

1/14/2020


item 3



**City of Santa Clara
Study Session**

**Item 20-51: Community
Room Rental Fees & Use
Policies**

January 14, 2020



**City of
Santa Clara**
The Center of What's Possible

Agenda

- Guiding Principles
- Overview of Current Environment
- Fee Framework
- Benchmarking
- Community Input
- Next Steps



Guiding Principles

- Public facilities exist for greatest public benefit
- User fees "...may not exceed the estimated reasonable cost of providing the service for which the fee is charged"
- Community programs generally have lower cost recovery levels & are subsidized by policy decision of the Council
- Priority to City-sponsored programs & approved City partners
- There should be consistency and alignment throughout the City
- Fundraising activities should be cost recovery
- Community grant program exists to subsidize city-supported non-profit activities



Overview of Current Environment

- Community interest in affordable and easily-accessible facilities
 - Meeting space for non-profits
 - Facilities for youth and/or senior programming
- Staff support varies depending on hours of operation and location of facility
- Use policies differ across Departments
 - Who can reserve a room and for what purpose
 - Fees required
 - Restrictions and guidelines for food and beverage
 - Level of staff support



Fee Framework For Room Rentals

1. Actual Cost of Service
2. User Category
3. Type of Use
4. Fees--Level of Subsidy or Cost Recovery



Benchmarking



Types of Facilities

- Meeting rooms
- Gyms
- Banquet/large meeting facilities
- Park buildings



Meeting Rooms

	Peak	Non Peak	Other
Campbell - Peak hours: Fri after 6 to Sun midnight; Off Peak, M-Th, 8 a.m. to 10 p.m., Fri 8 am to 5 pm			
Private Individual	\$70-\$120	\$45-\$85	
Non Profit	\$50 - \$100	\$35-\$100	
For Profit Organization	\$80 - \$150	\$55-\$110	
Non-Profit w/Admission Fee	\$45-\$95	\$45-\$95	
Private Individual/For Profit Organization w/Admission Fee	\$80-\$150	\$55-\$110	
Special Peak Rate			\$30-\$45
Resident Discount			\$5
Sunnyvale - Peak Hours = Fri, 6 pm to midnight on Sun.; Off Peak, M-Th; Fri Until 6 pm			
Resident Rate & Sunnyvale Non Profit Rate	\$75	\$60	
Non- Resident Rate	\$75	\$75	
Santa Clara - No peak/off peak differential, no non-resident use or rate			
	Fee	Cost	Recovery
Police Community Room	\$0	\$71	N/A
Library Meeting Room	\$50	\$134	37.31%
CRC	\$47	\$135	34.81%
Youth Center – Resident Youth Group	\$0	\$140	0%
Youth Center – adult programming	\$140	\$140	100%
Teen Center – adult programming	\$142	\$142	100%
Senior Center – Private	\$87	\$294	29.59%
Senior Center – Non-Profit	\$18	\$294	6.12%



Gyms

	Peak	Non Peak	Special Peak
Campbell - Peak hours: Fri after 6 to Sun midnight; Off Peak, M-Th, 8 a.m. to 10 p.m., Fri 8 am to 5 pm			
Private Individual	\$80	\$65	
Non Profit	\$65	\$55	
For Profit Organization	\$100	\$75	
Non-Profit w/Admission Fee	\$80	\$65	
Private Individual/For Profit Organization w/Admission Fee	\$100	\$75	
Special Peak Rate			\$30-\$45
Resident Discount			\$5
Sunnyvale – Two hour minimum			
Resident Rate & Sunnyvale Non Profit Rate (full gym/half gym)	\$84	\$48	
Non- Resident Rate (full gym/half gym)	\$105	\$60	
Santa Clara – No peak/off peak differential, no non-resident use or rate			
	Fee	Cost	Recovery
Youth Center – Gym	\$200	\$283	70.67%
Youth Center – Gym, Resident Youth Group	0	\$283	0%
Teen Center – Multi-Purpose	\$200	\$306	65.36%



Special Facilities

	Peak	Non Peak	Other
Campbell - Peak hours: Fri after 6 to Sun midnight; Off Peak, M-Th, 8 a.m. to 10 p.m., Fri 8 am to 5 pm			
Private Individual	\$240	\$130	
Non Profit	\$190	\$110	
For Profit Organization	\$250	\$170	
Non-Profit w/Admission Fee	\$240	\$130	
Private Individual/For Profit Organization w/Admission Fee	\$250	\$170	
Special Peak Rate			\$75
Resident Discount			\$5
Sunnyvale - Peak Hours = Fri, 6 pm to midnight on Sun.; Off Peak, M-Th; Fri Until 6 pm			
Resident Rate & Sunnyvale Non Profit Rate	\$300	\$175	
Non- Resident Rate	\$300	\$200	
Santa Clara – No peak/off peak differential, no non-resident use or rate			
	Fee	Cost	Recovery
CRC Auditorium w/Kitchen	\$307	\$326	94.17%
CRC Auditorium wo/Kitchen	\$244	\$326	74.85%
Sr. Center w/Kitchen	\$294	\$294	100%
Teen Center – Multi-Purpose	\$200	\$306	65.36%



