



CITY OF SACRAMENTO

DEPARTMENT OF COMMUNITY SERVICES
3520 FIFTH AVENUE SACRAMENTO, CALIFORNIA 95817
TELEPHONE (916) 449-5200

ROBERT P. THOMAS
DIRECTOR

CITY MANAGER'S OFFICE
RECEIVED
MAY 24 1983

CROCKER ART MUSEUM DIVISION
GOLF DIVISION
METROPOLITAN ARTS DIVISION
MUSEUM AND HISTORY DIVISION
RECREATION DIVISION
PARKS DIVISION
ZOO DIVISION

May 17, 1983

APPROVED
BY THE CITY COUNCIL

MAY 31 1983

OFFICE OF THE
CITY CLERK

City Council
Sacramento, California

Honorable Members in Session:

SUBJECT: Crocker Art Museum - Facility Use Fee Increase

SUMMARY

This report recommends fee increases for rental of the Crocker Art Museum.

BACKGROUND INFORMATION

Prior to the rehabilitation of the main gallery building in 1980, the Crocker Art Museum was not available for public activities due to space limitations. Following completion of the restoration, the ballroom and the Margaret Crocker Forum became available for public use in accordance with the Co-Trustee adopted Facility Use Policy. This policy encourages use by museum-related groups primarily and secondarily, use by other non-profit organizations. No commercial activity is permitted except as it directly benefits the Museum. The facility rental has proved to be very successful, and bookings for the ballroom and forum have been steadily increasing.

A comparison (Exhibit I) of rental fees of facilities available in the downtown area indicates the Crocker Art Museum fees are considerably lower than similarly located facilities. Considering the historical value and unique characteristics of the Museum, the current fees are well below market value. Staff recommends, and the Joint Board of Trustees have approved, an increase in facility user fees. The proposed basic facility rental fees and related service charges reflect a more accurate appraisal of costs for this unique facility.

The following fee structure is proposed:

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DECLASSIFICATION

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City Council
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Page Two

	<u>Existing</u>	<u>Proposed</u>
Ballroom (per event)	\$300.00	\$500.00
Forum (per event)	\$150.00	\$300.00
Kitchen (per event)	\$100.00	\$100.00
<u>Personnel Services:</u>		
Custodian (set-up and clean-up) (per facility)	\$75.00	\$75.00
Security (per hour)	\$25.00	\$40.00
<u>Equipment Use:</u>		
Tables (per table, per event)	\$1.00	\$3.00
Tablecloths (per table, per event)	\$1.50	\$2.50
Chairs (per unit of 10 chairs)	\$1.00	\$2.00
Piano (per event)	\$10.00	\$15.00
Projector and screen set-up (per event)	\$10.00	\$25.00
Microphone and lecture set-up (per event)	\$10.00	\$25.00

Normal hours of availability

Tuesday through Sunday:

- Ballroom - 6:00 p.m. until 10:00 p.m.
- Forum - 10:00 a.m. until 10:00 p.m.
- Kitchen - 10:00 a.m. until 10:00 p.m.

Consideration of other times requires approval of the Director of the Crocker Art Museum.

FINANCIAL DATA

The Crocker Art Museum is supported by the City General Fund and revenues generated from the Crocker Art Museum lessen the actual demand on City funds from other sources. The proposed fee structure will generate an estimated \$15,000 over the next fiscal year.

Summary Balance

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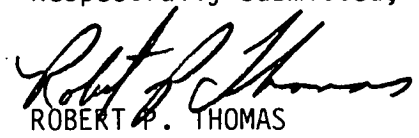
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RECOMMENDATION

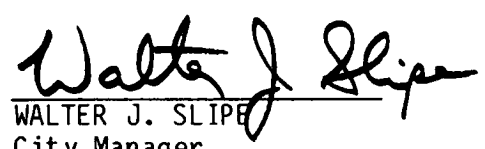
It is recommended that the Budget and Finance Committee approve and refer to the full Council the changes in the facility use fee structure contained herein. Further, it is recommended that the City Council approve, by resolution, the proposed fee structure effective July 1, 1983.

Respectfully submitted,



ROBERT P. THOMAS
Director of Community Services

Recommendation Approved:


WALTER J. SLIPE
City Manager

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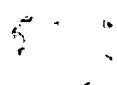
May 31, 1983
All Districts

FACILITY USE FEE COMPARISON

Comparative use fees at other facilities in the Sacramento area (November 1982):

<u>Facility</u>	<u>Capacity</u>	<u>Current User Fees</u>
Holiday Inn 300 J Street Sacramento, CA 95814	250 persons	\$500
Mansion Inn 700-16th Street Sacramento, CA 95814	400 persons	\$700
Sacramento Convention Center 1100-14th Street Sacramento, CA 95814	200 persons	\$180 (day) \$200 (evening)
Tuesday Club House 2722 L Street Sacramento, CA 95816	400 persons	\$260

Crocker Art Museum		
Ballroom	500 persons	\$300
Forum	500 persons	\$150



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RESOLUTION NO. 83-419

ADOPTED BY THE SACRAMENTO CITY COUNCIL ON DATE OF

RESOLUTION AMENDING FEES AND CHARGES FOR VARIOUS
COMMUNITY SERVICES (CROCKER ART MUSEUM) RELATED
LICENSES, PERMITS, SERVICES AND FACILITIES

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF SACRAMENTO:

1. That Resolution Nos. 80-427 and 82-725, which established fees and charges for various City licenses, permits, services and facilities, are hereby amended effective July 1, 1983 to reflect the Community Services (Crocker Art Museum) related fees and charges as set forth in Exhibit A, attached hereto.
2. That the City of Sacramento Fee and Charge Report (Crocker Art Museum), page 41b, is hereby amended to reflect the Community Services related fees and charges as set forth in Exhibit A effective July 1, 1983.

MAYOR

ATTEST:

CITY CLERK

APPROVED
BY THE CITY COUNCIL

MAY 31 1983

OFFICE OF THE
CITY CLERK

CROCKER ART MUSEUM
FACILITY USE FEES

Effective July 1, 1983

	<u>Rate</u>
Ballroom (per event)	\$500.00
Forum (per event)	\$300.00
Kitchen (per event)	\$100.00
<u>Personnel Services:</u>	
Custodian (set-up and clean-up)	\$75.00
(per facility)	
Security (per hour)	\$40.00
<u>Equipment Use:</u>	
Tables (per table, per event)	\$3.00
Tablecloths (per table, per event)	\$2.50
Chairs (per unit of 10 chairs)	\$2.00
Piano (per event)	\$15.00
Projector and screen set-up	\$25.00
(per event)	
Microphone and lecture set-up	\$25.00
(per event)	

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Consideration of other times requires approval of the Director of the Crocker Art Museum.

