Received After Agenda Printed 6/4/2024 - Regular Meeting PUBLIC HEARINGS - AGENDA ITEM 16 Presentation Slides

Proposed Fees for Town Square Park & Amphitheater



The Space

Town Square Park Amphitheater

- Tiered seating for 750
- Park capacity of 5,000 attendees
- Restrooms, dressing room, and storage

The Vision

A space to host major community-oriented events.



Framework

Primary Users:

- CSD Sponsored Events
- Third-party Vendor Agreement
 - Newman Hospitality Group
- Community based non-profit events

Key Points:

- This is a 2-year pilot program
- Not for private parties, organized sports, or for-profit organizations
- One event per year, per organization

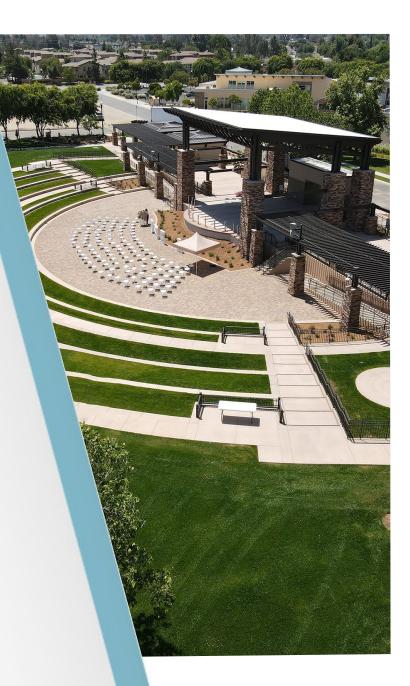
Authorized Users Include:

- City of Murrieta and all associated special districts, departments, advisory committees, labor groups, etc.
- City-affiliated nonprofits, such as the Chamber of Commerce, Friends of the Library, and Animal Friends of the Valley
- "Signature Events"
- Local public agencies
- Civic-focused Murrieta-based nonprofit organizations and/or economic and cultural organizations serving Murrieta
- Any City-contracted special event
 management firms or vendors

The Process

Citywide User Fees

- User Fees adopted March 2023, effective July 2023
- Town Square Park and Amphitheater fees were on preliminary drafts
- Current Fiscal Year increase (Ordinance 603-24) effective August 3, 2024, when adopted



Town Square Park & Amphitheater Fees

Laws and Regulations

- Municipal Code Section 3.32 allows full cost recovery of services
- Government Code 66013 and 66014 restrict fees charged for services from exceeding the reasonable cost of providing the service

How Did We Get Here?

- A unique amenity provided in Southwest Riverside County
- Cost burden of the City considered: staffing, repairs, utilities, cleaning fees, refuse fees, and indirect costs



Town Square Park and Amphitheater

COST RECOVERY FEE SCHEDULE

What is included in your reservation?

*Park open grass space and Amphitheater (stage only; dressing room access not included)

*Amphitheater/stage electricity

*Event parking

*Limited WiFi for sales and concessions

*Public restroom access

*Readily stocked restroom at start of rental period



APPLICATION FEE	
Application Fee	\$695
DEPOSITS	
Reservation Deposit*	\$1,500 min - \$5,000 max / event
Base Deposit - 1 day event	\$1,500
2nd Additional Day	\$1,500
3rd Additional Day	\$1,500
Dressing Room Deposit	\$500
Staking for Large Tents	\$500
Alcohol	\$1,500
Carnival-type Attractions	\$1,500
	Up to a maximum of \$5,000



RESERVATIONS FEES - ** Set-up/breakdown charge is calculated a	at 12 hours**
Vacant lots (non-parking purposes)	\$100/day/lot
Electricity/Utilities	\$200/day
High-powered park lighting	\$75/hour
Dressing Room	\$35/hour
Dressing Room Cleaning	Actual Costs
Stage Storage Room	\$50/day
Restocking Supply Fee	\$50/day

HOURLY RATES		
Monday-Thursday (2-Hour Minimum)	\$250	
Friday-Sunday (4-Hour Minimum)	\$350	



Staff	Regular Rate	Overtime Rate
Maintenance Worker I	\$93/hour	\$139/hour
Maintenance Worker II	\$124/hour	\$186/hour
Senior Maintenance Worker	\$147/hour	\$220/hour
Recreation Leader	\$30/hour	\$45/hour
Recreation Coordinator	\$105/hour	\$157/hour
Special Events Supervisor	\$165/hour	\$247/hour
MPD Officer	\$134/hour	\$201/hour
Building Inspector	\$90/hour	\$135/hour
Fire Marshall	\$244/hour	\$366/hour
Traffic Engineering Consultant	Actual Cost	Actual Cost
Landscape Repair Contractor	Actual Cost	Actual Cost



ATE FEES		
Reservation Deposit	\$100/day	
Traffic Control Plan (if applicable)	\$100/day	
Noise Ordinance Violation	\$1,000/minute	

STAGE, SOUND, AND LIGHTING

The Event Organizer must contact one of the pre-approved contractors to supply sound and lighting for stage events. No other vendor may be used other than the ones already vetted by the City. City staff can provide the approved vendor list if interested. All costs associated with stage, sound, and lighting are payable directly to the contractor.

NOTES

Should approval be given for an event to take place on a holiday, staffing hourly rates for holidays would be applicable.

If applicant cancels the event 0 to 4 days in advance of the reservation, 50 percent of the deposit is forfeited.

If applicant cancels the event 5 to 10 days in advance of the reservation, 25 percent of the deposit is forfeited.



What's Next

- First reading, today, June 4
- Second reading, July 2
- Effective August 31, 60 days from adoption

RECOMMENDATIONS

- Conduct a Public Hearing, waive full reading, and introduce Ordinance No. 604-24, Adopting the Town Square Park and Amphitheater User Fees
- 2. Find that said actions are exempt from the California Environmental Quality Act (CEQA) under Section 15061 (b)(3)



Event Example

The below example is for an event lasting 9 hours utilizing the Amphitheater and park space.

Fee Type	Fees	Hours	Total
Application fee	\$695	2	\$695
Amphitheater reservation	\$350/hr	9	\$3,150
Dressing room usage	\$35/hr	9	\$315
Dressing Room cleaning cost	\$224/actual cost	-	\$224
Non-stage Electricity	\$200/day	-	\$200
Event Staff	\$165/hr	9	\$1,485
Maintenance Staff	\$93/hr	9	\$837
Grand Total \$			