Park Buildings

Campbell – N/A

Sunnyvale – 2 hour minimum

Resident Rate	\$60
Non- Resident Rate	\$90
Non Profit	\$15

Santa Clara –	Fee	Cost	Recovery
Private Rental	\$68	\$374	18.18%
Non Profit Rental	\$25	\$374	6.68%



Creating Alignment



Types of Use

- **Meetings:**
 - Limited to three hours
 - Minimal attendees
 - Generally, smaller room use
 - Less dependent on location/amenities
- **Events:**
 - Longer than three hours
 - Numerous attendees
 - Generally, larger room use
 - Specific locations/amenities are required



User Group Categories

Category	Requirement
1	City of Santa Clara Sponsored Activities
2	Santa Clara Unified School District & other schools having reciprocal agreements with City
3	West Valley/Mission College, other governmental units & public agencies serving the City
4	Non-Profit youth organizations that serve the City of Santa Clara, have an organizational structure and do not charge admission. Proof of non-profit status required
5	Semi public agencies and political organizations that serve the City
6	Non Profit community service groups, civic organizations, churches, and charitable organizations located in Santa Clara. Proof of non-profit status required
7	Other schools serving Santa Clara residents (SCU, Archbishop Mitty, etc)
8	Special interest groups serving Santa Clara (dance clubs, photo clubs, art associations, sports clubs, etc
9	Private parties (including activities sponsored by #1-#8 not open to the public)
10	Fundraising activities



Community Questions/Comments

- How will non-profits be treated in a cost recovery environment?
- Should users be allowed to perform set-up/striking of rooms?
- Can there be a form to provide feedback from renters on the user experience?
- There should be a nominal fee for all rentals to discourage no-shows
- Can there be an online calendar to see inventory of rooms available for reservation in real-time?
- Can the fee of AV use at the Library be reduced?



Community Questions/Comments

- Can electronic locks be made available to reduce reliance on room keys?
- How does an organization become a City partner approved for discounted rates?
- Distinction between a meeting and event?
- Are there security deposits?
- How are reservations for Agnews Mansion made?



Fee Structure Framework



	100% Cost Recovery	Hybrid Fee	100% Aligned
CRC	\$135	\$47	\$18 (\$29)
Library	\$134	\$50	\$18 (\$32)
Youth Center	\$140	\$140	\$18 (\$122)
Senior Center	\$294	\$18	\$18 0



Council Policy Input

- Should we streamline/clarify user group categories?
- Should room fees be based on type of use?
- Should there be time limits for use to maximize public benefit?
- Should we allow for peak/non-peak rates?
- Should non-residents be allowed to rent city facilities?
- Should there be a discounted rate for City-sponsored partners?
- What is the appropriate level of subsidy for each type of facility?



Lessons Learned

- Important to look across the organization for strategic opportunities to enhance customer service, streamline processes & identify improvements
- Cost recovery is about creating balance between a desired level of service, the ability to pay and the ability to maintain in a ever-changing environment



Next Steps

- Receive Council Input
 - Bring back final proposal including final subsidy cost, fee structure and budget action
 - Recommend a simplified fee structure model similar to Sunnyvale's including peak/non-peak & resident/non-resident fees
 - Align subsidies to achieve cleaner cost structure
- City Council Consideration & Fee Approval
 - February, 2020
 - Fees to be effective FY 2020-2021



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Library Department Community Rooms

The Library has 4 Community Rooms at 3 sites. Rooms are used for library programming, City departments, and public meetings. Each room has full A/V system with large projector screens. The meeting rooms are available during open hours. Currently, we require eligible groups to call the library to check on availability and then fill out the appropriate form. The Library will be moving to an online booking system soon.

Building	Room	Address	District	Capacity	Staffed?	AV?	Contact	Notes
Central Park Library	Redwood Room	2635 Homestead Rd	4	100	During open hours	Yes	Library Administration 408-615-2930	
Central Park Library	Margie Edinger Room	2635 Homestead Rd	4	60	During open hours	Yes	Library Administration 408-615-2930	
Mission Branch Library	Evans Family Room	1098 Lexington St	5	50	During open hours	Yes	Mission Branch Library 408-615-2964	
Northside Branch Library	Community Room	538 Moreland Way	1	80	During open hours	Yes	Northside Branch Library 408-615-5000	

Police Department Community Rooms

Building	Room	Address	District	Capacity	Staffed?	AV?	Contact	Notes
Police Administration Building	Community Room	601 El Camino Real	5	134	During open hours M-F 8-6pm Sat 9-3pm	Yes	Office Specialist Marci Cremer mcremer@santacruz.gov 408-615-4890 Office Specialist Rowena Reyes rreyes@santacruz.gov 408-615-4860	The community room is adjacent to the City's Dispatch area. Due to the sensitive nature of this work, it is recommended that the use of this room be limited to meetings organized by City Departments, with an emphasis on public safety related issues.

