groups

Task Force Recommendations



- 6 month concession permit
 - All service providers are required to
 - Register and pay base permit fee of \$50
 - Fitness Trainers, Dog Trainers, Yoga Instructors and other personal training services
 - 0-3 Clients Per Session:
No monthly fee or report required
 - 4 or More Clients per Session:
Submit monthly report and remit use fee
 - 45¢ per client, per day
capped at \$1,500 per 6 months per trainer
 - Provide \$1M Liability Insurance

Stand Up Paddle Boards

Task Force Recommendations



- Stand Up Paddle Boards (SUP) at Town Lake
 - \$50 Base Permit Registration
 - Remit 9% of Gross Sales per month (existing fee)
 - \$1,500 fee cap per 6 months per concessionaire
 - Provide \$1M Liability Insurance
 - SUP permits limited to maximum of 6 concessionaires at 4 approved locations
 - Festival Beach, IH-35 Ramp,
1st Street Bridge and Redbud Isle

Disc Golf

Task Force Recommendations



- Disc Golf Temporary Concession
 - League Support and Concessions limited to existing disc golf parks, limited to one location at a time
 - \$50 Base Permit Registration
 - Remit 9% of Gross Sales per month (existing fee)
 - \$1,500 fee cap per 6 months per concessionaire
 - Provide \$1M Liability Insurance



Timeline

- October 2010 Community Input Session
- Oct. and Nov. 2010 Task Force Meetings
- November 2010 Update to PARD Board
- December 2010 Refine rules and regulations
- Jan. and Feb. 2010 PARD Board and City Council
Review and Approval
- February 2010 90-Day Public Education Campaign
- May 2011 Full Implementation
- August 2011 Process Evaluation & Modification



For Additional Information

- Visit us at www.ci.austin.tx.us/parks/commercialuse
- Email us at commercialuseonparks@ci.austin.tx.us

