

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



ITEM: 3.18
(ID # 18656)

MEETING DATE:
Tuesday, May 24, 2022

FROM : OFFICE OF ECONOMIC DEVELOPMENT:

SUBJECT: OFFICE OF ECONOMIC DEVELOPMENT: Approve Proposed Rental Rates and Fees for Admission and Venue Use at the Riverside County Edward-Dean Museum Consistent with Board Policy B-4 for Fiscal Year 22/23, Direct the Auditor-Controller to Establish the Edward-Dean Museum Special Revenue Fund Budget Unit for Fiscal Year 21/22. District 5. [\$715,900 Total Cost - 30% Edward Dean Special Revenue Fund; 70% General Fund Contingency] (4/5 Vote Required)

RECOMMENDED MOTION: That the Board of Supervisors:

1. Approve the Proposed Rental Rates and Fees as Listed in Attachment A for Admission and Venue Use at the Riverside County Edward-Dean Museum Consistent with Board Policy B-4, for Fiscal Year 22/23; and
2. Direct the Auditor Controller to Establish a Budget for Special Revenue Fund 21210-1930100000; and
3. Approve and Direct the Auditor Controller to Make Budget Adjustments as Detailed in the Attached Schedule A.

ACTION:4/5 Vote Required


Suzanne Holland, Director of Office of Economic Development

5/5/2022


Aaron Gettis, Deputy County Counsel

5/16/2022

MINUTES OF THE BOARD OF SUPERVISORS

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

Ayes: Jeffries, Spiegel, Washington, Perez and Hewitt
Nays: None
Absent: None
Date: May 24, 2022
xc: O.E.D

Kecia R. Harper
Clerk of the Board

By: 
Deputy

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FINANCIAL DATA	Current Fiscal Year:	Next Fiscal Year:	Total Cost:	Ongoing Cost
COST	\$0	\$215,900	\$ 215,900	\$0
NET COUNTY COST	\$ 500,000	\$0	\$ 500,000	\$0
SOURCE OF FUNDS: 30% Edward Dean Special Revenue Fund, 70% General Fund Contingency			Budget Adjustment: Yes	
			For Fiscal Year: 21/22-22/23	

C.E.O. RECOMMENDATION: Approve

BACKGROUND:

Summary

The Edward-Dean Museum was founded in 1958 in Cherry Valley by Edward Eberle and Dean Stout to showcase their collection of 16th to 19th century Asian and European furnishings and decorative arts. In 1964 ownership and operational responsibility was transferred over to the County of Riverside. In 1999, the Riverside County Economic Development Agency assumed the primary role for the administration and operations of the Edward Dean Museum which is now under the Riverside County Office of Economic Development (RivCoED). With 16 acres of stunning beauty and tranquility nestled in picturesque Cherry Valley, the Edward-Dean Museum is an ideal location for weddings. The grounds offer several different options with its scenic surroundings. From the beautiful Koi Pond to the Legacy Gardens, one will be captivated by the venue's natural splendor. It has been the site for numerous weddings, receptions, banquets, retirements, concerts, and other special events. During the 23 years that RivCoED has operated the Edward Dean Museum, operational costs have been funded by a combination of venue rental and admission fee revenue, some library revenue (the museum curates a rare reference collection), and net county cost; the Edward Dean Museum budget unit has therefore resided within the County's general fund. Over the years, annual net county cost allocations to this budget unit have varied; the total net county cost allocation for FY21/22 is \$59,049. With recent improvements, the department now desires to move this budget out of the general fund, as operations can be supported primarily by revenue generated from increased use of the facility and grounds for weddings and events and a revised use fee structure.

The Edward Dean Museum has recently undergone a refresh project to update the facilities and grounds giving the charming venue a classy and modern feel, which has increased the marketability of the facility allowing for comparable and competitive market rates. Current rates for admissions, venue rental and various use fees were approved by the Riverside County Board of Supervisors in FY17/18 on August 29, 2017. The rental rates and admission fees being proposed today are based on a three-year average of actual cost data gathered from fiscal year FY18/19 through fiscal year FY20/21; minor increases are expected in upcoming years to address increases in operational costs. With facility rentals for weddings and other venues being an integral part of the museum's revenue going forward, the proposed increased rental rates and use fees will ensure recovery for the cost of services provided, as well as help

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eliminate further use of net county cost. RivCoED therefore highly recommends that the proposed rental and use fees be approved.

