

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



ITEM
3.32
(ID # 4477)

MEETING DATE:

Tuesday, August 29, 2017

FROM : ECONOMIC DEVELOPMENT AGENCY (EDA):

SUBJECT: ECONOMIC DEVELOPMENT AGENCY (EDA): Edward-Dean Museum Proposed Rates and Fees for FY 2017/2018, District 5, [\$0]

RECOMMENDED MOTION: That the Board of Supervisors:

1. Find that the project is exempt from the California Environmental Quality Act (CEQA) pursuant to State CEQA Guidelines Section 15301, Existing Facilities and Section 15061 (b)(3);
2. That the Board of Supervisors approve the proposed rates and fees for the Riverside County Edward-Dean Museum & Gardens per Exhibit A.

ACTION: Policy

Robert Field, Assistant County Executive Officer/EDA 8/1/2017

MINUTES OF THE BOARD OF SUPERVISORS

On motion of Supervisor Ashley, seconded by Supervisor Perez and duly carried, IT WAS ORDERED that the above matter is approved as recommended.

Ayes: Jeffries, Washington, Perez and Ashley
Nays: None
Absent: Tavaglione
Date: August 29, 2017
xc: EDA

Kecia Harper-Ihem

Clerk of the Board

By: Deputy

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FINANCIAL DATA	Current Fiscal Year:	Next Fiscal Year:	Total Cost:	Ongoing Cost
COST	\$ 0	\$ 0	\$ 0	\$ 0
NET COUNTY COST	\$ 0	\$ 0	\$ 0	\$ 0
SOURCE OF FUNDS: N/A			Budget Adjustment:	No
			For Fiscal Year:	17/18

C.E.O. RECOMMENDATION: Approve

BACKGROUND:

Summary

The proposed rates and fees are based on FY 2015/2016 actual cost data and cost increases incurred in fiscal year 2016/2017. Rates have not been increased for the past six 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 to help offset reduction to net county cost, therefore it is highly recommended that an increase of fees be approved.

SUPPLEMENTAL:

Additional Fiscal Information

The Edward-Dean Museum annually incurs an increase in event rentals during the months of April through June as well as September and October. As a result, this peak season of event rentals has a direct impact on increases in related expenses. To better capture increased costs due to this high peak season, a peak season rate and a non-peak season rate has been established. Because the economic climate and demand for events is always uncertain, this allows the Edward-Dean Museum management the ability to enforce peak season rates based upon demand for the venue.

These new rates have been restructured to also include a more complete package for customers by providing wedding coordinator, catering, and bartending services so customers no longer need to shop for separate services. The venue fee now includes the Wedding Coordinator who will receive a payment of \$250. Previously, the client paid a separate approved fee ranging from \$250 - \$850. By including the fee with the venue, the client now has a potential savings of up to \$600.

EDA recommends increasing the facility rental fees at the Edward-Dean Museum & Gardens to the attached rates. The increase in fees will help to offset the decrease in General Funds that has been occurring for the past several years.

ATTACHMENTS:

- EXHIBIT A

RF:JWW:SH:AJ:MW MT 4477

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Marla Pendleton
Marla Pendleton, Internal Audits Principal Accountant

8/8/2017

Rohini Dasika
Rohini Dasika, Principal Management Analyst

8/21/2017

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

Rental Facilities	2010-2011 Rates Per Day	2017- 2018 Rates Per Day
¹ Peak Season Venue Rental Saturday Rate, (Picture Access Fee included)	\$ 4,250.00	\$ 4,500.00
² Non-Peak Season Venue Rental Saturday Rate (Picture Access Fee included)	\$ 3,950.00	\$ 4,200.00
*Venue Rental Friday/Sunday (Picture Access Fee included)	\$ 3,750.00	\$ 4,000.00
**Non Refundable Deposit	\$ 750.00	\$ 1,000.00
³ Damage/Cleaning Fee	\$ -	\$ 250.00
Memorial Service Rental Fee - Tuesday-Thursday (6 hours max) (Friday and Saturday - subject to availability only)	\$ 1,500.00	\$ 1,750.00
Meeting Rentals Tuesday-Friday (Saturday-subject to availability only) (8am-5pm) (*minimum \$500 for 3 hrs; plus \$100 for each additional hour)	\$ 500.00	\$ 500.00
⁴ Venue Access "Picture" Fee	\$ -	\$ 150.00
Coordinator	\$250 - \$850	Included
***Bridal Show Booking Discount and other promotional discounts given at Bridal Shows etc.	\$ 250.00	\$ 250.00
A 'La Carte Menu		
Cocktail Tables (per table)	\$ -	\$ 15.00
Cocktail table with cover & Lights	\$ -	\$ 35.00
White Chairs in "Kay" Building (per chair)	\$ -	\$ 1.50
Dance Floor for Pavilion	\$ -	\$ 160.00
Venue Access Fee (VAF) - Catering Buy-Out Option	\$ -	\$ 500.00
Event Booth Rental Fee		
Venue - Vendor Booth Rental Fees	\$ 100.00	\$ 50.00
Concession Fees	n/a	10 to 20% of concession revenue
Museum Entrance Fee		
Adult Admission	\$ 5.00	\$ 5.00
Children 12-17 Admission	\$ 5.00	\$ 5.00
Senior Admission	\$ 5.00	\$ 5.00
Under 12 Admission	Free	Free
Special Event Parking	\$ 5.00	\$ 5.00

*Venue Rental fee includes: set-up, dance floor (Kay Building), and venue Coordinator fees.

**The deposit is included in the total Venue Rental Fees of \$4,000, \$4,200, or \$4,500.

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

1 - Peak Season Venue Rental - represents April through June and now also includes the months of September and October of each year.
 - The EDA Assistant Director has the authority to book venue rentals at reduced rates to allow for last minute bookings if venue is available.

2 - Non-Peak Season Venue Rental - includes the months of July through August and November through March of each year.

3 - The Damage/Cleaning Fee is no longer refundable; a credit card will be held on file in the amount of \$250 to be used only for damages or necessary clean up if not left in same condition as when arrived.

4 - The Venue Access "Picture Fee" is *included* if booked for an event; otherwise \$150.00.