

INFORMATION REPORT

TO: THE HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL
MEETING DATE: JULY 21, 2025
FROM: WILLIAM WATSON, ADMINISTRATIVE PROJECT MANAGER
SUBJECT: FACILITY RENTALS

RECOMMENDATION:

Information update for the City Council feedback and questions.

BACKGROUND:

The City owns and operates numerous public facilities, including community halls, meeting rooms, recreational spaces, and auditoriums. These assets require ongoing maintenance, utilities, and staff support, costs that persist whether the facilities are actively used. As you saw during our energy audit last year, the heating and cooling costs of these buildings are significant. Despite this investment, many City-owned spaces remain underutilized. This represents a missed opportunity both in terms of community benefit and potential revenue generation. As the City looks for ways to increase income and deliver services more efficiently, making better use of its existing infrastructure is a logical and necessary focus.

Currently, the process of booking these facilities is outdated and inefficient. While the City offers an online calendar and rental form on its website (<https://www.cityofsuttercreek.org/how-do-i/page/how-do-i-rent-city-facility>), the interface is not user-friendly. Confusion around availability, requirements, and pricing often leads individuals to visit City offices in person to complete the booking, resulting in unnecessary delays and increased administrative workload.

In addition to process-related challenges, several underlying issues further limit the use of City facilities. Pricing structures are inconsistent across locations and user types, between nonprofit and private users often charged differently depending on the facility. Many buildings lack basic amenities such as Wi-Fi, making them less suitable for modern meetings and events. Some facilities, such as the auditorium, require renters to pay for a full day with no partial-day option. In other cases, it is not possible to rent just one portion of a building, a limitation that fails to accommodate smaller groups or flexible needs.

While booking online is part of the solution, this report focuses on a more fundamental goal: rethinking the City's approach to renting its facilities. Improving usability, pricing fairness, amenity standards, and booking flexibility could help drive greater use, increase satisfaction, and enhance the City's ability to recover costs and serve its residents more effectively.

Use of city facilities for community organizations as a public benefit remains a key goal. For example, the schools can reserve the auditorium at no cost. We offer non-profit rates to local organizations. However, if we can maximize revenue from other users at other times, City and residents will benefit.

DISCUSSION:

In looking at maximizing the use of City facilities, we considering marketing our spaces, the rental process, and expanding/refining our offerings.

Marketing

Using an online system (see Rental Process) will enable us to be searchable online. The City can market the space through our website, social media, and consider other online advertising if there is a clear return on investment.

Recently, the City spoke with a professional event planner interested in using our facilities. This conversation highlighted a valuable opportunity: establishing a short list of vetted, recommended event planners who are familiar with the City's spaces and can assist users in organizing successful events. These planners would not only provide expert guidance to renters but also serve as ambassadors who actively promote our facilities within their networks, helping to increase awareness and bookings.

The City could offer a commission / discount to such partners. We can also be part of a more complete package offering by working with event planners.

Online efforts could include updated website content with booking instructions, tutorials, FAQs, and promotional videos. Social media channels, digital newsletters, and community calendars offer additional ways to highlight specific facilities and encourage engagement.

Offline outreach remains equally important, particularly for residents who may not be active online. This can involve printed flyers or brochures available at City Hall, libraries, and community centers; on-site signage with QR codes linking to the reservation system; and direct outreach to schools, nonprofits, and local organizations.

Hosting open houses or short training sessions may also help showcase the range of facilities available. Additionally, offering limited-time promotions, such as first-time user discounts or special rates for nonprofits, could help drive early interest and build momentum.

The Rental Process

As we looked at how other agencies are renting their spaces, we came across a company called Facilitron (<https://www.facilitron.com/>). Facilitron provides web-based platform designed to centralize and streamline the scheduling and rental of public facilities. It is widely used by cities, school districts, and parks departments to replace manual, paper-based systems with a more efficient digital workflow. Through Facilitron, users can view real-time availability, submit reservation requests, and manage necessary documents like insurance certificates or permits, all in one place.



Your Event. Your Space. Find it on Facilitron.

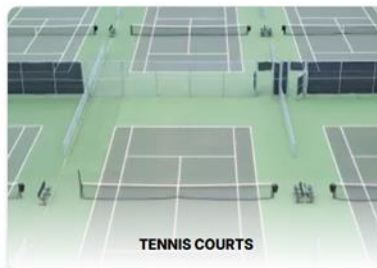
Connect with the ideal venue for your next event efficiently on Facilitron—the world's largest public spaces rental marketplace.



COMMUNITY OPERATORS

More Revenue. More Data. Less Work.

