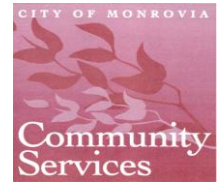




**CITY OF MONROVIA
COMMUNITY SERVICES COMMISSION
AGENDA REPORT**



DEPARTMENT: Public Services

MEETING DATE: January 12, 2016

PREPARED BY: Rebecca Sandoval,
Recreation Supervisor

AGENDA LOCATION: CC-4

TITLE: 2014 -15 Monrovia Community Center Revenue and Fee Analysis

OBJECTIVE: The purpose of this report is to provide the Community Services Commission with the annual Community Center revenue and fee analysis.

BACKGROUND: The Community Center is open Monday through Thursday from 8:00 a.m. to 9:00 p.m., Fridays from 8:00 a.m. to 5:00 p.m., and Saturdays and Sundays for rentals. There are nine rooms available to rent for receptions, anniversaries, birthday parties, church related activities and business meetings. Rooms include the Kay Dalton Room, West Room, East Room, Monroe Room, Multi-Purpose Room, Iris Room, Craft Room, Dance Studio, and Senior Game Room.

Staff reviews Community Center 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 rental fees. The findings are presented to the Community Services Commission for review, and based on survey findings; staff and Commission make recommendations to the City Council for fee changes. The recommended changes are presented to the City Council by the Administrative Services Department in June as part of the City's Annual Fee Resolution. All fees must go through the Fee Resolution process in order to be implemented and/or amended.

ANALYSIS: The fee structure for Community Center rentals is as follows:

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

Priority II: Reduced rate for Monrovia businesses and non-profit organizations. (Discounted by 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.

Survey: Staff surveyed the following neighboring cities and compared the current rental fees with similar facilities. (Survey results outlined in Attachment A)

- Azusa
- Baldwin Park
- Claremont
- City of Industry
- Covina
- Diamond Bar
- Duarte
- El Monte
- Glendora
- La Verne
- Pasadena
- San Dimas
- San Gabriel
- Sierra Madre
- West Covina

In order to provide Commission with a comprehensive analysis of facility use, staff has added information on the number of contract classes and recreation programs offered at the Community Center.

Large Rooms:

According to the fee survey (see Attachment A) the average fee for a banquet facility similar to the Community Center Kay Dalton Room is \$1,383 compared to Monrovia’s fee of \$475 - \$650. Though Monrovia’s rental fees are substantially lower than the average, Staff does not recommend raising room fees due to the aging aesthetics of the Kay Dalton Room. Many of the facilities surveyed with higher rates are ones with upgraded amenities including appealing sound proof paneling, upgraded sound systems, ballroom floors and chandeliers, and state of the art lighting systems.

Small Rooms:

The average fee for a small meeting room similar to the Monroe room is \$68 per hour, compared to other agencies fees of \$25 - \$60 per hour. Based on survey results, the Community Center fees are consistent with surrounding agencies, and staff does not recommend any fee adjustments at this time.

Room Overview:

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

Kay Dalton Room - The Kay Dalton Room (combination of the East and West Rooms) rental fee is \$650 for a six hour block of time. The room accommodates a maximum of 250 guests for dining, and 570 for assembly seating. This room is used for receptions, community classes, senior activities, community seminars and exhibits. The amenities include:

- Hardwood floor
- Drop down ceiling projection screen
- Sound system
- Wireless internet access
- Full kitchen access
- Tables and chairs

The chart below compares room rentals, contract classes, program use and free use between 2013-14 and 2014-15 fiscal years. There was an increase in Priority I rentals by seven additional rentals compared to the previous fiscal year. These additional rentals included: birthday parties and two baby showers. There was also an increase of three Priority II rentals which were a result of non-profit organization (Delta Sigma Theta) hosting their quarterly special events in the Kay Dalton Room.

Kay Dalton Room – Rentals		
Rental Options	Number of Uses 2013-14	Number of Uses 2014-15
Priority I	11	18
Priority II	6	9
Priority III	13	9
Classes	0	0
Program Use	4	6
Total Use	34	42

West Room – The West Room rental fee is \$500 for a six hour block of time (the west half of the Kay Dalton Room) accommodating a maximum of 160 guests for dining and 340 for assembly seating. The same amenity options are available in this room as in the Kay Dalton Room. This room is used for small receptions, community classes, and senior events. The number of Priority I rentals decreased by 11 private room rentals, compared to the 2013-14 fiscal year. The number of Priority II rentals also decreased by seven rentals. Staff attributes the decrease in Priority I & II rentals to the loss of the Kay

Dalton Room divider. The room is less attractive (too large) for rental groups looking for a room for 100-150 guests.

