



STAFF REPORT	
SUBJECT: Authorization of Fee Structure Changes to the Special Events Applications	MEETING DATE: April 3, 2025
SUBMITTED BY: Melissa Swanson, Administrative Services Director/City Clerk	
PURPOSE OF REPORT: <input type="checkbox"/> Information only <input type="checkbox"/> Discussion <input checked="" type="checkbox"/> Action Item	

WHAT IS BEING ASKED OF THE CITY COUNCIL/BOARD:

The City Council is being asked to authorize the City Manager to implement special event fees and deposits based on an hourly rate. The existing four-hour rental rate and deposit requirement will be divided by four to determine the hourly rate and corresponding deposit, ensuring no increase in cost to renters.

BACKGROUND/DISCUSSION:

The City of Clearlake's current special event fee structure and rental policy for special events, the Clearlake Youth Center and the Clearlake Senior Center mandates a minimum rental duration of four hours. While this policy serves larger events adequately, it creates a financial barrier for many small businesses and non-profit organizations that only require the facilities for shorter periods. This policy inadvertently limits community access to these valuable resources.

Analysis:

Adopting an hourly rental/deposit rate structure presents several key advantages:

- **Increased Accessibility for Small Businesses and Non-Profit Organizations:**
Many local small businesses and non-profit entities need space for meetings, workshops, training sessions, and presentations that do not require a four-hour commitment. The current policy disproportionately affects these groups.
- **By offering hourly rentals and lowered deposits for the hourly use, the City can better support these organizations, promoting local economic activity, and fostering community engagement.**
- **Examples of events that would benefit from this change include:**
 - Short training seminars
 - Board meetings
 - Community workshops
 - Brief fundraising events

- Networking events
- Enhanced Facility Utilization and Flexibility:
 - An hourly rate structure allows for more flexible scheduling, optimizing the use of the Youth Center and Senior Center.
 - This change has the potential to increase overall facility usage and generate additional revenue for the City by accommodating a wider range of rental needs.
- Cost Neutrality for Renters:
 - The proposed change does not involve an increase in the cost of renting these facilities. The hourly rate will be calculated by dividing the current four-hour rental/deposit rate by four.
 - Calculation: Hourly Rate = (Current Four-Hour Rate) / 4

Staff anticipates that the transition to an hourly rate structure will have a neutral to positive impact on revenue. While individual rentals may be shorter, the increased accessibility is expected to drive a higher volume of rentals, potentially offsetting any decrease in revenue per rental. The increased utilization of the facilities may also lead to greater community awareness and future bookings.

The proposed policy change will benefit the community by:

- Providing greater access to City facilities for small businesses and non-profit organizations.
- Supporting local economic development and community initiatives.
- Maximizing the use of public resources.
- Promoting inclusivity and equitable access to community spaces.

Staff believes that the implementation of an hourly rental/deposit rate structure for the Clearlake Youth Center and Community/Senior Center is a sound and equitable policy adjustment. It will enhance accessibility, improve facility utilization, and better serve the needs of our diverse community, particularly small businesses and non-profit organizations. Staff respectfully requests the City Council's approval of this policy modification.

OPTIONS:

1. Move to authorize the City Manager to implement special event fees and deposits based on an hourly rate.
2. Other direction

FISCAL IMPACT:

None \$ Budgeted Item? Yes No

Budget Adjustment Needed? Yes No If yes, amount of appropriation increase: \$

Affected fund(s): General Fund Measure P Fund Measure V Fund Other:

Comments:

STRATEGIC PLAN IMPACT:

- Goal #1: Make Clearlake a Visibly Cleaner City
- Goal #2: Make Clearlake a Statistically Safer City

- Goal #3: Improve the Quality of Life in Clearlake with Improved Public Facilities
- Goal #4: Improve the Image of Clearlake
- Goal #5: Ensure Fiscal Sustainability of City
- Goal #6: Update Policies and Procedures to Current Government Standards
- Goal #7: Support Economic Development

SUGGESTED MOTIONS:

Move to authorize the City Manager to update the FY 24/25 Fee Schedule to reflect special event fees based on an hourly rate for the Clearlake Youth Center and Clearlake Senior/Community Center.

- Attachments:** 1) FY 24/25 Fee Schedule