



City Council Report

Date: May 4, 2020
To: City Council
Through: Natalie Lewis, Deputy City Manager
From: Cindy Ornstein, Arts & Culture Department Director
Subject: Proposed Changes to Arts & Culture Department Fees and Charges (Citywide)

Purpose and Recommendation

The purpose of this report is to recommend modifications to the Arts and Culture Department's Schedule of Fees and Charges. The recommended revisions include memberships of the Mesa Arts Center (MAC) Foundation and Scene Shop Rental Rates.

Background and Discussion

Every year, the Department reviews its Schedule of 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 increased costs that have created the need for additional City cost recovery, competition in the marketplace, and other considerations.

Foundation Membership Levels and Fees

The Arts and Culture Department consists three programs, Mesa Arts Center, Arizona Museum of Natural History (AZMNH), and i.d.e.a. Museum. Each program has a Foundation and Membership committee that works with the Arts and Culture Department to drive programming and fundraising in each area.

Each Foundation has their own level of membership and associated fees. These fees are collected by the City, and directly transferred to the respective foundation. The City does not recognize the membership revenues as they are passed through directly to the Foundations. Therefore, staff is recommending removing these fees from the City's Schedule of Fees and Charges as the fees are not determined by or realized by the City of Mesa.

Membership fees, membership levels, and other information can be found below:

Mesa Arts Center Members Circle

<https://www.mesaartscenter.com/jointhecircle>

Arizona Museum of Natural History Membership

<https://www.arizonamuseumofnaturalhistory.org/get-involved/membership>

i.d.e.a. Museum Membership

<https://www.ideamuseum.org/member-benefits/>

MAC Scene Shop Rehearsal Rental Fees

The Department is requesting the elimination of the Rehearsal Rental Fees for the MAC Scene Shop as the use is no longer practical for the current space.

Alternatives

City Council could choose not to recommend proposed changes to the Fees and Charges Schedule. This would have the effect of leaving the current fees in place.

Fiscal Impact

The City does not collect the Foundation Fees so there will be no impact the City.

Coordinated With

The Arts & Culture Department worked in coordination with the Office of Management and Budget.

Fees & Charges Schedule – Key

Heading Configuration

<u>Schedule of Fees & Charges</u>
Department
Contact Information
HEADING 1
HEADING 2
<i>Heading 3</i>
Description of Fee
Description of Fee 2

Font Indications

Font	Font Indications
Regular Font	Existing fee or language
Strikethrough	Fee or language will be deleted from the Fee Schedule
BOLD CAPS	Language is being added to Fee Schedule
Bold	New or increased Fee Amount

Fee Recommendation Schedule
Exhibit A
Department: Arts & Culture Department

Description of Service	Current Fee	Proposed Fee	Unit	Revenue Source	Fiscal Impact	Notes
MESA ARTS CENTER						
<u>SCENE SHOP</u>						
Scene Shop Rehearsal Space Rental	\$250.00 / week including labor; add'l contract labor hrs up to 40 hrs at \$21/hr; add'l contract labor hrs over 40 hrs at \$31.50/hr				\$0	Fee no longer utilized.
<u>MEMBERS CIRCLE **</u>	-	-	-	-	-	Fee is not collected/realized by the City
Bronze Level	\$50.00		-	-	-\$0	-
Silver Level	\$100.00		-	-	-\$0	-
Gold Level	\$250.00		-	-	-\$0	-
Platinum Level	\$500.00		-	-	-\$0	-
Founder Donor Circle	\$1,500.00		-	-	-\$0	-
Corporate Friend	\$2,500.00		-	-	-\$0	-
Corporate Patron	\$5,000.00		-	-	-\$0	-
Corporate Founder	\$10,000.00		-	-	-\$0	-
**Fee is not collected by the City of Mesa; fee is collected by the Mesa Arts Center Foundation.						
-	-	-	-	-	-	-

Total Annual Fiscal Impact: \$0.00