

# Parks & Recreation Advisory Board



**June 25, 2014 at 5:00 pm**

WP Community Center • Oak Room  
721 W. New England Ave • Winter Park, Florida

## 1 Consent Agenda

- a. **Approval of Minutes – April 23, 2014 work session & regular meeting**

## 2 Action Items

- b. **Nominations and Appointments Chair & Vice Chair**
- c. **Swingtime in the Park – Central Park**
- d. **Golf Course Special Event Rules**
- e. **Pet Memorial Presentation**

## 3 New Business

## 4 Staff Report

## 5 adjourn

**Next Meeting – July 23 , 2014 @5:00 p.m., Winter Park Community Center**

## appeals & assistance

"If a person decides to appeal any decision made by the Commission with respect to any matter considered at such meeting or hearing, he/she will need a record of the proceedings, and that, for such purpose, he/she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based." (F. S. 286.0105).

"Persons with disabilities needing assistance to participate in any of these proceedings should contact the City Clerk's Office (407-599-3277) at least 48 hours in advance of the meeting."

**PARKS AND RECREATION  
ADVISORY BOARD WORK SESSION  
April 23, 2014**

**The meeting was called to order by Chairman Blair Culpepper at 12:00 p.m. at the Winter Park Community Center in conference room C.**

Advisory Board Members present:

Chairman Blair Culpepper  
Vice Chairman Woody Woodall  
Janet Atkins  
Michael Palumbo  
Marni Spence  
Fred Jones (arrived at 12:06 p.m.)

Staff present:

Assistant Director Brenda Moody  
Assistant Director Ronald Moore  
Assistant Director Chuck Trice  
Recording Secretary Nancy McLean

Advisory Board Members absent:

Joel Roberts

Staff absent:

Director John Holland

Guests:

Joyce Moore, Habitat for Humanity, Jeanne Sprimont, John King and members of the Sidewalk Art Festival and Patrick Chapin, Winter Park Chamber of Commerce

**Discussion:**

a) Rules and Standards for Rate Adjustments

Assistant Director Brenda Moody commented that the City Commission requested that the Parks Board review items on the Rules and Standards for Rate Adjustments Policy along with other events and provide recommendations as to which events should be added or removed from the list.

The Board discussed whether or not the following groups should be added to the ongoing fee waiver list although no action was taken.

**1. Winter Park Sidewalk Art Festival Committee.**

a. Sidewalk Art Festival Artist Party – Saturday Night Farmers Market - \$1060.

b. Sidewalk Art Festival art event – Sunday during the day Farmers Market \$1060

**2. Winter Park Day Nursery** – Annual Fundraiser – Friday or Saturday Night – Civic Center - \$2240

**3. Winter Park Chamber of Commerce**

a. Taste of Winter Park – Farmer’s Market Wednesday all day/evening - \$900

b. Autumn Art Festival – Farmer’s Market Saturday Night \$1060

**4. Crealde School of Art Fundraiser** – Saturday Night Community Center \$1,200

**5. Habitat for Humanity Winter Park-Maitland** - Azalea Lane Rec Center \$240  
Homeowners social- family reunion

**6. CRA EVENTS:**

- a. Valentine Concert- Swingerhead. Have been getting commission approved ½ waiver \$825. Saturday Central Park.
- b. St. Patrick's Day Parade Events Central Park Stage Area Saturday \$550.
- c. Popcorn Flicks, Monthly - \$6,600
- d. Ice Rink – 55 days November – January \$30,250

The board recommended establishing criteria in order for fee waivers to be approved, this included: a standard application with a refundable deposit, submitting applications 90 days in advance, allowing weekend waivers, having non-profit status requirements for any new requests, address the event type and require that the group is Winter Park based.

There was consensus from the board to schedule another work session to discuss this item. Marni Spence suggested inviting the City Commissioners and City Manager to the next work session. She believed that they could give the parks board more guidance on this matter.

b) Policy Review: Civic Center, Community Center (rentals), Farmers Market Building and Saturday Market

There was consensus from the board to move item b) to the regular meeting at 1:00 p.m. Janet Atkins had concerns with facilities being rented for the entire day on weekends rather than per hour. Ms. Moody explained that will be revisited on the next fee schedule in October.

**Next Meeting – May 28, 2014 @ 3:00 p.m., Parks Tour**

The meeting adjourned at 1:10 p.m.

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Nancy McLean  
Recording Secretary

**PARKS AND RECREATION  
ADVISORY BOARD  
April 23, 2014**

**The meeting was called to order by Chairman Blair Culpepper at 1:15 p.m. at the Winter Park Community Center in conference room C.**

Advisory Board Members present:

Chairman Blair Culpepper  
Vice Chairman Woody Woodall  
Janet Atkins  
Michael Palumbo  
Marni Spence  
Fred Jones

Staff present:

Assistant Director Brenda Moody  
Assistant Director Ronald Moore  
Assistant Director Chuck Trice  
Recording Secretary Nancy McLean

Advisory Board Members absent:

Joel Roberts

Staff absent:

Director John Holland

Guests:

Janet Matos and Alana Leaptrot Canine Memorial, Joyce Swain, Habitat for Humanity, Jeanne Sprimont, Jon King and members of the Sidewalk Art Festival and Patrick Chapin, Winter Park Chamber of Commerce

Non Agenda Items:

Mr. Culpepper stated that Lieutenant Randy Durkee is retiring and he will be presented with a plaque.

