

# Garden of the Gods Commercial Use Permitting

City Council  
February 10, 2020

Matt Mayberry,  
Cultural Services Manager  
Parks, Recreation & Cultural Services



# Purpose



- Provide an avenue for commercial vendors to participate in the preservation and maintenance of Garden of the Gods Park.
- Improve Parks, Recreation and Cultural Services (PRCS) oversight of commercial operations.
- Ensure commercial operators have appropriate insurance and certification, follow park rules and that their commercial use is in accordance with the Master Plan.
- Enhance communication with commercial operators about construction projects and special events.

# Types of Commercial Use in GOG



- Climbing
- Guided hikes
- Yoga
- Bus Tours
- Exercise classes
- Guided cycling
- Art classes
- And others



# Public Process



- February 2018 - Garden of the Gods Foundation and the Visitor & Nature Center (VNC) staff updated Parks Advisory Board about history of contract with the City.
- January 2019 – Renewal of the City’s agreement with the VNC
- May 2019 - Signage posted at seven locations throughout GOG Park in and sample guidelines posted online.
- Summer 2019 - PRCS and VNC staff began addressing inquiries from commercial operators.
- October 2019 - Park and VNC staff met with VisitCOS regarding commercial permits.
- November 2019 - John Stark, GOG Manager updated Parks Advisory Board about upcoming commercial use permitting.
- January 2020 - Letters sent to nearly 200 known commercial operators inviting them to join new process.



# Private Outdoor Fee-Based Activities



- GOG commercial use permit based upon existing Private Outdoor Fee-Based Activity (POFA) permit process used by the department.
- POFA permits are issued for six month seasons:
  - PEAK – April through September
  - OFF-PEAK – October through March

<b>Participant #</b>	<b>TIER A PEAK</b>	<b>TIER A OFF-PEAK</b>	<b>TIER B PEAK</b>	<b>TIER B OFF-PEAK</b>
1-25	\$175	\$75	\$50	\$35
26-50	\$250	\$150	\$125	\$75

# Market Research



Agency	Permit Type	Deposit/ Application Fee	For-Profit	Non-Profit
City of Boulder	Annual/ Limited	\$100 Deposit  \$25 Application fee	\$275 Unlimited visits  \$25 Up to 50 visits groups less than 16	\$125 Unlimited visits  \$25 Up to 50 visits groups less than 16

# Market Research



Agency	Permit Type	Deposit/ Application Fee	For-Profit	Non-Profit
Ft Collins	Annual	\$500 Deposit  \$50 Application fee	1-15 visitors 25 days or less \$50  16-50 visitors 50 days or less \$250  51+ visitors 200 or more days \$500	\$25      \$125      \$500

# Market Research



Agency	Permit Type	Admin/ Management Fees	For-Profit	Non-Profit
Rocky Mountain NP	Annual		\$350	\$350
Colorado NM	Annual		\$250	\$250
Dinosaur NM	Annual	Admin Fee \$300  Management Fee \$160	\$200	\$200
Arches NP	Annual		\$300	\$300

# GOG Permit Administration



- Garden of the Gods VNC administering the program closely with park staff to review applications and answer questions about the process.
- \$50 application fee

<b>Business Type</b>	<b>Single Use</b>	<b>Annual Use</b>
For Profit	\$150	\$500
Non-Profit	\$100	\$350

<b>Group Bus Tours Business Type</b>	<b>Single Event</b>	<b>Annual Use</b>
For Profit	\$150	\$500
Non-Profit	\$100	\$350
Single Bus Group Tour (Application Fee Waived)	\$50	N/A

# Permits



## GOG COMMERCIAL USE PERMIT

**DON'T HAVE A PERMIT?**  
Learn how @ <https://gardenofgods.com/permits>



# 2020 COMMERCIAL USE PERMIT

Authorized Dates

AUTHORIZED PROVIDER TO OPERATE INSIDE GARDEN OF THE GODS PARK

User Name

Provided By

 

Application and Rules available @ <https://gardenofgods.com/permits>

Permit #

# Garden of the Gods Foundation



- Revenue generated collected through the GOG Visitor & Nature Center and will fund park projects, maintenance and programming per the City contract.
- 26 year history generating \$4.2 million towards sustainability of the park.
- Over 1 million annual visitors to the Visitor & Nature Center



# Questions?