

DEPARTMENT OF
CULTURAL AND VISITOR SERVICES

Marin Center • County Fair

May 20, 2014

Board of Supervisors
Civic Center
San Rafael, CA 94903

SUBJECT: Adopt Resolution Setting Fee Schedule for Marin Center.

Dear Board Members:

RECOMMENDATIONS:

Staff recommends that the Board of Supervisors open the Public Hearing, scheduled for 10:30 a.m. on May 20, 2014 in order to receive public comments.

Staff recommends that your Board:

1. Adopt resolution to set fees for the Marin Center, effective July 1, 2014;
2. Authorize your President to sign all three copies; and
3. Return two fully-executed copies to the Marin Center office.

These proposed fee increases have been recommended by the Cultural Services Commission and staff. Marin Center fees were last increased on July 1, 2011. Users are notified of the proposed fee increases and invited to attend the Cultural Services Commission meeting to provide their input and advice.

The goal of these proposed fee increases is to maintain Marin Center's net cost to operate the facility. Recommended fee increases include:

Marin Veterans' Memorial Auditorium: Increase Performance Rent from \$1,800. or 10% to maximum of \$3,150. to \$1,850. or 10% to a maximum of \$3,200.; Increase Multiple Performance Rent from \$1,800. or 10% to maximum of \$2,600. to \$1,850. or 10% to maximum of \$2,650.; For Minimum of 10 performances per year, increase from \$1,800. or 10% to maximum of \$2,520. to \$1,850. or 10% to maximum of \$2,550.

Box Office Services:

- **Showcase Theatre:** Increase ticket seller fee from \$16/hour to \$18/hour.
- **Exhibit Hall/Fairgrounds/Lagoon Park:**
 - Concerts, Festivals, etc. increase from a variable fee per event to \$1,000 per event.
 - Consumer Shows increase from \$325 per day to \$400 per day.
 - Ticket Sellers & Ticket Takers increase from \$16 per hour to \$18 per hour.
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▪ **Ticket Fees:**

- Over the County Sales – no handling fee charge
- Phone Sales, Mail Order Sales and Online Sales, paid by customer
- Marin Veterans' Memorial Auditorium, increase from \$5 per ticket to \$6 per ticket.
- Fairgrounds/Lagoon Park (Ticket price over \$25) increase from \$5 per ticket to \$6 per ticket.
- Mail Delivery (per order) new fee of \$6 per order.

Marketing:

Email Blasts, new fee of \$250 per each E Card delivery.

Exhibit Hall: Increase Rent per Event day from \$3,150. to \$3,200.; Increase Set-Up fee from \$1,475. per day to \$1,500. per day. Increase rental of perimeter drapes from \$2/ft. to \$3/ft.

Showcase Theatre: Increase Per Performance Rent from \$600. to \$630.

Fairgrounds: Increase Fairgrounds Event Day from \$2,100. per day to \$2,150. per day; Increase Fairgrounds Set-Up day from \$1,150. to \$1,200. day; Increase Lagoon Park Event Day from \$2,100. to \$2,150.; Increase Lagoon Park Set-Up day from \$1,150. to \$1,200.; Increase Parking Lot fee, single day usage, from \$1,200/day to \$1,260/day; Increase Multi-Use Parking Lot Weekday rental from \$425. to \$450.; Increase Multi-Use Parking Lot Weekend rental from \$685. to \$700. Establish new fee for Fairgrounds Island for Event Day at \$1,500/day; Establish new fee for Fairgrounds Island for Set Up Day at \$750/day.

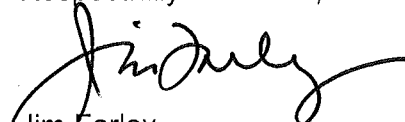
FISCAL IMPACT: If these new fees are adopted, the County of Marin will realize approximately \$55,000 to \$60,000.00 in revenues.

ALTERNATIVE TO RECOMMENDED ACTION: None.

REVIEWED BY:

- () Auditor Controller
- (x) County Counsel

Respectfully submitted,


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Director

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Press