Transform your facility and rental business management with Facilitron's facility management platform. Experience enhanced efficiency and reduced workload with our suite.



The platform supports automated approval workflows, customizable pricing based on user type (e.g., nonprofit, private, government), and online payment and invoicing. This not only simplifies the experience for renters, but also streamlines the administration. Reporting tools help monitor usage trends, track cost recovery, and support data-informed policy decisions.

199 facilities found

Sort by Rating

Basketball Courts
Don Carlson HS
4170 Lusk Mill Road, Santa Clara, CA 95051
[Back View]

Outdoor Basketball Courts
Alta Vista Elementary School
2100 Bracken Valley Dr, Los Gatos, CA 95032
[Back View]

Outdoor Basketball Courts
Saratoga High School
20300 Montebello Ave, Saratoga, CA 95070
[Back View]

Backstop / Basketball Ct
Lugo High School
3270 Leigh Avenue, San Jose, CA 95128
Capacity: 200
[Back View]

Backstop / Basketball Courts
Blackhawk High School
4300 Woodmont Avenue, Carmichael, CA 95602
[Back View]

Outdoor Basketball Courts
Lyon Middle School
2750 Lyle Avenue, Alhambra, CA 91801
[Back View]

Backstop / Basketball Courts
Piedmont High School
18800 Piedmont Road, Saratoga, CA 95070
[Back View]

Backstop / Basketball Ct
Brachman High School
13700 Brachman Lane, San Jose, CA 95131
[Back View]

Backstop / Basketball Courts
[Back View]

Backstop / Basketball Courts
[Back View]

Backstop / Basketball Courts
[Back View]

Backstop / Basketball Courts
[Back View]

NATIONWIDE EXPOSURE

Make your spaces accessible to national and regional renter organizations who lease with Facilitron across the U.S.

Facilitron

Customers Using Facilities Booking Facilities Resources Support

Find Your Space

What kind of space do you need?

Basketball courts, Backdrops, Other...

Where do you need it?

City or Neighborhood...

Find My Space

AUSTIN
Independent School District

Austin Independent School District

Elementary Schools Middle Schools High Schools Other Campuses Performing Arts Center

COMMUNITY-FACING STOREFRONTS

Analyze how much it costs to use your facilities by location or user, and see how much of those costs you are recovering

The company has been around for 10 years and more than 10,000 customers, primarily school districts across the US. They will come out and take photographs, set us up in their system, and provide ongoing support. They work on a commission basis, taking 10% of rental income, with no other fees. We would need to see more than 10% increase to justify using them. We are currently generating about \$35,000 in rental income a year.

Implementing a platform like Facilitron would offer:

- A transparent, self-service portal for renters
- Tiered pricing with logic-based rules for different user groups
- Streamlined document submission and approvals
- Better internal coordination and reduced errors

Expanding and Refining Facility Offerings

In addition to upgrading the reservation system, there is an opportunity to reevaluate and expand how the City's facilities are packaged and made available. Many buildings include features such as kitchens, breakout rooms, or multi-purpose areas that are currently only rentable as part of a full-day or full-building package. Offering more flexible rental options, such as partial-day bookings or renting just a kitchen or one meeting room, could make the facilities more accessible and responsive to the needs of different users.

In terms of our kitchens or food-prep areas, more research is needed into whether the City needs approval from the county health department for certain uses or whether it's the renter's responsibility to ensure they abide by legal requirements. Facilities that could be rented:

1. 18 Main Conference room with video conferencing
2. Community Center
3. Community Center kitchen only (some lockable cabinets could be provided)
4. Snack Shack
5. Possibly picnic tables or portion of the park rental
6. Pool Party rental – portion of the pool area for private party while life guards are present
7. Grammar School – 4 large rooms available individually including Kitchen
8. Grammar School – Whole building
9. 18 Main St Auditorium – currently whole day only. Offer 2 or 4 hour blocks with pricing oriented to encourage full day

Other locations like Cribb Fields or Bryson Park basketball court could be an opportunity as well. We also have longer-term office space available for rent including Monteverde store and the former Arts Council location in the Grammar School.

BUDGET IMPACT:

This effort is aimed at increasing city revenue. If we move forward with the online service, Facilitron charges 10% of annual rental revenue. This cost can be absorbed, passed through, or shared with online renters.

ATTACHMENT:

Current Process:

<https://www.cityofsuttercreek.org/how-do-i/page/how-do-i-rent-city-facility>

Facilitron Process:

<https://www.facilitron.com/for-renters/renting-facilities-overview>