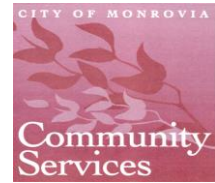




**CITY OF MONROVIA
COMMUNITY SERVICES COMMISSION
AGENDA REPORT**



DEPARTMENT: Community Services

MEETING DATE: February 10, 2015

PREPARED BY: Rebecca Romero,
Assistant Recreation Coordinator

AGENDA LOCATION: AR-2

TITLE: 2013 – 14 Historical Museum Rental Fee and Revenue Analysis

OBJECTIVE: To provide the Community Services Commission with the annual Historical Museum rental revenue and fee analysis.

BACKGROUND: The Monrovia Historical Museum was founded in 1986 through the volunteer efforts of the Monrovia Historical Museum Foundation. The Museum Board and Volunteers currently manage day to day operations of the Museum including tours, displays and artifact storage. The Department of Community Services assumed the rental and maintenance operations of the Monrovia Historical Museum in May 2003 when the Museum's Board and Volunteers were no longer able to provide volunteer support to rent the facility and perform ongoing maintenance operations.

Rental and maintenance responsibilities were transitioned to Community Services and include the following:

- All museum rental inquires
- Showing the facility to potential renters
- Processing Museum rental contracts
- Collection of the revenue associated with the rental of the facility
- Provide part-time staff support at the Museum during rentals to enforce facility rules and regulations
- Work with the Public Works Department to coordinate facility maintenance and building repairs
- Schedule landscape maintenance with the Public Works Parks Division

The Museum's outdoor courtyard and garden accommodates up to 300 guests, and is available to rent for special occasions including wedding ceremonies, receptions, anniversary parties, and retirement celebrations. The majority of the rentals are held in the evening and on weekends from March through October.

Staff reviews Museum 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 Community Services Commission for review. Based on survey findings, Staff and Commission 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 adopted, and/or amended.

AR-2

ANALYSIS: The fee structure for Historical Museum 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.

Current Fee Structure

Monrovia Historical Museum	Priority I	Priority II
Ceremony/Small Event (5 hours)	\$ 500	\$375
Reception (8 hours)	\$ 950	\$712
Reception (10 hours)	\$1,350	\$1,012

The ten hour reception is rental is allowed to set-up for the event the day before.

Survey:

During the survey process, Staff discovered that the Historical Museum facility and amenities made it difficult to find similar facilities in which to survey. The survey on the following page includes three venues that are most closely comparable to the Historical Museum. Survey data includes fees, capacity, security deposit rates and additional fees in comparison to the Monrovia Historical Museum rental rates. Based on survey results, the Museum fees are lower than the average fee of \$2,820. Monrovia's fees range from \$500 - \$1,350. 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 limited amenities the facility has to offer including not offer tables and chairs, no catering services, limited outdoor lighting amenities, no full service kitchen, no outdoor tenting or built-in sound system.

	Azusa Women's Club	Covina Women's Club	Happy Trails (Garden Facility, Pasadena)	Monrovia Historical Museum	Average
Maximum Capacity	250	280	200	300	243
Rates	\$5,560 *catering Included	\$900 for 8 hrs	\$2,000 10hrs	\$500 for 5 hrs \$950 for 8 hrs \$1,350 for 10 hrs	\$2,820
Additional Cost Per Hour	\$250/hr	\$80/hr	\$100/hr	\$105/hr <i>*includes the staff recovery fee</i>	\$143/hr
Tables & Chairs (included)	Yes	Yes	Yes	No	N/A
Upgraded Amenities	No	Yes	Yes	No	N/A
Cleaning Fee	Included in rate	\$70	\$250	\$70	\$160
Security Deposit	\$300	\$500	\$1,000	\$500	\$600

Rental Comparison: The chart below compares facility use and revenue from the 2012-13 fiscal year and 2013-14 fiscal year. There was a decrease in Priority I rentals this past fiscal year from 18 in 2012-13 to 14 in 2013-14. Priority II rentals also decreased from 2012-13 to 2013-14. Staff attributes the decrease in rentals due to the unpredictable weather including extreme heat this past summer. The increase in Priority III is attributed to additional free uses by Monrovia Unified School District and a few City of Monrovia retirement receptions.

Priority Levels	Number of priority levels booked in 2012 – 13	Number of priority levels booked in 2013 – 14
Priority I	18	14
Priority II	3	1
Priority III	3	8
Total	24	23

Marketing and Publicity: The following marketing strategies were used in the 2013-14 fiscal year to promote Historical Museum facility rentals.

- Rental information was highlighted in the Monrovia Today publication which was mailed four times in the 2013-14 fiscal year to over 17,500 homes and business in Monrovia.
- Rental information included pictures, facility fees, rental rules and regulations, and the facility rental application were all placed on the City's new website.

- Staff attended two Monrovia Chamber Showcases to advertise rental opportunities and provided incentives to potential customers (i.e. free hour if they booked within one week of the fair).
- The Community Center’s lobby monitor displayed 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.

FISCAL IMPACT: Facility reservations typically book six months to a year in advance, and revenue collected may not fall in the same fiscal year as the event. For example, the Museum is reserved in January 2014 for an event taking place in August 2014; therefore, the number of rentals taking place during the fiscal year does not always coincide with the amount of revenue collected in the same fiscal year. The decrease in revenue is directly related to the decrease of rentals. Although there was a decrease in revenue, staff was still able to meet the Museum revenue goal of \$25,000 for the 2013-14 fiscal year.

Revenue Comparison		
Rental Revenue	2012-13	2013-14
Priority I	\$ 31,195	\$ 25,480
Priority II	\$ 1,350	\$ 450
Total Room Rental Revenue	\$ 32,545	\$ 25,930

Although full-time salaries are built into the Department’s budget, the annual full-time cost to manage the Community Center is \$38,490. This amount is calculated using the following formula:

30% of Assistant Recreation Coordinator Base Salary = \$12,908

15% of Recreation Supervisor Base Salary = \$11,149

10% of Acting 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.

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

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

RECOMMENDATIONS: Staff recommends the Community Services Commission move to approve option number one as outlined in this report.

COMMISSION ACTION REQUIRED: If Community Services Commission concurs, the appropriate action would be a motion to: **Approve option number one; maintain all existing Museum rental fees.**