



REQUEST FOR COMMISSION ACTION
CITY OF INDEPENDENCE
June 13, 2019

Department Administration

Director Approval Kelly Passauer

AGENDA ITEM Consider modifications to Memorial Hall and Civic Center Rental Rates

SUMMARY RECOMMENDATION Staff recommends modifications to the Memorial Hall Policy.

BACKGROUND At your January 24, 2019 meeting the Commission approved some modifications to the Memorial Hall Policy and Rental Rates primarily dealing with definitions of classifications for room rate charges at Memorial Hall. Staff also recommended and the Commission approved modifying the Auditorium rental rate for Class A to read as follows: \$500 or ~~10%~~ **5%** of the gross sales for tickets, whichever is greater.

There is also a rate classification for the lower level of the auditorium only which for Class A is currently \$300. This was originally added to allow a more affordable option for events such as dance recitals which would be classified as Class A, that did not sell tickets and did not need the entire auditorium. It was an oversight that the ticket sales language was not added in the rate table. Staff proposes the following changes shown in yellow:

Appendix A

Memorial Hall and Civic Center Rental Rates

Room	Class A*	Class B*	Class C*
Civic Center, Gallery & Kitchen	\$300.00	\$150.00	No charge
Gallery Only	\$100.00	\$50.00	No charge
Civic Center & Gallery	\$250.00	\$125.00	No charge
Kitchen Only	\$50.00	\$25.00	No charge
American Legion Auxiliary (Room 104)	\$100.00	\$50.00	No charge
Veteran's Room - North (Room 106)	\$100.00	\$50.00	No charge
Veteran's Room - South (Room 108)	\$100.00	\$50.00	No charge
Veteran's Room - All (Rooms 106 & 108)	\$150.00	\$75.00	No charge
Veterans of Foreign Wars Room (Room 107)	\$50.00	\$25.00	No charge
Spanish American War Veterans Room (Room 109)	\$50.00	\$25.00	No charge

Patriot Room (Room 110)	\$40.00	\$20.00	No charge
Rental of all Meeting Rooms on Lower Level (104, 106, 108, 107, 109 & 110)	\$265.00	\$165.00	No charge
Green Room (Room 212)	\$40.00	\$20.00	No charge
Auditorium** (including dressing rooms)	\$500 <u>or</u> 5% of the gross sales for tickets, whichever is greater.	\$200.00	No charge
Auditorium Lobby***	\$100.00	\$50.00	No charge
Lower Level of Auditorium Only****	\$300.00 <u>or</u> 5% of the gross sales for tickets, whichever is greater.	\$150.00	No charge
Independence Experience (Weekend)****	\$760.00	\$380.00	No charge
Independence Experience (Week Nights)****	\$620.00	\$310.00	No charge
Ultimate Independence Experience****	\$1,080.00	\$540.00	No charge
Independence Wedding Experience****	\$1,480.00	N/A	N/A
Dressing Rooms	\$50.00	\$25.00	No charge
Labor Per Employee Per Hour*	\$25.00	\$25.00	\$25.00
White Round Table Cloths (Price per table cloth)	\$7.00	\$7.00	\$7.00

*No charge for labor during normal working hours, however, labor will be charged after hours and on weekends. If staff is required to stay past midnight, labor charges are then \$50 per hour.

**Cost for lighting, sound and stage technicians contracted by the City will be billed to the lessee/permittee at direct costs.

***There will be no charge for the Auditorium Lobby when renting the Auditorium if Lobby is only utilized for ingress and egress of attendees and box office sales. However, if the Lobby is utilized for selling merchandise and/or concessions an additional fee for the Auditorium Lobby will apply. If only the Auditorium Lobby is being utilized the Auditorium Lobby fee will apply.

****Please refer to pages 3 and 4 of Appendix A for details regarding discounted and package rates.

The Memorial Hall revenues do not cover all of the operating expenses, so additional operating costs are supported by the taxpayers. In addition, the taxpayers have paid for major enhancements to Memorial Hall, particularly in the auditorium. Therefore, it is in the best interest of the taxpayers to ensure that the City is fairly compensated for the use of the facility for activities that are primarily a for profit venture.

BUDGET IMPACT Increased revenue from ensuring that for profit events are charged the proper rates.

SUGGESTED MOTION I authorize modifications to the Memorial Hall Policy and Rental Rates as recommended by staff.

SUPPORTING DOCUMENTS N/A