Mr. Culpepper presented Woody Woodall with an outstanding service award in recognition of service to the Parks and Recreation Advisory Board from 2008 -2014.

**Consent Agenda:**

- a) Approvals of Minutes – March 26, 2014
- b) Radio Disney – Central Park

**Motion made by Janet Atkins to approve consent items; seconded by Michael Palumbo. The motion carried unanimously with a 7-0 vote. Joel Roberts was absent.**

**Action Items:**

- c) 2<sup>nd</sup> Annual Winter Park Canine Memorial – Fleet Peoples Park

Canine Memorial representatives Janet Matos and Alana Leaptrot requested permission to allow the use of the dock area at Fleet Peoples Park on Saturday July 26th, 2014 from 7:00 p.m. to 10:00 p.m. They asked to host their 2<sup>nd</sup> floating lantern memorial at Harbor Park. The evening will conclude with a procession to the dock area of the Fleet Peoples Park, where

participants will watch their lantern float and join hundreds of glowing memorials illuminating the waters of Lake Baldwin. Ms. Leaptrot also requested that the City help promote the event. Assistant Director Brenda Moody commented that she will put them in contact with the Communication Department.

**Motion made by Julio de Arcos to approve the event and pay the rental fee for the park; seconded by Michael Palumbo. The motion carried unanimously with a 7-0 vote. Joel Roberts was absent.**

d) Request for Fee Waiver - Habitat for Humanity (work session item)

Habitat for Humanity representative Joyce Swain requested an annual fee waiver for the use of Azalea Lane Recreation Center for their Homeowner Reunions.

**Motion made by Fred Jones to table the item; seconded by Janet Atkins. The motion carried unanimously with a 7-0 vote. Joel Roberts was absent.**

e) Request for Fee Reduction for Facility – Winter Park Day Nursery

The Winter Park Day Nursery is celebrating its 75 year of service and requested a fee reduction/waiver for the Winter Park Civic Center on October 5<sup>th</sup>, 2014.

**Motion made by Fred Jones to deny the request due to policy; seconded by Janet Atkins. The motion carried unanimously with a 7-0 vote. Joel Roberts was absent.**

f) Rules and Standards for Rate Adjustment

This item will be discussed at another scheduled work session.

g) Policy Review: Civic Center, Community Center (rentals), Farmers Market Building and Saturday Market

**Civic Center Rules & Regulations** - Ms. Moody explained that staff will bring forward guidelines for the fee schedule in October regarding rental fees per hour at the Civic Center.

**Saturday Farmers Market** - Fred Jones suggested adding another vendor rule: vendors' need to be set up by 6:30 a.m. and break down by 2:30 p.m. Assistant Director Ronald Moore also recommended that New England Avenue be open at 2:30 p.m. in conjunction with the Farmers Market building being opened.

**Motion made by Fred Jones to accept the policy reviews including the additions to the Saturday Farmers Market policy; seconded by Julio de Arcos. The motion carried unanimously with a 7-0 vote. Joel Roberts was absent.**

**New Business:**

Patrick Chapin, Winter Park Chamber of Commerce, gave some suggestions for other criteria to be added in order for fee waivers to be considered by the board. He added that he supports fees not being waived on the weekends.

John King, Sidewalk Art Festival, commented that they like the criteria the board was discussing regarding the rules and standards for rate adjustments and he asked to submit a letter to the board for further recommendations.

**Staff Report:**

Ms. Moody commented that the 60<sup>th</sup> Annual Easter Egg Hunt and the Dinner on the Avenue were very successful. She added that the 35<sup>th</sup> Anniversary of the Saturday Farmers Market is May 17<sup>th</sup> and staff is working towards the 100<sup>th</sup> Anniversary of the Winter Park Country Club in September.

**Next Meeting – May 28, 2014 @ 5:00 p.m., Parks Tour.**

The meeting adjourned at 2:22 p.m.

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Nancy McLean  
Recording Secretary

May 29, 2014

Johnny Miller  
City of Winter Park  
Winter Park, Florida

RE: Proposed Park concert-Bahia Dance Band-"Swingtime In The Park"

Dear Mr. Miller,

Thank you for speaking with me in regards to a concert in the park. Per our discussion, please find the following proposal:

#### Band Details

The Bahia Danceband is a full 18 piece authentic 40's style orchestra. We play tribute to the greats by playing original arrangements as they were presented by Glenn Miller, Tommy Dorsey, Artie Shaw and Benny Goodman just to name a few!! We also feature 3 solo vocalists, an Andrews sisters tribute group; and a 4 piece tribute vocal group. What separates our group from other bands is our philanthropic activity. We donate a large portion of our earnings to charity. Our moto is "We play music so children can dance".