Parks & Recreation Community Rooms

The Parks & Recreation Department books 23 meeting rooms at 10 sites. In addition to meetings, rooms are used for recreation programming and, in some cases, private parties. There is at least one meeting room available in each of the current council districts. AV use is currently only provided for City events.

Building	Room	Address	District	Capacity	Staffed?	AV?	Contact
Agnew Park Building	Park Building	2150 Agnew Road	1	60	No	No	Community Recreation Center 408-615-3140
Bowers Park Building (Under Construction)	Park Building	2582 Cabrillo Avenue	2	60	No	No	Community Recreation Center 408-615-3140

Community Recreation Center	Arts & Crafts Room	969 Kiely Boulevard	4	40	Yes	No	Community Recreation Center 408-615-3140
Community Recreation Center	Diablo Room	969 Kiely Boulevard	4	30	Yes	No	Community Recreation Center 408-615-3140
Community Recreation Center	Mary Louise Mello Auditorium	969 Kiely Boulevard	4	120	Yes	Yes	Community Recreation Center 408-615-3140
Community Recreation Center	Music Room	969 Kiely Boulevard	4	20	Yes	No	Community Recreation Center 408-615-3140
Lick Mill Park Building	Park Building	4750 Lick Mill Boulevard	1	60	No	No	Community Recreation Center 408-615-3140
Machado Park Building	Park Building	3360 Cabrillo Ave	3	60	No	No	Community Recreation Center 408-615-3140
Maywood Park Building	Park Building	3330 Pruneridge Avenue	6	60	No	No	Community Recreation Center 408-615-3140
Montague Park Building	Park Building	3595 MacGregor Lane	2	60	No	No	Community Recreation Center 408-615-3140
Senior Center	#101 Auditorium & Kitchen- Dining Style	1303 Fremont Street	5	270	Yes	Yes	Senior Center 408-615-3170
Senior Center	#101 Auditorium & Kitchen- Theater Style	1303 Fremont Street	5	500	Yes	Yes	Senior Center 408-615-3170
Senior Center	#149 Ceramics	1303 Fremont Street	5	39	Yes	No	Senior Center 408-615-3170
Senior Center	#205 Conference	1303 Fremont Street	5	23	Yes	No	Senior Center 408-615-3170
Senior Center	#222 Dance Aerobics	1303 Fremont Street	5	100	Yes	Yes	Senior Center 408-615-3170
Senior Center	#232 Dance Theater	1303 Fremont Street	5	49	Yes	No	Senior Center 408-615-3170
Senior Center	Mezzanine	1303 Fremont Street	5	49	Yes	No	Senior Center 408-615-3170
Teen Center	Arts & Crafts Room	2446 Cabrillo Avenue	2	35	Yes	No	Teen Center/Youth Activity Center 408-615-3740/408-615-3760
Teen Center	Class Room	2446 Cabrillo Avenue	2	47	Yes	No	Teen Center/Youth Activity Center 408-615-3740/408-615-3760
Teen Center	Conference Room	2446 Cabrillo Avenue	2	20	Yes	Yes	Teen Center/Youth Activity Center 408-615-3740/408-615-3760
Teen Center	MP Room	2446 Cabrillo Avenue	2	100	Yes	No	Teen Center/Youth Activity Center 408-615-3740/408-615-3760

Walker E Schmidt Youth Activity Center	Cabrillo Room	2450 Cabrillo Avenue	2	135	Yes	No	Teen Center/Youth Activity Center 408-615-3740/408-615-3760	
Walker E Schmidt Youth Activity Center	Gymnasium	2450 Cabrillo Avenue	2	1,575	Yes	No	Teen Center/Youth Activity Center 408-615-3740/408-615-3760	
Walker E Schmidt Youth Activity Center	San Tomas Room	2450 Cabrillo Avenue	2	135	Yes	No	Teen Center/Youth Activity Center 408-615-3740/408-615-3760	

Miscellaneous

Jamison-Brown House		1507 Warburton Avenue	2	58	Yes	No	rentals@tritonmuseum.org (669) 274-7928	The City has a lease and operations agreement with the Triton Museum of Art for the Jamison-Brown House. The agreement will expire on April 15, 2023.
Headen-Inman House		1509 Warburton Avenue	2	49	No	No	Santa Clara Arts & Historical Consortium	The City had a lease agreement with the Santa Clara Arts and Historical Consortium for the Headen-Inman House. The original agreement was executed in June 13, 1995.
Oracle	Auditorium	4060 George Sellon Circle	4	250			David Hendrickson (650)222-1946 David.hendrickson@oracle.com	The term of the lease expired on August 31, 2015 but there is a holdover provision in the agreement that allows them month-to-month tenancy at the City Manager's discretion.
								Staff will add revisiting this lease as part of its FY2020-2021 workplan.
								The conference center is reserved for the exclusive use of Oracle Corporation during the week, M-F; 9:00 a.m. to 5:00 p.m. and the 3 rd weekend of each month.
	Mansion	4060 George Sellon Circle	4	10-20			David Hendrickson (650)222-1946 David.hendrickson@oracle.com	Three spaces available (Library -- 15); (Drawing room - 18-20); (Dining Room -- 10)