

Meeting Date: 10/5/17

Report Type: Discussion

**Parks and Recreation
Report**

915 I Street, 1st Floor
www.CityofSacramento.org

Title: High Demand Event Venue Fee – Southside Park

Location: Citywide

Recommendation: Support 1) adding Southside Park as a High Demand Event Venue Location; and 2) amending the High Demand Event Venue Supplemental Fee, for City Council adoption.

Contact: Melissa Romero, Recreation General Supervisor, (916) 808-3824, Department of Parks and Recreation

Presenter: Melissa Romero, Recreation General Supervisor, (916) 808-3824, Department of Parks and Recreation

Department: Parks and Recreation

Division: Permitting and Events


Dept ID: 19001511

Attachments:

01 Description/Analysis

Submitted By: Shannon Brown

Signature:



Approved By:

Christopher Conlin

Signature:



Attachments:

01 Description/Analysis

Attachment 01 – Description/Analysis

Issue: On May 8, 2014, the City Council passed Resolution No. 2014-0111, adding a High Demand Event Venue Fee to be charged to event organizers for special events at William Land Park and Cesar Chavez Park. This additional fee was approved to be used for revitalization of these parks due to the wear and tear from a high level of special events and attendance. Councilmember Steve Hansen has requested the addition of Southside Park as a High Demand Event Venue due to the impact of the numerous special events at this park.

The current special event fee for the use of high demand parks ranges from \$400 to \$2,160 depending on anticipated attendance. During research, it was discovered that Resolution No. 2014-0111 included both the special event permit fee and the additional High Demand Event Venue fee as one total permit fee. Instead, the High Demand Event Venue fee should be a supplemental fee added to the special event permit fee when one of these parks is used. The correct range for the High Demand Event Venue Supplemental Fee should be between \$150 and \$810 based on anticipated attendance. With this correction, fees for special events at these parks will include both a special event permit fee and the High Demand Event Venue Supplemental Fee.

Policy Considerations: The changes proposed are consistent with the Council's adopted Fees and Charges Policy and support the City's goals of budget sustainability and fiscal responsibility.

Economic Impacts: Not Applicable

Environmental Considerations: Not Applicable

Sustainability: Not Applicable

Commission/Committee Action: Not Applicable

Rationale for Recommendation: Southside Park is one of the top three parks used for special events. The additional fee collected will be used to repair the added wear and tear on this park's facilities and fields and make overall improvements at the park.

The correction of the fee range will insure that the accurate amount of money is transferred to the park revitalization accounts for each of these parks.

Financial Considerations:

<u>Attendance</u>	<u>Standard Event Permit Fee</u>	<u>High Demand Event Venue Supplemental Fee</u>	<u>Total Permit Fee</u>
50 – 1,1000	\$250	\$150	\$400
1,001 – 5,000	\$550	\$330	\$880
5,001 – 10,000	\$950	\$570	\$1,520
10,001+	\$1,350	\$810	\$2,160

Local Business Enterprise (LBE): Not Applicable