#### Event Details

The concert would draw 100-150 people. It will be a Big Band concert featuring the Bahia Dance Band and vocalists. We will present classic arrangements from the 30s and 40s as they were originally presented. If allowed, we encourage the audience to dance! As per your guidelines it would be an open air event with no admission. We understand your fee schedule and I have a copy of your guidelines.

#### Proposed Dates

Preferred

Oct- 5<sup>th</sup>, 12<sup>th</sup>, 19<sup>th</sup>-2014

Nov- 2<sup>nd</sup>, 9<sup>th</sup>, 16<sup>th</sup>-2014

Dec-7<sup>th</sup>, 14<sup>th</sup>-2014

The concert time would be from 5-7pm. We would need 1 hour to set up.

Please let me know if you need any additional info.

Kindest regards  
Bennett Harmon  
Director-Bahia Danceband  
407-353-1806

**CITY OF WINTER PARK  
PARKS AND RECREATION DEPARTMENT  
CENTRAL PARK USE APPLICATION**



Organization Name: BANDA DANCE BAND  
 Contact Name: BENNETT HARMON  
 Address: 104 BOWLING GREEN CONYERS FL 32009  
 Work Phone: 407-357-4806 Home Phone: 5418 Cell Phone: 5418  
 Organization Status: Profit: \_\_\_\_\_ Registered Non-Profit: \_\_\_\_\_ If so, what type? \_\_\_\_\_  
 Tax Number: 46-2054388 Other (specify) \_\_\_\_\_  
 Proposed Event Date: see letter Second Choice: See letter  
 Event Time: 5pm - 7pm Set up time: 4pm Break Down Time: 1hr  
 Are dates/times flexible? YES Alternate Dates: See letter  
 Type of Event: Big Band Concert Is this a Fundraiser? Donations Accepted  
 Describe Event in Detail: see attached

(Attach detailed outline)  
 Area of Park Requested: STAGE + PARK  
 Stage? YES List Electricity Requirements? 110 volt outlets  
 Expected size of Crowd: 150-200 Estimated Parking Requirements? 150-200  
 Will there be amplified music? YES If Yes, type: PA Hours: 5-7pm  
 Amplified Voices: YES If Yes, type: PA Hours: 5-7pm  
 Are you proposing tents: \_\_\_\_\_ If Yes, type: \_\_\_\_\_

\*\*\*The use of tent stakes in Central Park is Strictly Prohibited. Tents must be secured with weights.  
 Is the consumption of alcoholic beverages requested? YES If yes, will it be sold? NO  
 Are you proposing to sell anything? YES T-shirts? YES Posters? \_\_\_\_\_  
 Other (describe): CDs 5 Runs program  
 Are you proposing food sales? YES If Yes, type: PARK AND MERCHANDISE / BEAT HORS D'OEUVRES  
 Describe in detail? \_\_\_\_\_  
 Will there be displays? NO If Yes, type: \_\_\_\_\_  
 Are banners/signs requested? NO If Yes, type: \_\_\_\_\_  
 Describe banners/signs in detail. What will they say and how many: \_\_\_\_\_

Please note that the display banners and signs severely limited and subject to zoning and park regulations.  
 Will there be booths? YES If Yes, type: TREE STAKE  
 Describe booth contents and numbers in detail: \_\_\_\_\_  
 What Sanitation Facilities are planned? Portalets  
 Central Park has no restrooms. The City of Winter Park requires two portalets per 300 people if no food or drink is on site. If there is food and/or drink on site, two portalets per 125 people are required. The City does not provide portalets.  
 What Clean up Arrangements will be made? per city requirements  
 Have you held this event in the past? NO Where? \_\_\_\_\_  
 Size of Crowd at previous event? \_\_\_\_\_ Date of Last Event? \_\_\_\_\_  
 Name and Phone Number of location official at Last Event: \_\_\_\_\_

How will event be advertised/marketed? FLYERS, RADIO  
 How many event staff members will you provide, describe duties: 1 CONCESSIONS 1 FOOD BEVERAGE

The City of Winter Park charges a fee for use of Central Park, see fee schedule. Further, a deposit equal to the fee is required and is refundable subject to the condition of the park post event. A certificate of insurance may also be required.  
 "By execution hereof, the undersigned releases and discharges and agrees to hold harmless the City of Winter Park from any and all claims, demands, action, or right of action arising out of or by reason of the use of City Owned Facilities, except due to the sole negligence of the City"  
 By signing below, client acknowledges receipt of and understanding of facility rules and regulations on a separate sheet.

