

Agenda Summary

March 13, 2024

Agenda Item No. C-4

Request for Reduction of Large Event Field Rental Fees

Summary: The British Invasion has requested a 20% fee reduction for all Large Event Field rental rates (see attached letter). We currently have field rental rates for Large Events (300 or more people), Small Events (less than 300 people, youth sports seasonal, adult sports seasonal, and single use. If granted, the rates for auxiliary fields and set-up/clean-up for small events should also be reduced for consistency as shown below. The existing rates were approved by the Selectboard in December of 2022.

Our Current Fees with proposed 20% reduction:

LARGE EVENT (Over 300 in Attendance as per *Mayo Farm Plan*)

- \$1500 /day/ field of the event for the Event Field itself - ***-\$1,200 proposed***
- \$250 /day for each auxiliary field when it is used e.g. (parking) - ***-\$200 proposed***
- \$250 /day during set up and tear down time for any field occupied that cannot be used for other activities - ***-\$200 proposed***
- ***Non-profit organizations/events 25% discount proposed***

SMALL EVENT (Less than 300 in attendance)

- \$500/day/ field
- \$250 /day for each auxiliary field when it is used e.g. (parking) - ***-\$200 proposed***
- \$250 /day during set up and tear down time for any field occupied that cannot be used for other activities- ***-\$200 proposed***
- ***Non-profit organizations/events 25% discount proposed***

The following is a list of field rental applications we have received to date showing how a 20% fee reduction would impact revenues:

British Invasion: current fees \$6000.00, 20% reduction \$4,800.00 = \$1,200.00 difference

VT Pumpkin Chuckin: current fees \$1,475.00, 20% reduction \$1,120.00 = \$295.00 difference

IPD Rocks: current fees \$1,125.00, 20% reduction \$900.00 = \$225.00 difference

VT 10 Milers: current fees \$2,250.00, 20% reduction \$1,800.00 = \$450.00 difference

Bailey Soccer Tourn: \$4,125.00, 20% reduction \$3,300.00 = \$825.00 difference

Other's Community Field Rental Rates:

After inquiring what other municipal towns and Recreation Departments in the Vermont were charging for field rentals, it appears that Stowe is fairly unique in terms of renting fields for large events. Other Towns expressed that they did not rent Town fields for many, if any large events and that their fields were primarily used for local youth and adult athletics and a few in-house events. Most other communities were similar to our pricing for local youth and adult athletics.

There are private complexes which rent fields for large events such as Farr's Field in Waterbury, The Tree Farm in Essex, and Top Notch in Stowe. Farr's Field indicated they charge \$1500-2500 per day for large events and The Tree Farm was \$5000+ per day.

Town Plan Impact: N/A

Fiscal Impact: \$32,000.00 is budgeted in FY 24 for total field rental revenue. The 20% fee reduction would reduce revenues by \$2,995.00 based on field rental applications we have received to date.

Recommendation: If the Selectboard is agreeable to the rate reduction, move to approve the 20% Large Event field rental rates and auxiliary field/set-up/clean-up rates for Small Events as requested and reflected above, effective immediately.



March 1, 2024

Stowe Selectboard
67 Main Street
Stowe, VT 05672

**Attention: Lisa Hagerty, Billy Adams, Nick Donza, Paco Aumand, Jo Sabel Courtney
Request for 20% Reduction for Large Event Field Rental Fees.**

The British Invasion respectfully requests the Selectboard to grant a 20% across the board Reduction for Large Event Field Rental Fees. (See attachments furnished by Stowe Parks and Recreation.)

This reduction will allow the British Invasion to continue to produce the largest all British Motorcar Show in the Eastern United States in Stowe while keeping all expenses reasonable.

No other British Motorcar Show offers such a good value as to attract over 400 to 500 passionate British Motorcar Enthusiasts to Stowe, Vermont for the British Invasion for a reasonable registration fee. The event, and other large events, provide direct income to the Town of Stowe in field rental fees and police detail fees as well a large influx of income for Stowe Area businesses, especially lodging and food service providers.

It should be noted that approximately \$5,000 in parking fees from General Admission attendees are collected by the American Cancer Society each year.

On the weekend of the 3rd weekend in September we are favorably positioned between back-to-school end of summer and the start of Fall Foliage.

Thank you for your consideration.

Michael F. Gaetano
Event Coordinator

***The British Invasion, Inc., 481 Wire Road, Wells, ME 04090 USA
Cell 508-395-6663, email: mgaetano@britishinvasion.com***

20% Reduction for Large Event Field Rental Fees

LARGE EVENT (Over 300 in Attendance as per *Mayo Farm Plan*)

- ~~\$1,500~~ \$1200/day/ field of the event for the Event Field itself
- ~~\$250~~ \$200 /day for each auxiliary field when it is used e.g. (parking)
- ~~\$250~~ \$200 /day during set up and tear down time for any field occupied that cannot be used for other activities
- Plus any cleanup costs and repair of damages to the facility
- The possible costs of having an employee of the Town of Stowe on site to facilitate needs
- The rate of \$40 / hr. may be charged if deemed necessary and agreed upon in advance of the event
- ***Non-profit organizations/events 25% discount***

British Invasion

Location	Facility	Date	Time	Hours	Estimate
Mayo Event Fields	Mayo A	Thu, Sep 12th 2024	09:00 AM-06:00 PM	9.00	\$250.00 <u>\$200</u>
Mayo Event Fields	Mayo A	Fri, Sep 13th 2024	09:00 AM-06:00 PM	9.00	\$250.00 <u>\$200</u>
Mayo Event Fields	Mayo B	Fri, Sep 13th 2024	09:00 AM-06:00 PM	9.00	\$1,500.00 <u>\$1200</u>
Mayo Event Fields	Mayo C	Sat, Sep 14th 2024	08:00 AM-05:00 PM	9.00	\$250.00 <u>\$200</u>
Mayo Event Fields	Mayo A	Sat, Sep 14th 2024	08:00 AM-05:00 PM	9.00	\$250.00 <u>\$200</u>
Mayo Event Fields	Mayo B	Sat, Sep 14th 2024	08:00 AM-05:00 PM	9.00	\$1,500.00 <u>\$1200</u>
Mayo Event Fields	Mayo A	Sun, Sep 15th 2024	08:00 AM-05:00 PM	9.00	\$250.00 <u>\$200</u>
Mayo Event Fields	Mayo B	Sun, Sep 15th 2024	08:00 AM-05:00 PM	9.00	\$1,500.00 <u>\$1200</u>
Mayo Event Fields	Mayo C	Sun, Sep 15th 2024	08:00 AM-05:00 PM	9.00	\$250.00 <u>\$200</u>
				TOTAL:	\$6,000.00 <u>\$4800.00</u>