

TABLE 8-3
Alternative Revenue Strategies

Strategy	Description	Pros	Cons	Considerations
Renewable Energy Generation	Install renewable energy source to provide power to Town-owned facilities or enter into a Power Purchase Agreement (PPA) with a third-party developer.	The PPA could include a long-term lease between the Town and an energy developer that would give the developer rights to construct and operate a renewable energy project on Town land. This agreement would provide a dependable source of income for the Town in the form of monthly lease payments and could also include a long-term contract between the Town and an energy developer for the purchase of power from the developer.	Requites a long-term approach. Utility scale renewable energy project would require land that could be used for other activities.	A renewable energy project may attract additional users to the park.
User Fees	Parking fees, entrance fees, recreation and user fees, etc.	Fee can be tailored to specific audiences. Residents can pay a minimal one time annual fee, or be fee exempt. Fee can address certain impacts that can be opted-out of, for example parking fees.	The public expects parks to be free.	Can offer specific times where access is free to all in order to mitigate potential for exclusion caused by fees.
Value Added Programming	Nature tours, summer camps, educational programs, concert, art in the parks, outdoor movie nights.	May be able to expand Town's existing programs that are successful.	Events require administrative overhead and time to plan them.	Can potentially relocate existing programs to the site.
Special Event Fees	Rental fees to third-parties for private events (weddings, family reunions, school class reunions, etc.).	Can provide source of income over a short duration while having a minimal impact on park resources, administrative overhead, or the public's experience.	Portions of the park may be temporarily inaccessible to members of the public.	Park layout should be designed to accommodate a special event while minimizing the areas that may be temporary restricted.
Concessions Agreements	Issue RFP/RFQ seeking private partner to offer concessions/food trucks. The Park will retain a portion of concessions income that is generated to directly support the park.	Offers the ability to outsource in-house concessions. Provides opportunity to partner with local businesses to strengthen stakeholder relationship.	Return to the park is dependent upon success of concession. Concession may result in increased maintenance and administration costs.	Must be mindful of contractual issues and potential for conflicts of interest between profit motive of the concession and the public use of the park.
Partnering with 501(c)(3) non-profit	Partnering with a non-profit organization such as "Friends of Ingleside".	A 501(c)(3) can apply for funding that may not be available to municipalities. A 501(c)(3) can also provide tax benefits to donors.	Funding awarded to a non-profit carry restrictions regarding use of funds and may have complex reporting requirements.	Nonprofit organization may expand stakeholder involvement and community interest.
Rental/Use Fees	Rental fees for non-motorized boats, fishing equipment, use of public meeting space/rooms to teach classes.	Offers the ability to monetize items park may already have (i.e. public meeting space/classrooms).	Up-front capital cost associated with acquisition of items (non-motorized boats, fishing poles, etc.).	Must be mindful of potential for exclusionary impacts if services are only available via rental from the park.
Naming Rights / Sponsorships	Allow businesses/entities to fund/sponsor portions of park in exchange for increasing visibility of the business/entity (baseball scoreboard with company logo, advertisement on fence around playing field, etc.).	Low administrative overhead to administer this program. Program has a small footprint and can be tailored to provide opportunities for various levels of sponsorships (i.e. "buy a brick", name a bench, name a room, etc.).	Commercial activities may negatively impact the user's experience.	General public is sensitive to the appearance of the park. Need to consider the contexts in which this strategy is utilized.