



City Council Report

Date: May 16, 2016
To: City Council
Through: Christopher J. Brady, City Manager
From: Cindy Ornstein, Arts and Culture Department Director
Subject: Proposed Changes to Arts and Culture Department Fees and Charges (Citywide)

Strategic Initiatives



Purpose and Recommendation

The purpose of this report is to provide proposed clarifications to the Fiscal Year (FY) 2016-17 Schedule of Fees and Charges for the Arts and Culture Department.

Staff recommends that the City Council approve these clarifications.

Background

Every year, the Department reviews its fees and charges and determines if updates, additions, or deletions are needed for the following fiscal year. This determination is based upon a variety of factors, including fee increases in prior years, competition in the marketplace, and other considerations.

Discussion

The Department, in consultation with the Office of Management and Budget and the City Attorney's Office, has identified several clarifications to the Schedule of Fees and Charges. None of these clarifications include any new or increased fees.

The following is the list of proposed clarifying changes by section header which are documented in the attached Fee Recommendation Schedule:

Facility Use Fees

- Change the Merchandise fee from "0 to 30%" to "up to 30%".

Facility Use – Miscellaneous

- Add clarifying language to the section header to read, “Facility Use – Miscellaneous (pass-through reimbursement from clients)”.
- Add “reimbursement” after “Credit Card Fees” to clarify that credit card fees incurred are reimbursed by the client.
- Create new “Box Office” section header and move appropriate fees from Facility Use – Miscellaneous as noted in attached Fee Recommendation Schedule.
- Add “per ticket” after “Facility Restoration Fee”.

Art Studio-Classes

- Add “per student registration” to “Facility Restoration Fee”.

Alternatives

City Council could choose not to approve the proposed clarifications to the Schedule of Fees and Charges. This would have the effect of leaving the current language in place.

City Council could also choose to recommend different clarifications to the Schedule.

Fiscal Impact

The proposed changes are meant as clarifications to existing information contained in the Department’s Schedule of Fees and Charges and have no fiscal impact.

Coordinated With

The Arts and Culture Department worked with staff from the Office of Management and Budget and the City Attorney’s Office in developing the proposed changes.

The Departments all concur with these proposed changes.

Fee Recommendation Schedule

Department: Arts and Culture
Proposed Changes to Fees and Charges

Document of Change: Resolution

| Description of Services: | FY 15/16 Fee/Charge | Unit | FY 16/17 Fee/Charge (Effective 7/1/16) | Date Last Revised | 16/17 Fiscal Impact | Notes |
|--|------------------------|------|--|----------------------|---------------------------|------------------|
| MESA ARTS CENTER | | | | | | |
| <u>Facility Use Fees</u> | | | | | | |
| Nesbitt/Elliott Playhouse | | | | | | Name correction |
| Merchandise | 0% to 30% | | UP TO 30% | | N/A | Verbiage change, |
| Administrative Service Fee | \$25.00-\$275.00 | | | 07/01/09 | | Moved from below |
| <u>Facility Use - Miscellaneous (PASS-THROUGH REIMBURSEMENT FROM CLIENTS)</u> | | | | | | Moved from below |
| Marketing Services to Renters | Going Rate | | No change | 07/01/07 | | Verbiage change |
| Miscellaneous Equipment/Services | Going Rate | | No change | 01/03/05 | | |
| Labor, Additional Staff | Going Rate | | No change | | | |
| Credit Card Fees, REIMBURSEMENT | Going Rate | | No change | | | Verbiage change, |
| | | | | | | Moved from above |
| <u>Box Office</u> | | | | | | Added heading |
| Handling Fee, per ticket | \$0-\$7.00 | | No change | 07/01/07 | | Moved from above |
| Ticket Printing Fees, per ticket | \$0.10-\$2.00 | | No change | 01/03/05 | | Moved from above |
| Facility Restoration Fee, PER TICKET | \$0-\$5.00 | | No change | | | Verbiage change, |
| | | | | | | Moved from above |
| <u>Art Studio-Classes</u> | | | | | | |
| Performing Arts Classes | | | | | | |
| Adults | \$17.00-no maximum | | No change | 10/05 | | |
| Youth | \$16.00-no maximum | | No change | | | |
| Workshops | \$2.00-no maximum | | No change | | | |
| Visual Arts Classes | | | | | | |
| Adult | \$17.00-no maximum | | No change | | | |
| Youth | \$9.00-no maximum | | No change | | | |
| Workshops | \$2.00-no maximum | | No change | | | |
| Facility Restoration Fee, PER STUDENT | | | | | | Verbiage change, |
| RESTORATION | \$0-\$5.00 | | No change | | | moved from above |

Plus Transaction Privilege (Sales) Tax, where applicable.