



# ***Agenda Report***

## ***Fullerton City Council***

**MEETING DATE:** FEBRUARY 5, 2019

**TO:** CITY COUNCIL / SUCCESSOR AGENCY

**SUBMITTED BY:** KENNETH A. DOMER, CITY MANAGER

**PREPARED BY:** HUGO CURIEL, PARKS AND RECREATION DIRECTOR

**SUBJECT:** MAPLE COMMUNITY CENTER FEES

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### **SUMMARY**

At the December 18, 2018 City Council meeting, Staff was requested to investigate fees for Maple Community Center rentals.

### **RECOMMENDATION**

City Council direct Staff to amend fees for the Maple Community Center rentals and begin the process for the Parks and Recreation Commission review and recommendation back to City Council.

### **PRIORITY POLICY STATEMENT**

This item matches the following Priority Policy Statement/s:

- Infrastructure and City Assets.

### **FISCAL IMPACT**

Minimal.

### **DISCUSSION**

The Maple Community Center is located at Lemon Park in District 5, where it serves its local and surrounding community. The Maple community has a longstanding presence and has been very instrumental in the shaping of Lemon Park and the center's 2012 renovation.

The center's recent renovation transformed it, making it a highly used facility in constant demand. Since its renovation, rental fees have been assessed to ensure the center remains at market rate. As such, the City Council's objective is to ensure that the

facility is accessible to its local community and city residents; that there is a clear price gap between Fullerton entities and non-Fullerton entities to encourage local rentals; and to reduce the City's cost to operate the center by reducing subsidies to non-Fullerton entities.

The center's schedule of reservations, for the most part, remains full throughout the year. The center's recent renovation, flexible space and amenities make it very popular for various rentals ranging from conferences, showers, weddings, birthday celebrations and the like. A recent survey shows that 50% of rentals are from Fullerton residents and 40% non-residents. A comparison of five neighboring cities with similar facilities shows that Maple Community Center rentals are amongst the lowest at \$80 per hour with the highest compared city at \$110 per hour. Attached is a table of the center's current rental rates.

Per City Council's direction, staff will work through the Parks and Recreation Commission process to modify rental fees based on a study of surrounding cities with similar facilities, assess the proportion of local renters vs. non-local renters, reduce rates on certain days of the week, and introduce a discount for veterans. Findings will be presented to the Parks and Recreation Commission for its review and recommendation back to the City Council.

Attachments:

- Attachment 1 - Parks and Recreation Fee Schedule Excerpt