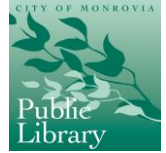




**CITY OF MONROVIA  
LIBRARY BOARD  
AGENDA REPORT**



**DEPARTMENT:** Community Services

**MEETING DATE:** March 27, 2014

**PREPARED BY:** Rebecca Romero,  
Assistant Recreation Coordinator

**AGENDA LOCATION:** AR-1

**TITLE:** 2012-13 Library Community Room and Heritage Room Fee and Revenue Analysis

**OBJECTIVE:** To provide the Library Board with the annual Library Community Room and Heritage Room Fee and Revenue analysis.

**BACKGROUND:** The Community and Heritage rooms are available to rent for business meetings, seminars, exhibits, and small gatherings. Staff reviews Community and Heritage Room fees on an annual basis to ensure fiscal responsibility, and quality service to the public. Similar facilities in surrounding cities are surveyed to maintain competitively priced fees. The findings are presented to the Library Board for review.

Based on survey findings, Staff and the Library Board make recommendations to City Council for fee changes. The recommended changes are presented to City Council by the Finance Department in June as part of the City's Annual Fee Resolution. All fees must go through the Fee Resolution process to be implemented and/or amended.

**ANALYSIS:** The fee structure for rental opportunities at the Monrovia Public Library is as follows:

**Priority I:** Full rate for private/general public rentals.

**Priority II:** Reduced rate for Monrovia businesses and non-profit organizations. (Discounted approximately 25 percent)

**Priority III:** Free use for City Departments and established agreements and Memorandums of Understanding (MOU's) with organizations such as the Monrovia Unified School District.

**Current Fee Structure**

<b>Library Rooms</b>	<b>Priority I</b>	<b>Priority II</b>
Community Room	\$75 per hour	\$55 per hour
Heritage Room	\$25 per hour	\$15 per hour

**AR-1**

**Survey:** Staff surveyed San Gabriel Valley libraries (survey results are outlined in Attachment A) listed below to compare rental fees and determine whether or not fee adjustments were necessary. Facilities were compared using the following:

- room size
- maximum capacity and amenities such as
  - kitchen access
  - audio visual equipment
  - table and chairs

- Alhambra
- Arcadia
- Burbank
- Pasadena
- San Marino

Facilities	Rental Fee
Alhambra Civic Center Library	\$55 per hour *only non-profits and local businesses
Arcadia Public Library	\$80 per hour
Burbank Buena Vista Library	\$200 resident / \$300 non-resident per hour *including kitchen access
Pasadena Central Library	\$75 per hour
Crowell San Marino Library	\$100 per hour
<b>Survey Average</b>	<b>\$102 per hour</b>
Monrovia Library Community Room	\$75 per hour

The survey data indicates that the fee for the Monrovia Library Community Room is below the survey average (Monrovia’s fee is \$75 per hour compared to the survey average of \$102 per hour). Although Monrovia’s fees fall at or are lower than the average rate, Staff does not recommend any fee increases at this time due to the following:

1. Priority II rentals decreased in the 2012-13 fiscal year
2. The Library Board approved an increase in the Priority I rental fees in the 2011 – 12 fiscal year to bring Monrovia’s fees in line with the survey average
3. Additional fees, like the Staff Recovery fee of \$15 per hour, on occasion prevent potential renters due to the overall total cost of the reservation

**Room Overview**

The following information is an overview of the number of rentals and fees for each room.

**Community Room** - The Community Room rents for \$75 per hour. The room accommodates a maximum of 80 guests for dining and 100 for assembly seating. This room is used for business meetings; special occasion gatherings, community classes, Library programming, community seminars and exhibits. The amenities include:

- modern décor
- wireless internet and Wi-Fi access
- carpeted flooring
- variety of lighting patterns
- private access
- podium
- drop down ceiling projection screen
- kitchen access
- state of the art projector
- tables and chairs
- DVD player and sound system

The chart below illustrates a comparison of 2011-12 use to 2012-13, and indicates an increase in Priority I rentals due to an out of town business renting the room on a monthly basis for their company meetings. The significant decrease in Priority II rentals is a result of a local Monrovia Church no longer reserving the room on a weekly basis to conduct staff trainings and meetings.

