

APPROVED

REPORT OF GENERAL MANAGER

AUG 11 2010

NO. 10-226

DATE August 11, 2010

BOARD OF RECREATION
and PARK COMMISSIONERS

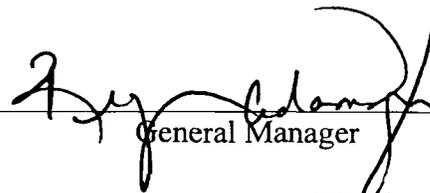
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BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: BRAND PARK COMMUNITY ROOM – CATERING FEES – ADDITION TO RATES AND FEES

R. Adams _____
H. Fujita _____
S. Huntley _____
V. Israel _____

F. Mok _____
*K. Regan _____
M. Shull _____


General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATION:

That the Board:

1. Approve an addition to the Department's Schedule of Rates and Fees, as outlined in the Summary of this report and the attached schedule, effective upon Board approval; and,
2. Authorize staff to amend the Schedule of Rates and Fees to incorporate these changes.

SUMMARY:

The Brand Park Memory Gardens is located in Mission Hills, directly across the street from the San Fernando Mission. For over 80 years, residents have used the Park's gardens and picnic grounds for many different kinds of events and gatherings, such as weddings, birthdays, and quincineras. Demand for some type of building to hold community meetings, and for catering events, has steadily increased since the facility's opening. The Department secured grant and Quimby funding, and on April 15, 2010, the Brand Park Community Facility was opened.

The one-story building includes a multi-purpose assembly room, entrance lobby, small office, and a serving/warming kitchen.

The proposed attached fee schedule is similar to other Department rental sites of a similar size.

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FISCAL IMPACT STATEMENT:

Approval of this report, adding Brand Park to the Department's Schedule of Rates and Fees, is expected to positively impact the Department's General Fund by generating additional revenue, and likewise, to impact the Valley Region in Operations West as a result of the proposed fees. Valley Region will utilize the additional funds to cover program costs.

Report prepared by Louis Loomis, Management Analyst II, Operations West, Valley Region.

BRAND PARK COMMUNITY FACILITY

Brand Park Community Facility may be utilized for special event rental based on availability, under the following guidelines and fee structure.

FACILITY USE FEES

*50% of fees are to be deposited into the respective facility's Municipal Recreation Program (MRP) Account; 50% of fees to be deposited into the Department of Recreation and Parks' General Fund Account. Facility Use fees include event staffing.

	<u>1st 3 Hours</u>	<u>4-6 Hours</u>	<u>Each Hour over 6</u>
Non Prime Time (Monday-Thursday)	\$250.00*	\$500.00*	\$50.00*
Prime Time (Friday, Saturday, Sunday)	\$500.00*	\$1,000.00*	\$75.00*

ADDITIONAL CHARGES

Refundable Deposit \$300.00

Pre/Post Event Charges \$20.00 per hour

A fee will be charged for any use of facility before or after the event for activities, including food handling, decorating, set-up, deliveries, extra cleanup, pick-up, etc.

Security Services Security service required on all events ending after 7pm and/or serving alcohol. Fees quoted on request, based on actual cost. Two security guards required, and services include 30 minutes before and 30 minutes after the event.

Rehearsal Fee \$100.00

Rehearsals may be scheduled within 60 days of event, Monday-Thursday, 4:00 PM – 8:00 PM

Alcohol Permits \$200.00

Permittees planning on having alcohol at their event must use the Department contracted vendor for bar service that allows the user to serve liquor, beer, wine and champagne. The bar service carries their own insurance.

PAYMENT OF FEES

Minimum payment to guarantee reservation is payable within ten (10) days of initial reservation.

Non-Prime Time (Monday-Thursday)	\$200.00
Prime Time (Friday-Sunday)	\$400.00

Cancellation Fees

Cancellation within 60 days of event	50% off all fees*
Cancellation prior to 60 days of event	\$150.00*
Postponement	\$100.00*

SPECIAL USE

Special use of Brand Park Community Room is available for other City agencies and Department sponsored groups Monday – Friday between 8:00 AM – 4:00 PM. Non-City government agencies may qualify for the Special Use Fee subject to availability and the purpose of the event. The nature of such usage should involve training, work meetings, and other government business activities authorized by the General Manager or designee.

The following conditions apply to all Special Usage:

Authorization for Special Use

Request for use of these facilities must be submitted in writing and approved by the General Manager or designee.

Scheduling of Special Use Events

Use of the facility is subject to its availability determined by the following guidelines:

- Special Use Events may be scheduled only 60 days in advance of the event date. (RAP-City of LA is exempt from this guideline)
- Any one group may not exceed two separate days per week.
- None of the above guidelines preclude a Special Use party from maintaining or procuring additional dates or hours under the regular rate provisions.
- A community meeting scheduled by and facilitated by the Mayor’s Office or local Council Office is specifically exempt from the fee. There may be staff charges if the use is during non-business hours.
- Staff fees may be applied to all Special Use events.

SPECIAL USE FEES

		<u>Government</u>
Special Use Fee	50% of fees	No Charge
Kitchen Fee	N/A	No Charge
Cancellation Fee	\$50.00*	No Charge
Cancellation within 48 hours	\$100.00*	No Charge

Insurance may be required. See insurance requirements.

Prohibited Special Use Events

Revenue producing events, fundraisers, subletting or assignment of Special Uses is not permitted.