SIGNATURE: [Signature] DATE: 06-01-2014

For Office Use Only: Parks and Recreation Board Agenda Date (if needed) \_\_\_\_\_  
 Dep Ck # \_\_\_\_\_ Parks and Recreation Board Approval: \_\_\_\_\_ If Yes, list conditions of approval if any: \_\_\_\_\_  
 Deposit Rec # \_\_\_\_\_  
 Dep Date: \_\_\_\_\_ Rental Fee Receipt #: \_\_\_\_\_ Check Number: \_\_\_\_\_ Date Paid: \_\_\_\_\_  
 Refunded: \_\_\_\_\_ Comments: \_\_\_\_\_  
 Retained: \_\_\_\_\_  
 Date Ref/Ret: \_\_\_\_\_ STAFF SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_





# Golf Course Special Events

## RULES & REGULATIONS

Parks & Recreation Advisory Board  
Parks & Recreation Advisory Board  
City Commission

> **APPROVED 00.00.0000**  
> **AMENDED 00.00.0000**  
> **APPROVED 00.00.0000**

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### GENERAL

- A. It is the intent of the City Commission that the Winter Park Golf Course be used primarily as a municipal golf course open to play by the public and for the enjoyment by all Winter Park citizens and visitors.
- B. Hours are from 6 a.m. to dusk unless otherwise approved by the Parks and Recreation Commission and/or City Commission.
- C. For specifically approved events, the golf course may be closed to course play and utilized for the purpose of large special events.
- D. The city reserves the right to open the pro shop during special events for inside sales including memberships, golf merchandise and food and beverage.

### EVENT REGISTRATION

- A. A completed Use Application and cover letter must be submitted to the Parks and Recreation office a minimum of 90 days prior to the event.
- B. A non-refundable application fee, amount in accordance with current fee schedule, must be paid and submitted with the application. The date the application and fee is received by the Parks & Recreation Department shall determine priority for all scheduling.
- C. All requests for events and food, beverage or merchandise sales and donation boxes shall be reviewed by the Parks & Recreation Commission. Final approval, if required, shall be by the Winter Park City Commission..

### RESTRICTIONS ON EVENTS

- A. Events such as movies, performing arts, small festivals, exhibits and other similar events are considered compatible and consistent with the general guidelines for use.
- B. The Golf Course may be rented for controlled access events at which admission fees are charged. Access control devices such as fencing are the responsibility of the renter. Additional rental fees may apply.

- C. No plant materials, turf or trees may be removed, relocated or disturbed in any way for the sole benefit of an event.
- D. Sponsors of special events are responsible for providing adequate and required traffic control, crowd control, and security, as is appropriate for the event. It is the sponsor's responsibility to coordinate all life / safety issues with the City's Police and Fire Departments as well as the Special Events Division. Additional fees may apply.
- E. The City requires event sponsors to provide port-o-lets, dumpsters or other sanitary measures based upon the type of event, length of event, and/or the estimated projected attendance of an event. Requirements may include two port-o-lets for each 300 people in attendance. If food and drink are served or sold, two port-o-lets must be provided for each 125 people. One handicap unit must be provided for each set of four regular units.

## **NUMBER AND LOCATION OF EVENTS**

- A. The scheduling of events shall be limited based upon the condition and the projected impact on the course turf and landscaping.
- B. The scheduling of events shall be further limited based upon one or more of the following:
  - a. Scheduling and use of adjacent facilities.
  - b. Time of year and the impact to the game of golf on site.
  - c. Course maintenance schedule.
- C. Events are not to occur more frequently than twice annually to provide protection to trees, plantings and turf and to allow the public sufficient access to the course for regular play.

**Items above are provided as standards intended as a guideline for consideration of events by the City of Winter Park. Variables to be considered include: the necessity of an event to the purpose and good of the Park's role in the community; the time of the year during which an event occurs; the weather of the season; and the nature and size of the event being considered.**

## **ACTIVITIES**

- A. Merchandise to be sold shall be approved by the Parks & Recreation Department. This merchandise shall be limited to items that directly promote the event and/or non-profit or exempt organization holding the event.
- B. A merchandise location sites shall be reviewed and approved by the Parks & Recreation Department.
- C. Donation container(s) shall be placed only at a merchandise location. Donation Containers shall not be passed or circulated, compete with the event or disturb the participants or persons using the park.
- D. Verbal requests for donations shall be limited and confined to periods of general announcements within the entertainment.

## **FOOD AND BEVERAGE SALES**

- A. Food and/or beverage locations must gain approval of the Parks and Recreation Commission and will be reviewed based on size, location and types items sold.
- B. The preparation and/or sale of food and beverage must comply with all state and local regulations and licensing requirements with no exception. Applicable licenses and/or proof of compliance is required.
- C. All cooking and/or heating must be done with gas or electricity. Charcoal grills are prohibited.
- D. All waste from cooking materials, supplies and by-products (such as grease) must be disposed of in proper trash containers in an approved environmentally safe manner.
- E. All items recyclable by the City's agent shall be placed in appropriate containers for recycling.

## **AMPLIFIED SOUND**

- A. Amplified sound is allowed only between 8am and 9pm Sunday through Thursday and 8am to 10pm on Friday and Saturday.
- B. During hours of operation, amplified sound levels may be monitored with adjustment required, based upon the hour and the day of the event, other uses of the course and surrounding areas and the respect of neighboring areas.
- C. Amplified sound is not allowed from merchandise, food or beverage locations.
- D. Any wires, cables or hoses laid across paved walking surfaces or pedestrian traffic routes must be taped down on the paved surface with duct tape or equal material or covered with stage / electric cord mats and taped to prevent buckling. These measures are to assure the safety of the spectators and participants from tripping hazards.

