

STAFF REPORT
City of Lancaster

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MVB

Date: April 24, 2012

To: Mayor Parris and City Council Members

From: Ronda Perez, Director, Parks, Recreation and Arts Department

Subject: **Facility Rental and Admission Fees for the Lancaster Museum of Art and History**

Recommendation:

Adopt **Resolution No. 12-20**, amending Resolution No. 05-233 by adding facility rental and admission fees for the Lancaster Museum of Art and History.

Fiscal Impact:

\$89,300; estimated revenue per year from facility rental and admission fees.

Background:

The new Lancaster Museum of Art and History (MOAH) facility will open to the public on Saturday, May 5, 2012. The new facility has exceptional space for meetings and special events that will greatly enhance the City of Lancaster's facility rental options. The first floor main gallery, first floor classroom, second floor gallery, third floor Lantern room with terrace, and the entire MOAH facility will be made available as rentals.

The fees will cover a portion of costs as well as expose those who attend these events to the art and historical exhibits that will be displayed throughout the museum. MOAH has the potential to host very upscale events that will attract a varied clientele to the facility and to the BLVD, further increasing awareness in the community of the revitalized downtown area.

The recommended rental rates were determined by researching fees charged by other organizations in the community and reviewing the cost. The amounts charged by the Antelope Valley Fairgrounds, Cascades in Palmdale, the Hellenic Center, RoShambo and the University of Antelope Valley were all considered. Most of these facility charges included catering as part of their rental. At this time, catering will not be included in the rates charged for rentals at MOAH. The public will be required to provide their own caterer for each event. Staff is researching the possibility of privatizing catering in the future to offset operating costs, whereby, a percentage of the catering order would be paid to the City when a preferred caterer is used for an event.

In addition to establishing facility rental rates, staff requests that the City Council approve fees for admission to the Museum as follows:

General Admission	\$5.00
Students & Seniors	\$3.00
Children 6 & Under	Free
Every Sunday	Free

The hours of operation at the new facility will be 11:00 a.m. to 6:00 p.m. Tuesday, Wednesday, Friday, Saturday and Sunday, 11:00 a.m. to 8:00 p.m. Thursday, and the museum will be closed on Monday.

AC:jzs

Attachment:

Resolution No. 12-20