# Garden of the Gods Commercial Use

### Permitting

City Council February 10, 2020

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OLYMPIC CITY USA

SPRINGS





- 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.



- 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.

#### COMMERCIAL USE RESTRICTION

A special use permit is required to operate a commercial activity in Garden of the Gods Park. For more information about the permit process please visit the website below.

https://gardenofgods.com/permits

Revenue generated through this program supports park maintenance and educational activities through support from the Garden of the Gods Foundation.



- 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

Participant #	TIER A PEAK	TIER A OFF- PEAK	TIER B PEAK	TIER B OFF- PEAK
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	\$275 Unlimited visits	\$125 Unlimited visits
		\$25 Application fee	\$25 Up to 50 visits groups less than 16	\$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 \$1+ 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**



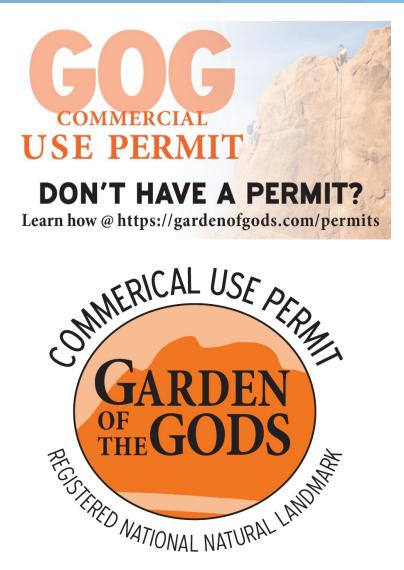
- Garden of the Gods VNC administering the program closely with park staff to review applications and answer questions about the process.
- \$50 application fee

Business Type	Single Use	Annual Use
For Profit	\$150	\$500
Non-Profit	\$100	\$350

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

#### Permits







#### **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?**