## **GROUP EVENT USER FEE AND DEPOSIT**

- A. User fees may be adjusted based upon the size of the event, the activity and the requirements placed upon City service and the potential loss of regular golf course revenues and or customers inconvenience. User fees and the deposit are payable in advance.
- B. Fee/Deposit policy is as follows:
  - a. Inclement weather, no refund. Event may be rescheduled to take place within 30 days; a new application and re-payment of appropriate fees.
  - b. If Applicant cancels event with less than 30 days' notice, deposit is forfeited.
  - c. Damage to park may result in deposit retention and/or additional fees.
  - d. Misrepresentation of event type or size of crowd will result in deposit retention and/or additional fees.
  - e. Violation of zoning laws and City ordinances will result in deposit retention or additional fees.
- C. Base user fees shall be charged according to the current fee schedule.
- D. Groups charging admission, collecting fees, selling merchandise, charging booth rental or controlling access to the park shall be charged double the base user fee

plus any other fees that are necessary due to course revenue losses or customer inconvenience.

- E. The base user fees cover electricity, basic trash collection. Additional fees if required shall be based upon the nature of the event, impact upon the golf course and extra services required.
- F. The event deposit shall equal the fee and is refundable to the extent that the City does not incur costs not covered by the user fee. Extra fees may be required beyond the deposit.
- G. The City may adjust future fees, deposits, and or requirements for any event based upon previous history of the event.
- H. Fee waivers **will not** be considered.

## **OTHER**

- A. Alcohol use may be approved by the City manager with fully paid rentals. Fencing or an approved barrier is required when alcohol is served or sold. Fencing type must have approval of the Parks and Recreation Commission. Fencing is at the expense of the renter.
- B. All pets except seeing-eye dogs or medically necessary service animals are banned.
- C. Existing parking is limited. The applicant may be required to provide adequate handicap and off-site parking and / or shuttle services.
- D. Parking on course may be allowed for automobile related events but paid parking or attendee parking of any kind is prohibited.
- E. All litter shall be removed by the organization or fees shall be deducted from the deposit.
- F. There are no Public restrooms on the course.
- G. The use of motorized vehicles within the confines of Course must be approved by the Parks and Recreation Commission.
- H. If the golf course turf is wet, vehicles will be prohibited.
- I. The City reserves the right to mandate placement and type fencing along railroad tracks placed at the expense of the renter.
- J. Rental of the course requires the rental of the clubhouse as well and a separate fee applies. The club house must be rented for the same number of days at the course.

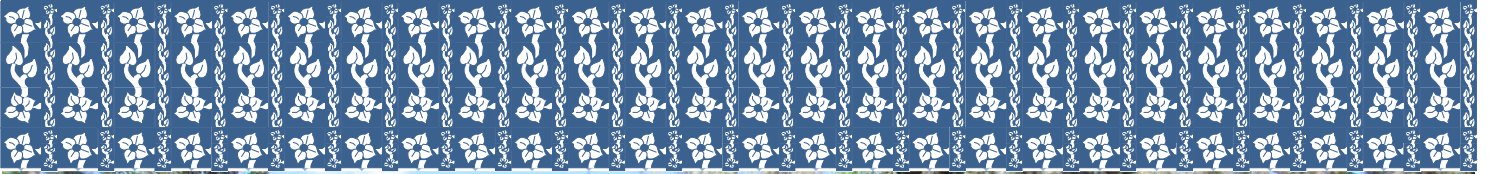
I have read and understand all of the Rules and Regulations. I agree to abide by all of the above and those on preceding pages.

\_\_\_\_\_  
Signed

\_\_\_\_\_  
Date



# Fleet Peeples Park Pet Memorial Proposal



# Pet Memorial

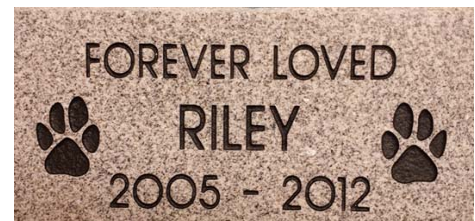
## Columbarium

- 48 Niche Double Sided Columbarium
- Gray Granite with Black Granite Door Covers
- Individual Niche is 12" x 12" x 11.5"
- Total cost with concrete foundation and installation \$12,000.00
- Cost per niche \$250 + Engraving \$75.00 (current rate) = \$325.00.
- Charge \$1200.00 per niche
- Profit of \$42,000.00



## Ground Burial Plot for Cremation or Memorial

- 2' x 2' plot
- Plot includes Gray Granite Flat Marker with engraving
- Marker with engraved name, dates, 3 words and 2 emblems cost \$100.00.



