



*City of Arts & Innovation*

# City Council Memorandum

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**TO: HONORABLE MAYOR AND CITY COUNCIL      DATE: JANUARY 17, 2017**

**FROM: PARKS, RECREATION AND COMMUNITY SERVICES DEPARTMENT      WARDS: ALL**

**SUBJECT: MARKET-BASED PARKS FACILITY RENTAL FEES AND CHARGES ADJUSTMENTS**

**ISSUE:**

Adopt resolution to implement updates to market-based facility rental park fees and charges as presented during budget workshops for adoption of Fiscal Years 2016-18 Biennial Budget.

**RECOMMENDATIONS:**

That the City Council adopt a resolution amending the schedule of fees and charges for the following market-based facility rental park fees and charges:

- a. Service No. 5217 – Picnic Facility Reservation/Rental – increase existing fee by 10% (round fee up to nearest \$5.00 increment).
- b. Service No. 5220 – Community Center Rental – increase existing fee by 10% (round fee up to the nearest \$5.00 increment).
- c. Service No. 5255 – Private Youth Group Field Lighting – increase fee from \$2 – game hour per field to \$7 – game hour per field

**BACKGROUND:**

On June 21, 2011, City Council adopted a Resolution approving 2010-2011 User Fees and Charges adjustments which included the implementation of market-based rental park fees and charges. Market-based fees were proposed for various facilities and equipment operated by the Parks, Recreation and Community Services Department in order to charge an appropriate amount for the private or exclusive use of these resources and to ensure that they are maintained to a high standard in the future.

**DISCUSSION:**

On May 31, 2016, staff presented to the City Council the Proposed Two-Year Budget for Fiscal Years 2016-2017 and 2017-2018. The Parks, Recreation and Community Services Department budget reductions and balancing measures presentation included increases to the market-based facility rental fees and charges.

On June 21, 2016, following a public hearing on the City of Riverside’s Proposed Two-Year Budget, City Council adopted the biennial budget for Fiscal Years 2016-2017 and 2017-2018 which anticipated the adjustments to the market-based facility rental fees and charges that were presented.

As presented during the budget hearings, facility rental rates would still remain very competitive in comparison to surrounding areas. For example, a standard all-day picnic shelter rental would increase from \$75 to \$85 compared to \$125 in Eastvale and \$90 in Riverside County. The City’s Tier 1 banquet facility rental rate would increase from \$200/hr. to \$220/hr. for resident groups. Tier 1 banquet facilities are in excellent condition with high demand and attractive features. And, an average youth baseball game of 2 hours (with prep time) would cost \$18 per game for a lit field. Unlit fields would remain unchanged at \$2/hr. or, on average \$4/game.

The table below includes a summary of proposed market-based fee changes:

SERVICE No.	SERVICE TITLE	CURRENT FEE RANGE	NEW FEE RANGE
5217	PICNIC FACILITY RESERVATION/ RENTAL	\$60 to \$155 per day	\$65 to \$170 per day
5220	COMMUNITY CENTER RENTAL	\$30 to \$200 per hour	\$35 to \$220 per hour
5255	PRIVATE YOUTH GROUP FIELD LIGHTING	\$2/hr/field	\$7/hr/field

Adoption of the attached resolution is necessary to implement the market-based fees and charges increases included in the attached schedule of proposed Fiscal Years 2016-2018 parks user fee and service adjustments. The Community Center Rental fees are also further detailed in an updated Attachment 6 of Master Fees and Charges Schedule.

**FISCAL IMPACT:**

Additional estimated annual revenues from market-based park fees and charges adjustments totaling \$148,000 were presented as part of the Parks, Recreation and Community Services Department biennial budget for Fiscal Years 2016-2017 and 2017-2018. Revenues will be deposited into account number: 0000101-343610 - Miscellaneous Park Rentals.

Prepared by: Adolfo Cruz, Parks, Recreation and Community Services Director  
 Certified as to availability of funds: Scott G. Miller PhD, Chief Financial Officer/City Treasurer  
 Approved by: Alexander T. Nguyen, Assistant City Manager  
 Approved as to form: Gary G. Geuss, City Attorney

**Attachments:**

1. Resolution
2. Schedule of Proposed Parks User Fee and Service Adjustments
3. Updated Attachment 6 to Master Fee and Charges Schedule