City Council Report
915 I Street, 1st Floor
Sacramento, CA 95814
www.cityofsacramento.org

File ID: 2018-00130    February 20, 2018    Consent Item 06

Title: Southside Park and High Demand Event Venue Fee

Location: Citywide

Recommendation: Pass a Resolution: 1) adding Southside Park as a High Demand Event Venue location; and 2) amending Resolution No. 2014-0111 to separate the High Demand Event Venue Fee from the Special Event permit fee.

Contact: Melissa Romero, Recreation General Supervisor, (916) 808-3824, Department of Youth, Parks, and Community Enrichment

Presenter: None

Attachments:
1-Description/Analysis
2-Resolution
Description/Analysis

Issue Detail: On May 8, 2014, the City Council passed Resolution No. 2014-0111, adding a High Demand Event Venue Fee to be charged to event organizers for special events at William Land Park and Cesar Chavez Park. This additional fee was approved to be used for park revitalization to address the increased wear and tear from patrons, activities, and equipment in the park where the event was held. Councilmember Steve Hansen has requested the addition of Southside Park as a High Demand Event Venue due to the impact of the numerous special events at this park. Southside Park is one of the top three parks used for special events.

The current High Demand Event Venue fee ranges from $150 to $810 depending on anticipated attendance. The fee adopted in Resolution No. 2014-0111 included both the special event permit fee and the additional High Demand Event Venue fee as one total permit fee. Instead, the High Demand Event Venue fee should be separated from the special event permit fee to ensure that supplemental fees are allocated to these park revitalization projects. The amount of the permit fees remains unchanged.

Policy Considerations: The separation of the High Demand Event Venue from the special event permit fee is consistent with the Council's adopted Fees and Charges Policy and support the City's goals of budget sustainability and fiscal responsibility.

Economic Impacts: Not Applicable

Environmental Considerations: Not Applicable

Sustainability: Not Applicable

Commission/Committee Action: The Parks and Recreation Commission recommended approval of the High Demand Event Venue fee for Southside Park at their October 5, 2017 meeting.

Rationale for Recommendation: As Southside Park is one of the top three parks used for special events, the additional fees collected will be used for park revitalization to address the increased wear and tear in this park.

Amending the High Demand Event Venue Fee Schedule to separate the supplemental fee from the base special event permit fee will ensure that the accurate amount of money is transferred to the park revitalization accounts for each of these parks. The total permit fees charged to the event organizers will not change.
Financial Considerations: The amended fee schedule to reflect the separate permit fees is as follows:

<table>
<thead>
<tr>
<th>Attendance</th>
<th>Special Event Permit Fee*</th>
<th>High Demand Event Venue Fee</th>
<th>Total Permit Fees for High Demand Event Venue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 1,000</td>
<td>$250</td>
<td>$150</td>
<td>$400</td>
</tr>
<tr>
<td>1,001 - 5,000</td>
<td>$550</td>
<td>$350</td>
<td>$900</td>
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<tr>
<td>5,001 - 10,000</td>
<td>$950</td>
<td>$570</td>
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* Note: Additional fees may be charged per Resolution No. 2012-350.

Local Business Enterprise (LBE): Not Applicable
RESOLUTION NO. 2018-

Adopted by the Sacramento City Council

AMENDING THE HIGH DEMAND EVENT VENUE
SPECIAL EVENT PERMIT FEE

BACKGROUND

A. On May 8, 2014, the City Council adopted a High Demand Event Venue Fee for special events at Land Park and Cesar Chavez Park under the Citywide Fee and Charges Adjustment Resolution No. 2014-0111. This additional fee is used for park repairs and turf revitalization to address the increased wear and tear on park facilities due to the number of special events, the large number of patrons, the type of activities, and the equipment used for such events.

B. Southside Park is one of the top three parks used for special events, and this park also has suffered from the increased wear and tear on park facilities from such events.

C. The High Demand Event Venue fee adopted by Resolution No. 2014-0111 included the base special event permit fee and it is preferable to separate out the supplemental fee from the base special event permit fee. Separating the High Demand Event Venue fee from the base special event permit fee will ensure that the supplemental fees are allocated to these park revitalization projects. The amount of the permit fees remains unchanged.

BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL RESOLVES AS FOLLOWS:

Section 1. Southside Park shall be added as a High Demand Event Venue.

Section 2. Resolution No. 2014-0111 is amended to delete the High Demand Event Venue Fee.

Section 3. The High Demand Event Venue Fee shall apply to special events at the following parks: Cesar Chavez Park, Land Park and Cesar Chavez Park.

Section 4. The High Demand Event Venue Fee shall be as follows:

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