## Memorial Brick Pavers

- Walk way in pet memorial garden will be made of pavers that can be engraved for memorialization of pet- no burial
- Brick Pavers can be engraved for \$15 a brick. Includes 3 lines with up to 13 characters per line. Charge \$100 per brick for 8" x 4" and \$150 for 8" by 8"



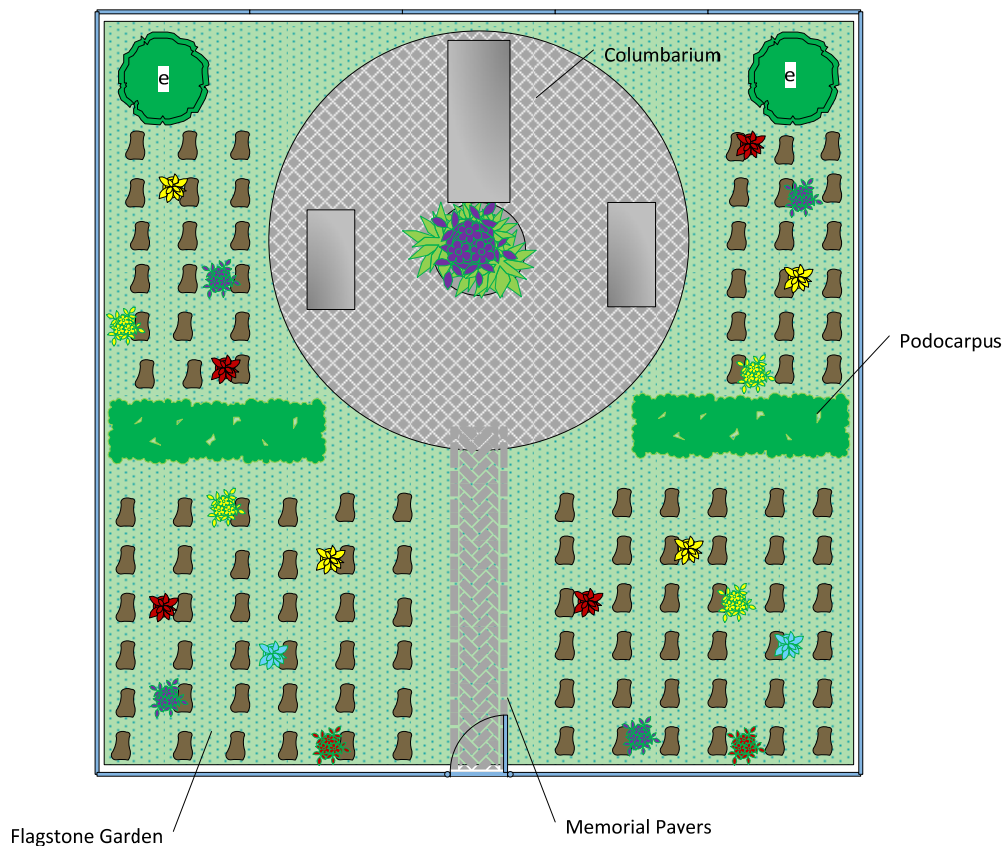
# Pet Memorial

## Plan A:

	Cost	Sales	Net
• Holds 1 columbarium	\$12,000	\$57,600	\$45,600
• 108 ground burials	\$10,800	\$54,000	\$43,200
• 150 8"x4" bricks	\$ 150	\$15,000	\$14,850
• Site Prep/Fence	\$ 6,000		\$- 6,000
• Opening/Closing \$75		\$11,700	\$11,700
<b>TOTALS</b>	<b>\$28,950</b>	<b>\$128,300</b>	<b>\$109,350</b>

Revenue Potential at capacity:

**\$109,350**



- Proposing primarily mulch groundcover as this area is heavily shaded.
- If grass is preferred, irrigation would cost an additional \$2,000.
- 40' x 40' Low Black Aluminum Fence with gate