West Room – Rentals		
Rental Options	Number of Uses 2013-14	Number of Uses 2014-15
Priority I	20	9
Priority II	8	1
Priority III	16	7
Classes	270	169
Program Use	170	126
Total Use	484	312

East Room – The East Room rental fee is \$475 for a six hour block of time (the east half of the Kay Dalton Room) accommodating a maximum of 110 guests for dining and 225 for assembly seating. The same amenity options are available in this room as in the Kay Dalton Room. This room is used for small receptions, community classes, and senior events. Priority I and II room rentals decreased compared to the previous fiscal year. In addition to the inability to divide the room, staff also attributes the decrease in the West and East Rooms to the aging equipment and antiquated room aesthetics.

East Room – Rentals		
Rental Options	Number of Uses 2013-14	Number of Uses 2014-15
Priority I	18	5
Priority II	10	2
Priority III	19	10
Classes	118	190
Program Use	36	75
Total Use	201	282

Monroe Room - The Monroe Room rents for \$60/hour, and can accommodate a maximum of 60 guests for dining, and 80 for assembly seating. The Monroe Room has the following amenities:

- Energy efficient lights
- Wireless internet access
- Tables and chairs
- Kitchen access
- Variety of lighting patterns
- LCD projector

This room is used for community classes, inter-department meetings, seminars, business meetings, small parties and exhibits. Priority I & Priority II rentals remained fairly consistent compared to fiscal year 2013 –14. The Monroe Room continues to be a popular room due to its amenities, and access to the kitchen facility.

Monroe Room – Rentals		
Rental Options	Number of Uses 2013-14	Number of Uses 2014-15
Priority I	8	8
Priority II	30	33
Priority III	90	99
Classes	64	88
Program Use	105	91
Total Use	297	319

Multi-Purpose Room – The Multi-Purpose Room rents for \$25/hour, and can accommodate a maximum of 25 guests. The amenities include:

- Linoleum floor
- Separate door access to Palm Avenue
- Tables and chairs

This room is used for community classes, seminars, community meetings, inter-department meetings, birthday parties, small events, meetings and baby showers. The number of priority I rentals increased by seven room rentals compared to the 2013-14 fiscal year. Staff attributes the increase of room rentals to the loss of the Kay Dalton room divider. Groups looking to host an event for 75 guests would normally reserve the East Room; however since the divider is no longer available, renters do not have an option of dividing the rooms. Renters decide to downsize and reserve the Multi-Purpose Room for smaller special events. The increase in Priority II rentals was due to a Monrovia Church booking the room for their weekly church events.

Multi-Purpose Room – Rentals		
Rental Options	Number of Uses 2013-14	Number of Uses 2014-15
Priority I	15	22
Priority II	8	44
Priority III	7	8
Classes	217	244
Program Use	25	13
Total Use	272	331

Iris Room – The Iris Room rents for \$25/hour, and can accommodate a maximum of 10 guests. The amenities include:

- Carpeted floor
- Private restroom
- Conference table and chairs

This room is used for community classes, business rentals and meetings. The increase in Priority I rentals is a result of Methodist Hospital hosting a quarterly class for their employees on a Saturday morning. The increase in Priority II rentals is a result of a local church group reserving the room for their weekday church gatherings on Thursday evenings.

Iris Room – Rentals		
Rental Options	Number of Uses 2013-14	Number of Uses 2014-15
Priority I	7	10
Priority II	21	36
Priority III	56	59
Classes	68	39

Program Use	31	22
Total Use	183	166

Craft Room - The Craft Room rents for \$25/hour, and can accommodate a maximum of 15 guests. The amenities include:

- Linoleum floor
- Side counter tops, and two fully-functioning sinks
- Tables and chairs

This room is used for community classes, senior events, meetings, seminars and department programs. The loss of 12 Priority I rentals is a result of the organization who hosted their monthly meetings/events in the 2013-14 fiscal year, hosting their meetings/events at another facility due to strict finances. Staff maintains close relationships with on-going rental groups to continue communication for possible future rentals. The increase in Priority II rentals is a result of a non-profit organization using the facility twice a week for their meetings.

Craft Room – Rentals		
Rental Options	Number of Uses 2013-14	Number of Uses 2014-15
Priority I	12	0
Priority II	42	68
Priority III	17	16
Classes	145	113
Program Use	49	34
Total Use	265	231

Dance Room – The Dance Room rents for \$25/hour, and can accommodate a maximum of 20 guests. The amenities include:

- Carpeted floor
- Dry erase board
- Tables and chairs

This room is used for small informal gatherings, and senior club board meetings. The Priority I rental booked in the 2013-14 fiscal year was a rental request taken 2 days prior to the rental for a private meeting (no other rooms were available). Priority II rentals remained fairly consistent with the previous fiscal year with a local church group using the room for a church gathering Monday evenings.

