



## FEE MODIFICATION FORM

1. **Organization/ Individual:** Rutabaga Outdoor Adventures
2. **Park (s):** Esther Beach Park
3. **Overview of Organization**

Rutabaga Outdoor Adventures (ROA) is a local company, specializing in outdoor recreation and water sports, that has been operating in the Madison area for over 40-years. In addition to its retail business, Rutabaga has a popular rental and instructional program and believes that it can expand to other locations to better serve the community. Rutabaga Outdoor Adventures offers canoe, kayak, and stand up paddle classes to adults and youth. ROA partners with organizations throughout the greater Madison area to offer enriching experiences to youth of all backgrounds, as well as their own in-house camps and lessons. ROA is part of Rutabaga Paddlesports, which has been a fixture of Madison community for decades.

In 2016, ROA was awarded a Request for Proposal to conduct rental, instructional, non-alcoholic concessions, and other recreational activities at the Olbrich Park Beach House.

In 2022, Rutabaga outgrew its longtime location on Broadway in Monona and relocated to a new location on Rimrock Road. The old location had direct access to Lake Monona, which was lost in the move, creating a challenge as to where to host their classes. ROA plans to host classes at Esther Beach Park, and storage of canoes there will make this possible.

As part of the implementation of the Connecting Children to Nature grant, Madison Parks is supportive of partnerships that address two main goals: 1) Ensure that every Madison child has regular opportunities to connect to nature to achieve optimal physical, social and emotional well-being; and 2) Increase community connectedness and a sense of belonging in nature in Madison's neighborhoods, particularly among communities of color. Madison Parks is committed to equitable nature access for children and families across the City of Madison. The programs provided by Rutabaga align with the goals of Madison Parks Connecting Children to Nature. Rutabaga and Madison Parks agree to the following fee modification conditions:

4. **Term of Fee Modification (May only be for a period of up to three years)**

Agreement shall be for one (1) term, beginning on May 1, 2023, and terminating on September 30, 2023.

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**5. Summary of Requested Use of Park Land**

ROA will provide and utilize up to 3 storage rack spaces at Esther Beach Park for canoe storage for outdoor programming including canoe, kayak, and stand up paddleboard classes and summer camps.

Any other uses beyond watercraft storage (i.e., organized programs, camps, classes, vending, etc.) are subject to standard Parks fees and permitting requirements.

**6. Reason for Considering to Authorize a Fee Modification (check box that applies)**

- ☐ Legacy user group that predates establishment of a new fee.
- ☐ A pilot concept for a use that would have minimal impact, only occur at one park location and does not have an established fee in the Park Division fee schedule.
- ☐ Uses that align with the citywide goal of Racial Equity and Social Justice:
- ☒ Other: Aligns with Connecting Children to Nature Initiative

**7. Fee Modification Proposed (Include Use, Permit and all other fees)**

ROA shall pay the City for a boat storage fee as follows; \$40 per personal boat.

\*Assumes maximum storage capacity of 8 boats per rack, with 3 racks, for 24 boats total = \$960 per season.

**8. Standard Fee, if No Fee Modification is Provided (Use, Permit and all other fees)**

Standard storage fee per space (based on 2023 standard rate): \$130 x 24 spaces = \$3,120 per season

**9. Is the Fee Modification More Than a 50% reduction?**

☒ Yes    ☐ No    ☐ N/A

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**10. Roles/Responsibilities of Organization/Individual (Conditions of Approval)**

- a. Provide and install 3 comparably sized racks to accommodate non-motorized watercraft for boat storage.
- b. The Parks Superintendent or designee must approve additional racks or square footage for storage.
- c. Racks must be removed at the end of the season by September 30, 2023, and the area must be restored to its original condition.
- d. Annually, ROA will complete the Parks Administrative Watercraft Storage Form.
- e. Keep areas around racks and those used for programming neat and orderly, including removing trash and placing in trash cans and maintaining and string trimming areas around racks.
- f. No permanent or semi-permanent advertising signs or billboards are permitted.

**11. Roles/Responsibilities of Parks Division**

- a. Reserve spaces and issue documentation.

**12. Damage**

If Madison Parks or ROA identify damage at the park, the parties will work together to identify the cause of the damage and a plan for repair. Damage caused by ROA, beyond normal wear and tear, will be the responsibility of ROA to repair or pay Madison Parks to repair.



**13. List of Attachments (Maps, schedules, signs, etc)**

Attachment A – Map of Esther Beach Park

- 14. Suspension, Cancellation and Termination** – The Parks Superintendent has the discretion to discontinue this use in the park, if, at any time the terms of the fee modification are not followed and/or if there is damage caused to the park.
- 15. Compliance with Laws** – Organization/Individual will comply with all City, State and Federal statues, ordinances and regulations.
- 16. Approval** *(only required when fee is more than a 50% reduction in standard rate fees)*

Facilities Programs and Fees Subcommittee File Number

Date of Meeting Approval

**17. Signature by Organization/Individual**

Chloe Machuca

Name (signature)

3/17/2023

Date

Chloe Machuca

Name (printed)

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**Attachment A**  
**(Map of Esther Beach Park)**



