

**STAFF REPORT**  
**City of Lancaster**

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Date: November 13, 2012

To: Mayor Parris and City Council Members

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

Subject: **American Heroes Park Rental Fees and Revised MOAH Rental Fees**

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**Recommendation:**

Adopt **Resolution No. 12-67**, amending Resolution No. 05-233 by adding facility rental fees for American Heroes Park and revising rental fees for the Museum of Art and History (MOAH).

**Fiscal Impact:**

\$15,000.00; estimated revenue per year from facility rental fees.

**Background:**

The newly renovated Community Building at American Heroes Park will soon be available for public use. The new facility has exceptional space for receptions, meetings, and special events that will greatly enhance the City of Lancaster's facility rental options. The nearly 2,000 square foot space is enhanced by a large fountain area to the east and an open amphitheater to the west. A raised stage can be used for a band, head tables, or a speaking dais.

Also included in this resolution are rental rates for the two gazebo areas, one located at the northwest corner and one on the south side of the park. Each gazebo includes plaza space that is comprised of several trellises and benches. These areas can accommodate weddings, live entertainment, or community events.

In addition, rental rates for the open area in the central portion of the park are included in the fee schedule. This large, unobstructed area can be utilized for festivals, concerts, car shows, and a variety of other activities. The open space is comprised of approximately 200,000 square feet which can be used in its entirety or split into two areas of 100,000 square feet.

American Heroes Park

Staff requests that the City Council approve the proposed fees for American Heroes Park rentals as follows:

| <b>Rental</b>         | <b>Commercial/Individual</b> | <b>Non-Profit</b> | <b>Deposit</b> |
|-----------------------|------------------------------|-------------------|----------------|
| Community Building    | \$125/Hour                   | \$85/Hour         | \$250          |
| Gazebo/Plaza          | \$50/Hour                    | \$35/Hour         | \$100          |
| Open Space - Fenced   | \$150/Hour                   | \$100/Hour        | \$100          |
| ½ Open Space - Fenced | \$100/Hour                   | \$70/Hour         | \$100          |

Museum of Art and History

Additionally, it is appropriate to revise the rental fees previously established for MOAH to more accurately reflect the Museum's actual operating costs. The proposed revised rental rates are shown below.

| <b>Facility/Room</b>                    | <b>Capacity</b>               | <b>Hourly Fee</b>            | <b>Deposit</b> | <b>Cleaning Fee</b> |
|---|-------------------------------|------------------------------|----------------|---------------------|
| First Floor - Main Gallery              | 250 Standing<br>200 Seated    | \$250/Hour                   | \$250          | \$75                |
| First Floor - Classroom                 | 50                            | \$75/Hour                    | \$100          | \$0                 |
| Second Floor - Galleries                | 70-100                        | \$100/Hour                   | \$250          | \$50                |
| Third Floor - Lantern Room with Terrace | Room - 100<br>w/Terrace - 250 | \$200/Hour                   | \$250          | \$100               |
| MOAH Facility - All                     | 500                           | \$350/Hour<br>4 Hour Minimum | \$500          | \$300               |

The recommended rental rates were determined by researching fees charged by comparable facilities and open space in both Lancaster and surrounding communities. The amounts charged by the Antelope Valley Fairgrounds, Cascades in Palmdale, the Hellenic Center, Palmdale Cultural Center, and the City of Santa Clarita were all considered.

These rates do not include liability insurance, or security fees that may be required at the City's discretion. The staffing level will be determined by the scope of the event.

MR:jzs

**Attachment:**

Resolution No. 12-67