Dance Room – Rentals		
Rental Options	Number of Uses 2013-14	Number of Uses 2014-15
Priority I	2	1
Priority II	51	59
Priority III	5	0
Classes	2	0
Program Use	37	62
Total Use	97	122

Senior Game Room – The Senior Game Room rents for \$60/hour and can accommodate a maximum of 60 guests. The amenities include:

- Energy efficient lights, and ability to change light patterns
- Carpeted floor
- LCD projector system
- Tables and chairs

Priority I & II rentals decreased compared to the 2013-14 fiscal year. Staff attributes the decrease of Priority I and II rentals to several of the on-going Senior Game Room renters reserving the Monroe Room for use of the kitchen facility. Rental surveys also indicated the room is less appealing since the room is next to the restrooms, and is distracting during meetings.

Senior Game Room – Rentals		
Rental Options	Number of Uses 2013-14	Number of Uses 2014-15
Priority I	7	3
Priority II	29	6
Priority III	45	45
Classes	65	39
Program Use	56	122
Total Use	202	215

Marketing and Publicity: The following marketing strategies were used in the 2014-15 fiscal year to promote Community Center facility rentals.

- Community Center rental information was highlighted in the Monrovia Today publication which was mailed four times in the 2014-15 fiscal year to over 17,500 homes and business in Monrovia
- Rental information was placed on the City’s Web Site
- Staff provided direct information by e-mail to customers
- The Community Center’s lobby monitor had a variety of facility rental slides which included 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. Staff also emails the security guard company the monthly request of guards versus mailing.

FISCAL IMPACT: Room rentals, such as the Kay Dalton Room, typically book six months to a year in advance, and revenue collected may not fall within the same fiscal year as the event. For example, the Kay Dalton room is reserved in February 2015 for an event taking place in November 2016; therefore, the number of rentals taking place during the fiscal year does not always coincide with the amount of revenue collected within that same fiscal year.

Community Center rental revenue decreased from \$52,654 in 2013-14 to \$46,697 in 2014-15. Staff attributes the decrease to aging equipment, antiquated room aesthetics, and removal of the Kay Dalton room divider. As a result, the rooms look less appealing to potential rental customers. The Kay Dalton room divider is on Public Works’ Capital Project List, and slated for replacement. Additional Community Center improvements on the Capital Project List include exterior painting, Kay Dalton lighting upgrades and Kay Dalton ceiling improvements.

Although full-time salaries are built into the Department’s budget, the annual full-time cost to manage the Community Center is \$47,095. This amount is calculated using the following formula:

- 50% of Assistant Recreation Coordinator Base Salary = \$21,513
- 15% of Recreation Supervisor Base Salary = \$11,149
- 10% of Library & Recreation Division Manager Base Salary = \$7,433
- 5% of Community Services Director Base Salary = \$7,000

**Staff’s base salary does not include fully burdened rates or benefits.*

Revenue		
Room Rental Revenue	2013 – 14	2014 – 15
Kay Dalton Room	\$ 22,927	\$ 28,287
West Room	\$ 5,712	\$ 4,075
East Room	\$ 9,183	\$ 2,725
Monroe Room	\$ 2,622	\$ 2,825
Multi-Purpose Room	\$ 1,864	\$ 3,040
Iris Room	\$ 1,204	\$ 2,060
Craft Room	\$ 4,142	\$ 1,025
Dance Room	\$ 3,060	\$ 1,770
Senior Game Room	\$ 1,940	\$ 890
Total Room Rental Revenue	\$ 52,654	\$ 46,697

PROGRAM COMMENTS:

1. The new registration software, RecPro, has proven to be a helpful tool for the rental program. Renters are able to come into the Community Center during regular business hours, 8:00 a.m. to 9:00 p.m., and make a payment on their rental. Front Office staff have the ability to check the rental calendar through RecPro, and provide availability to customers. Staff will begin online rental request in February 2016.

OPTIONS: The Community Services Commission has the following options to consider:

1. Maintain all existing Community Center rental fees.
2. Direct Staff to increase one or more fees.
3. Direct Staff to investigate other options.

RECOMMENDATION: Staff recommends the Community Services Commission move to accept option number one; maintain all existing Community Center rental fees as outlined in this report.

COMMISSION ACTION REQUIRED: If the Community Services Commission concurs, the appropriate action would be a motion to accept option number one as outlined in this report.