

**TOWN OF BLACK MOUNTAIN BOARD OF ALDERMEN**  
**REQUEST FOR BOARD ACTION**  
**Meeting Date: May 9, 2011**

**SUBJECT:** Revisions to the Lake Tomahawk Marketing Plan and Proposed Facility Fee Schedule

**AGENDA INFORMATION**

**Agenda Location:** New Business  
**Item Number:** 8-B  
**Department:** Recreation Services Department  
**Contact:** Casey Conner, Recreation Services Director  
**Presenter:** Casey Conner, Recreation Services Director

**BRIEF SUMMARY:** After detailed analysis of the actual rental numbers over the past five years it was discovered that there were several areas where adjustments in rental rates was needed. With very few weekday rentals of the Lakeview Center it is proposed that the Town lower midweek rental fees to attempt to attract more rentals. It was also discovered that our rental pattern for January thru March was dramatically lower than other seasons, so we have proposed to lower these rates seasonally by 25%. We have also developed a multi-day wedding package that will include Friday evening upstairs rental and Saturday entire building rental for a discounted price of \$700. This fee schedule also includes rate increases for swimming pool rentals. Other rates were adjusted modestly based on demand.

**MOTION FOR CONSIDERATION:** To adopt the proposed updates to the Lake Tomahawk Facility fee scheduled as presented.

**FUNDING SOURCE:** N/A

**ATTACHMENTS:** Proposed fee schedule changes for Lake Tomahawk  
Lake Tomahawk Marketing Plan

**MANAGER'S COMMENTS AND RECOMMENDATIONS:** To adopt as presented.

		Group I				Group II				Group III			
		Resident	\$Change	NR	\$Change	Resident	\$Change	NR	\$Change	Resident	\$Change	NR	\$Change
<b>Lake Tomahawk</b>													
Lakeview Clubhouse	(M-Th.)	\$40		\$100	▼\$10	\$100	▼\$75	\$125	▼\$80	\$125	▼\$85	\$175	▼\$85
	(F-Sun.)	\$225	▲\$40	\$275	▲\$40	\$225	▲\$40	\$275	▲\$45	\$275	▲\$40	\$325	▲\$35
Lakeview Center	(M-Th.)*	\$40		\$90		\$60	▼\$75	\$90	▼\$80	\$85	▼\$75	\$130	▼\$70
	(F-Sun.)	\$160		\$190		\$160		\$190		\$185		\$230	
Picnic Pavilion	(M-Th.)	NC		\$25		\$25		\$50		\$50		\$75	
	(F-Sun.)	\$25		\$50		\$25		\$50		\$50		\$75	
Gazebo	(M-Th.)	NC		\$10		\$10		\$20		\$15	▲\$1	\$25	
	(F-Sun.)	\$10		\$20		\$10		\$20		\$15	▲\$1	\$25	
Pool		\$125	▲\$25	\$175	▲\$25	\$125	▲\$25	\$175	▲\$25	\$150	▲\$25	\$200	▲\$25
<b>Carver Community Center</b>													
Cafeteria	(M-Th.)	NC		\$40		\$80		\$100		\$90		\$110	
	(F-Sun.)	\$30		\$50		\$90		\$110		\$100		\$120	
Auditorium	(M-Th.)	NC		\$40		\$80		\$100		\$90		\$110	
	(F-Sun.)	\$30		\$50		\$90		\$110		\$100		\$120	
Classrooms	(M-Th.)	NC		\$20		\$40		\$50		\$50		\$65	
	(F-Sun.)	\$10		\$30		\$50		\$60		\$60		\$75	
<b>Recreation Park</b>													
Ballfield (each)		NC		\$100		\$100		\$125		\$125		\$150	
Lights (each field)		\$25/hr.		\$25/hr.		\$25/hr.		\$25/hr.		\$25/hr.		\$25/hr.	
Press Box		NC		\$40		\$40		\$55		\$50		\$70	
Concession Stand		\$20		\$60		\$60		\$75		\$75		\$100	
<b>Grey Eagle Arena</b>													
Building + Field		\$15/hr.		\$30/hr.		\$25/hr.		\$40/hr.		\$35/hr.		\$50/hr.	

**Notes**

\*All Downstairs weekday rentals will be from 5-10pm  
 \$50 Non-Refundable alcohol fee, changed from \$50 Refundable alcohol fee  
 All reservations will only be held for 48 hrs. without deposit paid  
 25% will be discounted for all January thru March rentals

**Lake Tomahawk Combined Totals**

Fiscal Year	Total	July - September	October - December	January - March	April - June
2006-2007	78			14	64
2007-2008	158	71	21	16	50
2008-2009	150	60	30	12	48
2009-2010	129	58	22	7	42
2010-2011	89	57	26	6	

**Pavilion Only**

Fiscal Year	Pavilion Total	July - September	October - December	January - March	April - June
2006-2007	25			0	25
2007-2008	59	31	3	0	25
2008-2009	75	33	5	2	35
2009-2010	48	30	5	0	13
2010-2011	36	30	5	1	

**Lakeview Center Lower Level Only**

Lower level		July - September		October - December		January - March		April - June	
Fiscal Year	Total		W		W		W		W
2006-2007	11					5	0	6	0
2007-2008	22	9	0	3	0	6	0	4	0
2008-2009	16	4	0	7	0	2	0	3	0
2009-2010	21	5	0	6	1	2	0	8	0
2010-2011	14	9	0	4	7	1	0		

**Lakeview Clubhouse Upper Level Only**

Upper Level		July - September		October - December		January - March		April - June	
Fiscal Year	Total		W		W		W		W
2006-2007	42					9	2	33	0
2007-2008	77	31	3	15	2	10	0	21	0
2008-2009	59	23	3	18	2	8	1	10	1
2009-2010	60	23	1	11	2	5	0	21	2
2010-2011	39	18	1	17	2	4	0		