

City of Calistoga

Staff Report

TO: Community Resources Commission
FROM: Olivia Lemen, Aquatic and Recreation Manager
DATE: December 15th 2010
SUBJECT: Special Event Permit Rental Structure

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2 **ISSUE:**

3 Consider new rental structure associated with the Special Event Permit
4 Ordinance.

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6 **RECOMMENDATION:** Receive presentation, discuss and provide
7 recommendation to staff for next steps.

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9 **BACKGROUND/DISCUSSION:**

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11 The current Facility Rental Ordinance and fees were updated on March of 1992
12 (Resolution 92-25). At that time the city was in a very different financial situation
13 and the available resources were very different. At the request of the City
14 Manager, departments have been working on consolidating and streamlining
15 efficiencies. This created an excellent opportunity for staff to review the rental
16 fee structure as well as the process for a community member to hold any special
17 events within the city. This includes but is not limited to public facility and park
18 rentals, parades, street and sidewalk events, commercial filming and
19 photography shoots, festivals and other special events on public or commercial
20 property in town.

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22 Staff determined there was tremendous opportunity for the entire process to be
23 streamlined for the event holder. Presently 5 departments handle 5 different
24 permits. Some events require multiple permits from different departments, which
25 requires that the event holder to go to each department and follow their specific
26 process. This is inconsistent, laborious and un-clear. Upon reviewing each
27 departments requirements, needs and interests, a new ordinance with a single
28 application and processing system is being proposed.

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30 For your reference, the current fee structure for facility rentals is attached to this
31 report. To prepare for possible fee increases and any change to the fee
32 structure, major consideration must be taken for any cost recovery, the current

1 reduction in work force and the economic stability of the city. Currently, the fees
2 charged for the public parks and facility rentals do not recover the staff time to
3 process applications, overhead for the building and upkeep on the facility and do
4 not address any growing electrical, heating or cooling costs that may be
5 associated with each rental.

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7 The changes outlined below are staff suggestions to address some of the
8 challenges the current economy presents. This information is for discussion
9 only. With the passing of Proposition 26, the City is waiting on legal council
10 advisement prior to any formal recommendation of fee increases.

- 11 • Implementation of a new application fee for all permit applications which
12 are submitted. This fee would be designed to cover staff time for
13 processing each application. A typical facility or park rental requires
14 approximately 1 hour to process and manage the appropriate scheduling
15 for a rough estimate of \$70. If the event is any larger than just a facility
16 rental, the application will be brought to the project review meeting and
17 may require an additional .25 - .5 hours of staff time from multiple
18 department representatives to determine conditions required for permit.
19 These costs can add up to an additional \$200 depending on the size of
20 the event. Currently, there is a \$25 application fee for the existing special
21 event permit which only includes parades, street closures and street
22 usage. There is no application fee charged for any facility rentals at this
23 time.
- 24 • Increase of hourly rental fees. The rental fees for the Community Center
25 and Pioneer and Logvy Parks have not changed in 18 years. All related
26 costs have risen tremendously since that time. The current rental average
27 is \$5-9 an hour (see a comprehensive breakdown of fees in Attachment
28 A). A comprehensive comparison study was done on other public rental
29 fees within the surrounding area (see Attachment B). During this
30 economic time, it seems prudent to strike a balance between
31 accommodating the community needs and covering cost to operate the
32 facility. To increase fees so that each rental at a 100% cost recovery is
33 not realistic so the proposed fee increase would be designed to be a
34 reasonable balance.
- 35 • Elimination of private party rentals at the community center. There is an
36 average of 32 private rentals each year in the community center with a
37 combined total of 250 rental hours. These rentals are not monitored by a
38 facility attendant. Private renters check the key out at the police station,
39 they are responsible for setting up, monitoring the party, cleaning up and
40 securely locking the facility. There is no oversight on cleaning from one
41 group to the next, and therefore, it is difficult to retain a cleaning deposit if
42 there is damage done. These parties regularly go beyond the occupancy
43 of the building or require a call-out of staff for one reason or another.
44 These additional parties each year create added wear and tear on an
45 already heavily used public facility. The staff costs in the facility upkeep or
46 over-time from call-outs is not covered in the hourly rental fee.

