



# **Commercial Use on Dedicated Parkland**

## **PARD Board Review and Action**

*April 26, 2011*





# Current Issues

- Growing demand for commercial use of public parkland by a variety of vendors:
  - Dog Trainers
  - Boot Camps and Personal Trainers
  - Other specific outdoor services



# Current Challenges

- Management of Commercial Use Activities
- Ensure Public Safety and Access
- Wear and tear on parks requiring additional maintenance
- Inappropriate use of Park Facilities



# Progress to Date



- Sept. 2010
  - PARD released proposed Commercial Use of Public Parks fees and permit process
- Oct. 4, 2010
  - 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 proposed fee and permit process
  - Staff briefed PARD Board on Nov. 30, 2010

# 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

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- Community Task Force met on
  - Oct. 15, 2010
  - Oct. 22, 2010
  - Nov. 5, 2010
  - Nov 12, 2010
- Developed consensus recommendations on
  - Proposed fees
  - Scope of permit
  - Reporting and policy enforcement requirements
  - Dedicated revenues for park maintenance



# Task Force Recommendations

- Recommendation No. 1  
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
    - Yoga and other light impact exercise
    - Dog Trainers
    - Other comparable uses approved by Director



# Fitness Groups

## Task Force Recommendations

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- Recommendation No. 2  
Require submittal of monthly revenue and use reports
  - Provides monthly report to identify number of trainers and clients
  - Location of parks used for organized exercise
  - Will enable PARD to regulate future locations of permit holders if use is too great in any one park or area



# Fitness Groups

## Task Force Recommendations



- Recommendation No. 3  
Proposed 6 month Permit Fee
  - All applicants register and pay permit fee of \$50
  - Fees based on use and not a flat rate
    - Provides a more equitable method for fees to be assessed that is the same for both small and large operators
  - 0-3 Clients Per Session: No monthly fee or report required
  - 4 or More Clients per Session: Remit use fee and submit monthly report
    - 45¢ per client, per day
    - capped at \$1,500 per 6 months per trainer
    - Provide \$1M Liability Insurance
  - Fees collected to be dedicated to support park maintenance and preservation

# Fitness Groups

## Task Force Recommendations



Six (6) Month Permit:	Fitness Groups	
<b>Registration Fee</b>	\$50.00	
<b>Use Fee</b>	45¢ Per Client/Per Day Capped at \$1,500 per 6 months	
<b>Fee Calculation Example</b>	Clients Per Day: Classes per week: Est. Classes Per Month: Total client sessions: Monthly Fee (approx.):	10 3 3 x 4 weeks = 12 12 x 10 = 120 120 X .45 = \$54.00

# Staff Recommendation



- Staff concurs with the Task Force recommendations:
  1. Establish a 6 month permit program
  2. Require the submittal of monthly use revenue and use reports
  3. Establish a fee based on program use at .45 per client per day, capped at \$1,500 per 6-month period.

# Staff Recommendation



- Staff also recommends that:
  1. Specific rules and regulations are established and enforced
  2. Sufficient public notice and education efforts are provided to ensure registration
  3. I.D. badges are provided to identify permit holders
  4. At 6-months evaluate program and provide status report, make adjustments as necessary



# Implementation Timeline

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- Apr. 26, 2011 PARD Board Review and Approval of Staff Recommendation
- May - Sep. 2011 5 Month Public Education Campaign
- Jul. 27, 2011 Fee Approval to City Council (Budget Process)
- Sept. 1, 2011 Accept and Process Permit Applications
- Oct. 1, 2011 Permits Issued and Program Begins
- Mar. 2012 Process Evaluation & Modification

# For Additional Information

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- Visit us at  
[www.ci.austin.tx.us/parks/commercialuse](http://www.ci.austin.tx.us/parks/commercialuse)
- Email us at  
[commercialuseonparks@ci.austin.tx.us](mailto:commercialuseonparks@ci.austin.tx.us)