



County of Santa Cruz

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PARKS, OPEN SPACE & CULTURAL SERVICES

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BARRY C. SAMUEL, DIRECTOR

January 11, 1999

AGENDA: JANUARY 26, 1999

Board of Supervisors
County of Santa Cruz
701 Ocean Street
Santa Cruz, CA 95060

SUBJECT: LAST MINUTE RENTAL POLICY

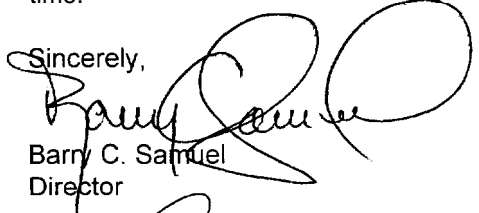
Dear Members of the Board:

On December 8, 1998 your Board directed the Department of Parks, Open Space and Cultural Services to develop a policy regarding the "last minute" rental of the community centers in County Park facilities (Highlands Park, Aptos Park, Simpkins Family Swim Center and Quail Hollow Ranch County Park). The "last minute" policy would allow individuals or organizations to rent a community center for a minimum 2 hour block of time on weekends rather than the currently required 8 hour block. The purpose for the required 8 hour block of time for weekend rentals is to maximize revenues. Weekend rental rates range from \$348.00 to \$771.00 per day (minimum of 8 hours), depending on location and season. In contrast, a 2 hour rental is at a rate of \$86.00 to \$208.00 depending on location and season. A 2 hour rental on a Saturday or Sunday effectively eliminates the opportunity to rent the entire center.

Parks Department staff has reviewed past rental requests and determined that the majority of rentals for community centers are made 4 to 6 months ahead of the event and at times 30 days prior to an event. Therefore, the staff is proposing a "last minute" rental policy of 21 days prior to the event. This "last minute" policy will allow staff to maximize rental revenue while allowing the access to the center when it is not being used for an all-day event.

It is therefore recommended that your Board approve the following "last minute" rental policy for rental of County Parks Department operated community centers: Community Centers shall be rented for a minimum of an 8 hour block of time on Saturdays or Sundays unless a room has not been rented 21 days prior to a date at which time the room shall be made available for a minimum of a 2 hour block of time.

Sincerely,


Barry C. Samuel
Director

RECOMMENDED:


County Administrative Officer

BCS:ja

cc: CAO, Auditor, County Counsel

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