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1 In exploring the true cost to operate the community center as a private
2 party rental location, staff also identified other businesses within the city
3 limits with comparable rental facilities available for the community use.
4 There are 9 options within Calistoga (see Attachment C) and more if you
5 include wineries. In addition to may reasonably priced options, some may
6 actually be cheaper because of the different insurance requirements on
7 the individual. The City currently requires the renter to provide event
8 insurance with names the City of Calistoga additionally insured. This can
9 be provided through a resident home owners insurance or more often,
10 renters obtain a one day event policy from a local insurance agent. These
11 policies cost anywhere from \$300 and up. Many of the other local options
12 do not require this and therefore the renter would have much less to pay
13 for the event. With these options and knowing what a heavy impact each
14 party has on this community meeting space, staff are recommending that
15 the community center be available for meeting rental and use for non-
16 profit, government and other city agencies only. Private rentals will be
17 referred to the various local businesses who provide rental space within
18 the City of Calistoga and inject more revenue to the local economy This
19 will dramatically reduce staff hours spent on scheduling and facility
20 maintenance and the other related heating/cooling/electrical costs and will
21 provide a monthly savings to the City.
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23 Upon direction of the CRC and the City Attorney regarding Proposition 26, a
24 formal recommendation of a fee increase and structure will be presented for
25 formal approval and recommendation to City Council. And as represented in the
26 Logvy Park Master Plan, an additional meeting space is to be built during a later
27 phase. At such a time, then the opportunity and need for additional private party
28 rental space within Calistoga can be explored again.
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33 **Attachments:**

- 34 Attachment A – Current Rental Fees
- 35 Attachment B – Fee Comparison
- 36 Attachment C – Local Rental Facilities

Current Fee Schedule

Deposits – Every Facility Use Permit is required to put a cleaning and security deposit down for the event. Please allow two to five weeks for the processing of all cleaning deposits. Deposits for all rentals of parks and facilities is \$350. Deposit for the Calistoga Community Pool is \$500.

Hourly Rental Fees - Estimated fees are collected upfront along with the cleaning deposit. You will be billed for any additional time used.

Park - Pioneer Park – 1308 Cedar St.

Applicant Status	Deposit	0-25 people	26-50 people	51-100 people	101-200 people	201-300 people
Calistoga Resident	\$350	\$14	\$14	\$20	\$28	\$40
Non-Resident	\$350	\$70	\$70	\$100	\$200	\$300
Calistoga Not-for-Profit	\$350	\$6	\$6	\$12	\$18	\$40
Not-for-Profit	\$350	\$14	\$14	\$20	\$28	\$40
Business	\$350	\$100	\$100	\$200	\$300	\$400

Park - Logvy Park – 1745 Washington St.

Applicant Status	Deposit	0-25 people	26-50 people	51-100 people	101-200 people	201-300 people
Calistoga Resident	\$350	\$16	\$16	\$24	\$40	\$60
Non-Resident	\$350	\$80	\$80	\$120	\$220	\$320
Calistoga Not-for-Profit	\$350	\$8	\$8	\$12	\$20	\$30
Not-for-Profit	\$350	\$16	\$16	\$24	\$40	\$60
Business	\$350	\$120	\$120	\$200	\$300	\$400

Facility – Community Center – 1307 Washington St.

Applicant Status	Deposit	Hourly	12 hours	Kitchen
Calistoga Resident	\$350	\$9	\$95	\$20
Non-Resident	\$350	\$25	\$275	\$50
Calistoga Not-for-Profit	\$350	\$5	\$50	\$20
Not-for-Profit	\$350	\$5.75	\$60	\$23
Business	\$350	\$50	\$550	\$50

Facility – Calistoga Community Pool – 1745 Washington St.

Applicant Status	Deposit	Rental Fee (0-50 people)	Rental Fee (51-100 people)	Rental Fee (101-150 people)	Rental Fee (151-250 people)
Calistoga Resident	\$500	\$75	\$100	\$125	\$200
Non-Resident	\$500	\$150	\$175	\$200	\$275
Not-for-Profit	\$500	\$75	\$100	\$125	\$200
Business	\$500	\$150	\$175	\$200	\$275