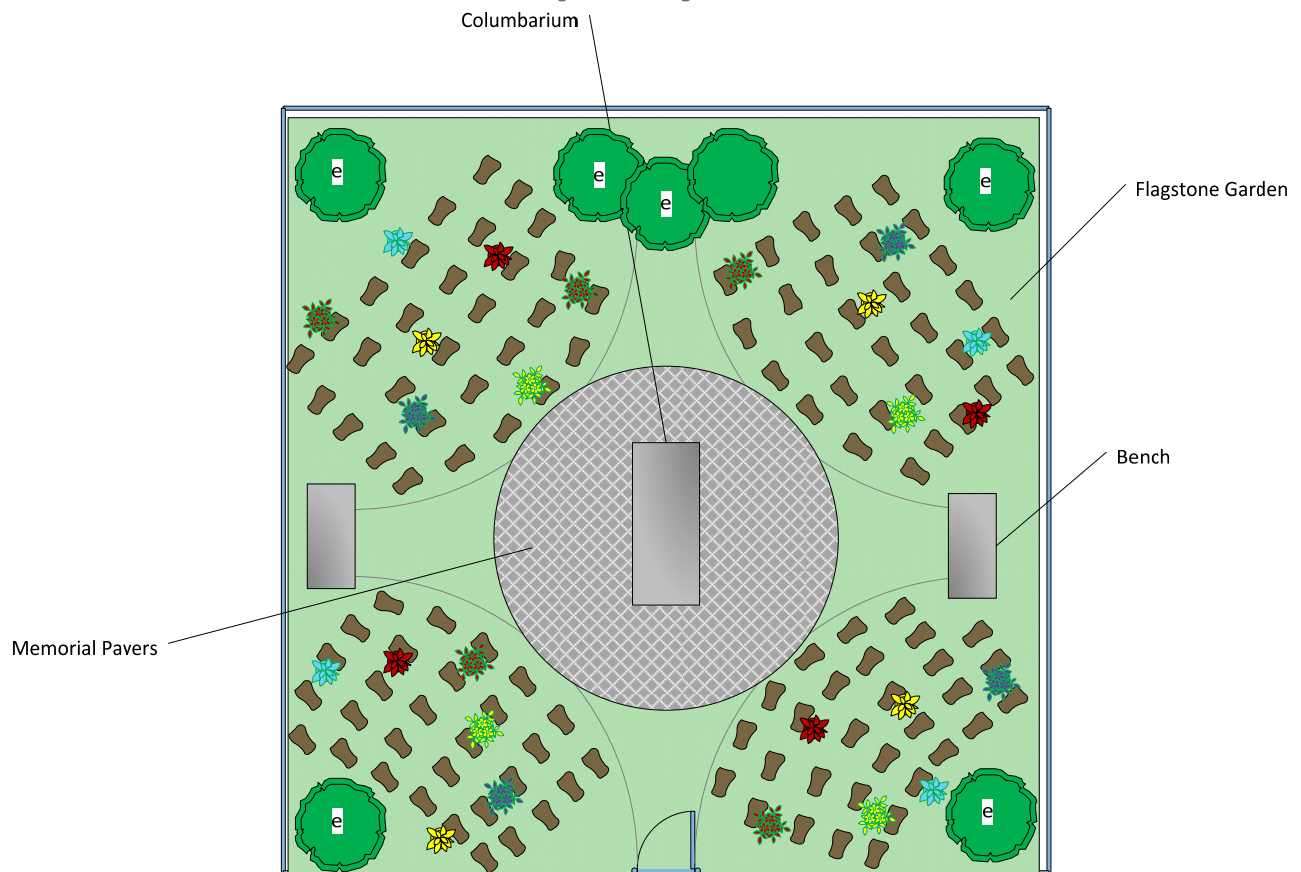
# Pet Memorial

## Plan B:

	Cost	Sales	Net
• Holds 1 columbarium	\$12,000	\$57,600	\$45,600
• 118 ground burials	\$11,800	\$59,000	\$47,200
• 100 8"x4" bricks	\$ 100	\$10,000	\$ 9,900
• Site Prep/Fence	\$ 6,000		\$-6,000
• Opening/Closing \$75		\$12,450	\$12,450
<b>TOTALS</b>	<b>\$29,900</b>	<b>\$128,300</b>	<b>\$109,150</b>

## Revenue Potential at capacity:

**\$109,150**



- Proposing primarily mulch groundcover as this area is heavily shaded.
- If grass is preferred, irrigation would cost an additional \$2,000.
- 40' x 40' Low Black Aluminum Fence with gate