A new special revenue fund has been requested by RivCoED to hold operational revenues and expenditures for Edward Dean Museum going forward. With Board of Supervisors approval today, the Auditor-Controller will establish the new fund, and effective July 1, 2022, the general fund budget unit will be retired. Finally, as revenue collected from rental rates and admission fees will require an initial period to generate, RivCoED is requesting a one-time allocation from general fund contingency in the amount of \$500,000 to address immediate FY22/23 operational costs, and to build a minor reserve for unforeseen circumstances which might arise. This request for allocation from contingency is detailed in the attached Schedule A budget adjustment.

Impact on Residents and Businesses

The Edward-Dean Museum rental and use rate increases still provide the lowest cost venue option in the local area ensuring a budget friendly and beautiful wedding venue option. Rental rates will be effective upon board approval allowing new bookings for next fiscal year to reflect the increase.

Additional Fiscal Information

The Edward-Dean Museum will retire the peak season rates and will charge one price throughout the year based on the day of the event; this change is to maximize revenues throughout the year. Forecasted revenues for the next three years under the new use fee structure are as follows:

	FY22	FY23	FY24	FY25
Admissions & Entry	\$ 5,487	\$ 4,300	\$ 8,600	\$ 9,400
Actual Booked Revenue (Current Rate)	\$ 170,199	\$ 114,100	\$ 17,700	\$ -
Projected Booking Revenue (New Rate)	\$ -	\$ 97,500	\$ 375,000	\$ 450,000
Total Projected Wedding Revenue	\$ 175,686	\$ 215,900	\$ 401,300	\$ 459,400

ATTACHMENTS:

- Attachment A – FY22/23 Rental and Use Fees Summary
- Attachment B – Schedule A Budget Adjustment

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Rene Casillas
Rene Casillas, Internal Audits Chief 5/10/2022

Rania Odenbaugh
Rania Odenbaugh, Director of Constituent Services 5/18/2022

Alisa Young
Alisa Young, Executive Assistant, County Counsel 5/16/2022

EDM RENTAL RATES & ADMISSION FEE SUMMARY

Rental Venue Fee	Current Amount	Proposed Amount
Friday (Wedding)	4000	6,500
Saturday (Wedding)	New	7,500
Sunday (Wedding)	4000	7,000
Holiday (Wedding)	New	8,500
Friday and Sunday (Wedding)	4000	Retire
Saturday, Peak Season (Wedding)	4500	Retire
Saturday, Non-Peak Season (Wedding)	4200	Retire
Memorial Service	1,750	2,500
Meeting	500	1,000
Additional Rental Venue Fees		
Non-Refundable Deposit	1,000	2,000
Damages, Cleaning, and Late Departure Fee (Credit Card Hold)	250	500
Bridal Show Booking Discount	(250)	(250)
Photography		
Venue Access Fee (Included with Wedding Venue Rental)	150	150
A La Carte Menu Fees		
Cocktail Table	15	15
Cocktail Table with Cover & Lights	35	35
White Chairs in 'Kay' Building, per Chair	1.50	1.50
Wedding Catering (Client Must Choose One)		
Catering Buy-Out Fee (Paid by Wedding Party)	500	500
In-House Catering Rate (Based on Catering Total, Paid by the Caterer) ¹	15%	15%
Bartending		
Bartending Rate (Based on Bartending Total, Paid by the Bartender) ¹	15%	15%
Event Booth Rental		
Vendor Booth Rental Fees	50	50
Concessions Rate	10% - 20%	10% - 20%
Museum Entrance Fees		
Adult Admission, >12 Years Old	5	10
< 12 Years Old	-	5
Senior Admission	5	10
Military Personnel	-	-
Museum School Tour Fees		
Student	-	4
Adult	-	5

Notes

1. Vendors have increased their prices. The increase will lead to a higher revenue amount for EDM while maintaining the 15% fee.

ATTACHMENT B
SCHEDULE A
Office of Economic Development
Budget Adjustment
Fiscal Year 2021/2022

Increase Appropriations:

10000-1101000000-551100	Contribution to Other Funds	\$500,000
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Anticipated Use of Unassigned Fund Balance:

10000-1101000000-370100	Unassigned Fund Balance	\$500,000
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Decrease Appropriations:

10000-1109000000-581000	EO-Approp for Contingency-General	\$500,000
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Anticipated Increase in Unassigned Fund Balance:

10000-1109000000-370100	Unassigned Fund Balance	\$500,000
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Anticipated Increase in Restricted Fund Balance:

21210-1930100000-321101	Restricted Program Money	\$500,000
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Increase Estimated Revenues:

21210-1930100000-790600	Contributions Fr Other County Funds	\$500,000
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