<b>Community Room Usage and Revenue Comparison</b>		
<b>Rental Options</b>	<b>*Uses in 2011-12</b>	<b>*Uses in 2012-13</b>
Priority I	6	15
Priority II	39	10
Priority III	252	211
<b>Totals</b>	<b>297</b>	<b>236</b>

\*Chart indicates figures based on a fiscal year calendar from July through June.

**Heritage Room** - The Heritage Room rents for \$25 per hour. The room accommodates a maximum of 10 guests in conference style seating. Amenities include:

- traditional craftsman décor
- conference table and chairs
- large window providing natural lighting and northern view

This room is used for business meetings, community classes and small community seminars. The City’s historic and antique book collection is currently housed in this room, therefore food and/or drinks are not allowed. Priority I and II rentals remained consistent with the previous year with no reservations scheduled. The one Priority III use was for a City meeting. Feedback from potential renters indicated this room is not desirable because of the restrictions including no food or drinks. Additionally, the Heritage Room offers no audio visual equipment.

<b>Heritage Room Usage and Revenue Comparison</b>		
<b>Rental Options</b>	<b>*Uses in 2011-12</b>	<b>*Uses in 2012-13</b>
Priority I	0	0
Priority II	0	0
Priority III	2	1
<b>Totals</b>	<b>2</b>	<b>1</b>

\*Chart indicates figures based on a fiscal year calendar from July through June.

**Marketing:** The following marketing strategies were used in the 2012-13 fiscal year to promote Library Community Room facility rentals.

- Rental information was highlighted in the Monrovia Today publication which is mailed four times a year to over 17,500 homes and business in Monrovia.
- Rental information was placed on the City’s Web Site.
- Staff attended two Monrovia Chamber Showcases at the Friday Night Family Festival to advertise facility rental opportunities.
- Staff e-mailed rental information to potential customers.
- Rental fees and photos were listed on the free myeventbook.net website.

- The Community Center’s lobby monitor displays a variety of facility rental slides which include images from previous events and rental information

**ENVIRONMENTAL IMPACT:** In compliance with the City’s Green Accords, Staff e-mails potential customers facility rental information and confirms reservations via e-mail verses traditional paper mailings.

**FISCAL IMPACT:** Facility rentals and revenue decreased from \$6,955 in 2011-12 to \$4,615 in 2012-13. The decrease in revenue generated in 2012-13 is a result of the loss of a local Monrovia Church group reserving the room on a weekly basis for staff meetings and seminars. The Monrovia Community Center rental and revenue also saw a decrease due to the loss of this rental. The church group out grew the Community Center’s space therefore had to move to a large venue, Monrovia High School.

The Library Board approved an increase in the Priority I rental fees in 2011 to bring Monrovia’s fees in line with the survey average. Fees increased for the Library’s Community Room from \$60 per hour to \$75 per hour. Based on survey findings and the decrease in rentals and revenue this year, Staff does not recommend any fee increases at this time.

Overall Revenue	Revenue 2011 – 12	Revenue 2012 - 13
Community Room	\$6,955	\$4,615
Heritage Room	\$0	\$0
<b>Total Facility Rental Revenue</b>	<b>\$6,955</b>	<b>\$4,615</b>

**RECOMMENDATIONS:** Staff recommends maintaining all existing Library Room rental fees.

**OPTIONS:** The Library Board has the following options to consider:

1. Maintain the Library Community Room and Heritage Room rental fees.
2. Direct Staff to increase one or more fees.
3. Direct Staff to investigate other options.

**RECOMMENDATION:** Staff recommends that the Library Board move to approve option number one; Maintain the Library Community Room and Heritage Room rental fees as outlined in this report.

**LIBRARY BOARD ACTION REQUIRED:** If the Library Board concurs, the appropriate action would be a motion to: ***Approve option number one; maintain the Library Community Room and Heritage Room rental fees as outlined in this report.***