

FISCAL PROCEDURES APPROVED
 PAUL ANGULO, CPA, AUDITOR-CONTROLLER
 BY: *[Signature]*
 RUSSELL S. DOMINSKI 6-20-11

311



**SUBMITTAL TO THE BOARD OF SUPERVISORS
 COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**

FROM: Economic Development Agency

SUBMITTAL DATE:
 March 7, 2011

SUBJECT: Edward Dean Museum Proposed Rates and Fees for FY 2010-2011

RECOMMENDED MOTION: That the Board of Supervisors approve the proposed rates and fees for the Riverside County Edward Dean Museum & Gardens per Exhibit "A".

BACKGROUND: The proposed rates and fees are based on FY 2009/2010 actual cost data and any projected cost increases for the current fiscal year 2010-2011. Rates have not been increased for the past five years. Facility rentals for weddings and other venues are an integral part of the museum's revenue. These increased rates and fees will ensure maximum reimbursement for the cost of services provided as well as help offset reduction to net county cost.

[Signature of Robert Field]

Robert Field
 Assistant County Executive Officer/EDA

FINANCIAL DATA	Current F.Y. Total Cost:	\$ 0	In Current Year Budget:	Yes
	Current F.Y. Net County Cost:	\$ 0	Budget Adjustment:	No
	Annual Net County Cost:	\$ 0	For Fiscal Year:	2010/11

COMPANION ITEM ON BOARD OF DIRECTORS AGENDA: No

SOURCE OF FUNDS: N/A	Positions To Be Deleted Per A-30	<input type="checkbox"/>
	Requires 4/5 Vote	<input type="checkbox"/>

C.E.O. RECOMMENDATION: APPROVE

BY: *[Signature of Jennifer L. Sargent]*
 Jennifer L. Sargent

County Executive Office Signature

FORM APPROVED-COUNTY COUNSEL
 BY: *[Signature]*
 ANITA C. WILLIS
 DATE: 3/27/11
 Departmental Concurrence

Dep't Recomm.: Consent Policy
 Per Exec. Ofc.: Consent Policy

Prev. Agn. Ref.: 12/20/05 3.16

District: 5

Agenda Number:

3.17

BACKGROUND (Continued)

The Edward Dean Museum annually incurs an increase in event rentals during the months of April through June. This peak season of event rentals also increases related expenses. To better capture increased costs due to this high peak season, we have established a peak season rate and a non-peak season rate. With the uncertainty of the economic climate, the Edward Dean Museum & Gardens would like the ability to choose enforcement of the peak season rates. This would allow the Museum management to reinstate the non-peak season rates based upon demand for the venue.

EDA recently assessed the rental fees charged at several similar facilities throughout the region and found that other venues were commanding higher prices. EDA also assessed the entrance fees charged at thirty other museums throughout Southern California and found the average admissions to be higher than those being charged at the Edward Dean Museum.

Given the supply and demand for wedding and special event venues in the region and what the market is commanding, EDA recommends increasing the facility rental fees at the Edward-Dean Museum & Gardens to the attached rates.

EXHIBIT "A"
EDWARD DEAN MUSEUM & GARDENS
FEES & RATES

Rental Facilities	2009-2010 Rates Per Day	2010-2011 Rates Per Day
*Non-Peak ¹ Season Venue Rental Saturday Rate	\$ 2,500.00	\$ 3,950.00
*Peak ² Season Venue Rental Saturday Rate	\$ 2,500.00	\$ 4,250.00
Non-Peak ¹ Season Venue Rental Friday /Sunday	\$ 1,750.00	\$ 3,750.00
Peak ² Season Venue Rental Friday /Sunday	\$ 1,750.00	\$ 3,750.00
**Mid-Week Meetings 8-5 - Tuesday-Thursday	\$ 400.00	\$ 500.00
***Deposit	\$ 500.00	\$ 750.00
Set-up	\$ 150.00	Included
Dance Floor	\$ 165.00	Included
Coordinator	\$250.00 - \$850.00	\$250.00 - \$850.00
****Bridal Show Booking Discount		\$ 250.00
Memorial Service Rental Fee - Tuesday-Thursday		\$ 1,500.00
Event Booth Rental Fee		
Bridal Show Vendor Booth		\$ 100.00
Arts Festival Booth - Artist		\$ 35.00
Museum Entrance Fee		
Adult Admission	\$ 3.00	\$ 5.00
Children 12-17 Admission	\$ 2.00	\$ 5.00
Senior Admission	\$ 2.00	\$ 5.00
Under 12 Admission	Free	Free
Special Event Parking	Free	\$ 5.00

*Edward Dean Museum & Gardens averages 55 weddings per year and have maintained the rate of \$2500 per event for the last 5 years. The set-up, dance floor, and venue coordinator fees that were previously charged separately will now be included in the one price rental fee. The venues within a 10 miles radius of EDM with like facilities rent from \$4000-\$11,313.

**For midweek meetings or conferences between hours of 8am - 5pm , no deposit or security is required for government agencies.

***The \$750 deposit is included in the total Venue Rental Fee of \$3,750, \$3,950 or \$4,250. If a cancellation occurs more than 30 days prior to an event, there will be no charges except for the \$750 non-refundable security deposit. If cancelled 15-30 days prior to an event, 50% of the total fees will be due. If an event is cancelled less than 15 days prior to the event date, the total contract amount is due. If the event is held and the venue is returned in the same condition it rents in, within 45 days, \$250 of the \$750 deposit is returned to renter. **Rate also includes security service fees of \$235.00.**

****An incentive discount is given on the applicable rental price if booking is made at the Bridal Show.

1 - Non-peak season is from July through March.

2 - Peak season is from April through June.- The EDA Assistant Director of Marketing has the authority to book venue rentals at the non-peak season rate based upon making the determination that venue rentals have declined due to overall economic downturns.