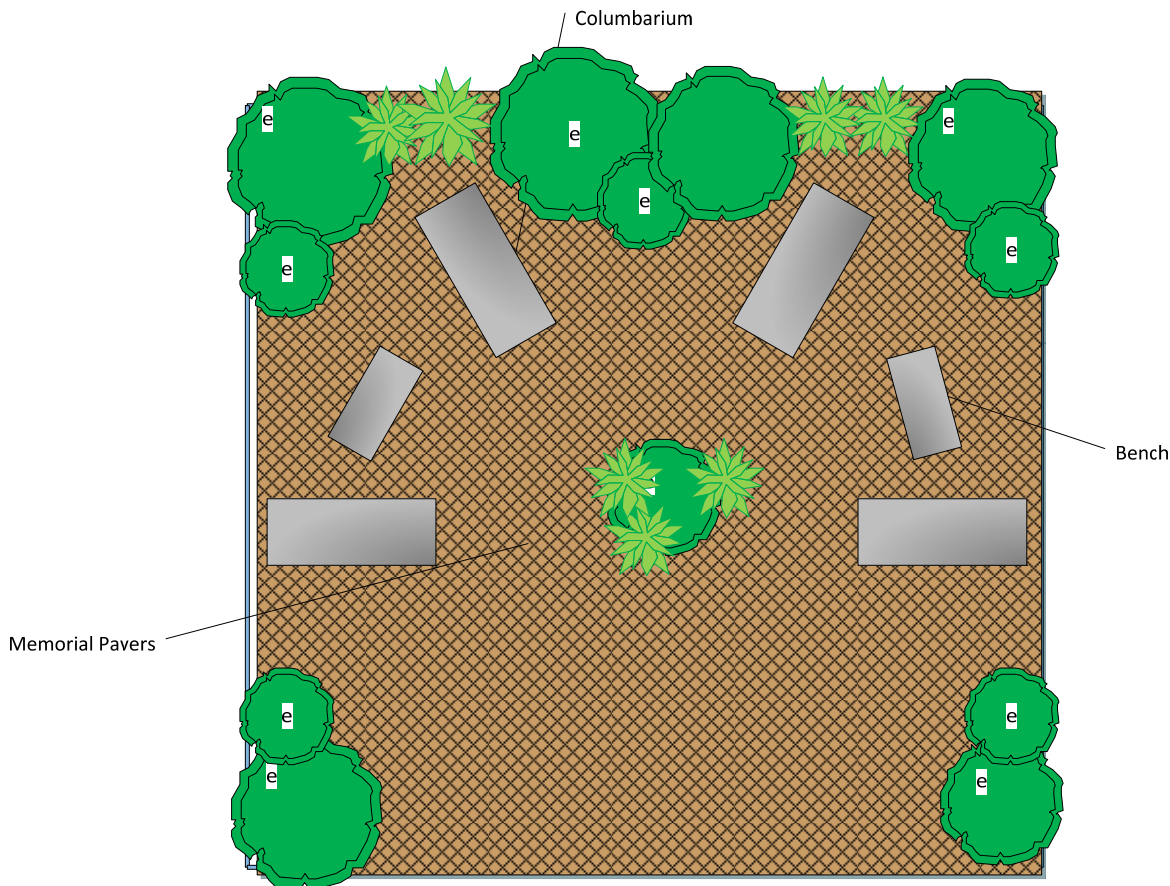
# Pet Memorial

## Plan C:

	Cost	Sales	Net
• Holds 4 columbariums	\$48,000	\$230,400	\$182,400
• 0 ground burials	\$0	\$0	\$0
• 1800 8"x8" bricks	\$ 1,800	\$270,000	\$268,200
• Site Prep/Fence	\$12,000		\$ -12,000
• Opening/Closing \$75		\$ 14,400	\$ 14,400
<b>TOTALS</b>	<b>\$61,800</b>	<b>\$514,800</b>	<b>\$453,000</b>

## Revenue Potential at capacity:

**\$453,000**



- Entire area is brick, low maintenance..
- Includes drip irrigation to permit more plantings that will soften hardscape of bricks and fence.
- 40' x 40' Low Black Aluminum Fence with gate

# SALE PRICE COMPARISONS

Columbarium Niche — Includes Engraving

\$1200

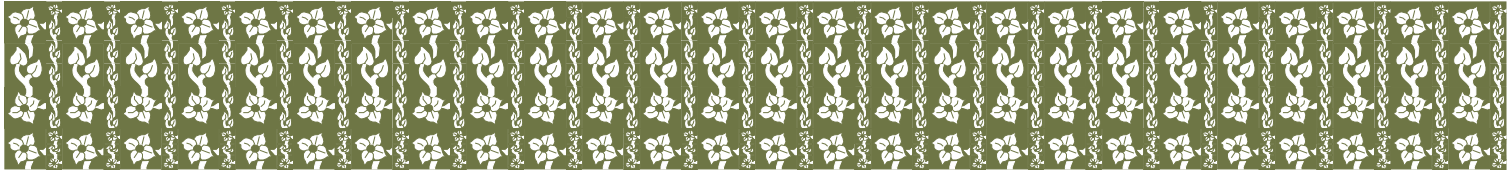
Ground Plots — Includes Marker \$500

Memorial Bricks— Includes Engraving

8"x4" \$100

8"x 8" \$150

## Proposed Winter Park



### Greenbrier Memory Gardens –Apopka, FL

Ground Plot- \$425.00 –

includes

Flat granite marker

or metal marker

No Columbarium Option



### Lohman Pet Cemetery – Daytona Beach, FL

Ground Plot- \$695.00 + \$195.00

vault + \$195.00 opening and

closing = \$1085.00

Marker is additional \$745.00

Columbarium - \$2895.00 –

includes engraving





# Continued SALE PRICE COMPARISONS

## Broward Pet Cemetery and Crematory

Columbarium- \$475.00 – includes opening and closing  
and 2 x 6 Bronze Plaque

Ground Plot- \$445.00- includes granite marker

An annual fee of \$75.00 is charged per year for maintenance



## Twin Oaks Pet Cemetery – Okeechobee, FL

Ground Plots - \$200.00 – marker not included

No Columbarium Option



## Heaven's Pets – New Orleans, LA

Columbarium- \$1250 - \$2000 – includes engraving an  
opening and closing

Granite-inlayed memorial brick - \$100.00

No Ground Plots Available

**THIS TYPE OF COLUMBARIUM IS AVAILABLE TO  
US AT A SLIGHTLY HIGHER PRICE THAN THE  
ONE PROPOSED AT \$12K**



# Business Plan

## Process

- Order of Approvals: City Management, Parks Board, City Commission

## Informal Needs Analysis

- Inquiries to past and current presidents of Friends of Fleet Peeples Park were favorable and in their opinion would be very well received by park clientele.
- Cemetery Manager Janna Baumann has received inquiries regarding pet memorials.
- Inquiry to promoter of annual Pet Memorial Floating Lantern Ceremony in the park was favorable.

## Internal

- Set up spaces in Pontem Software for record keeping
- Prepare brochures and add to website.
- Write policy on sales and customer rules for use.
- Site preparation and installations.

## Marketing

- Signage at Site.
- City and Friends of Fleet Peeples websites.
- Flyers at Veterinarians offices.
- Booth at Pet Floating Memorial Lantern Event in July at Park. (500 attendees) for presale of spaces.