



County of Santa Cruz

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PARKS, OPEN SPACE & CULTURAL SERVICES

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BARRY C. SAMUEL, DIRECTOR

August 28, 2000

AGENDA: September 12, 2000

BOARD OF SUPERVISORS

County of Santa Cruz

701 Ocean Street

Santa Cruz, CA 95060

SUBJECT: Live Oak Community Room

Dear Members of the Board:

During Last Day Reports, your Board requested a report back on the rental fees for the Live Oak Community Room at the Simpkins Family Swim Center. Specifically, your Board asked the Department to consider a reduced fee for smaller community meeting groups during the week.

Before the Swim Center opened, rental fees were estimated based on a slightly higher fee than our current older facilities such as Highlands and Aptos. However, after the first year, fees were reduced by 15% in order to become more competitive with other Capitola/Live Oak facilities such as Jade Street. Use of the Community Room has increased by 10% and current reservations for future events are increasing over last years requests. Even though the Parks Department does not have the resources to heavily advertise and market the Community Room, brochures and flyers are circulated and the biannual activity guide promotes park facilities as well. The Live Oak Community Room is now established and word of mouth has spread and more people are making reservations for weddings, parties, community meetings and recreation programs.

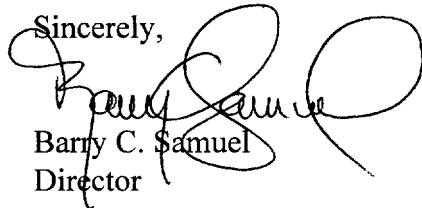
Currently, the entire Live Oak Community Room may be rented as a Full Room rental for up to 180 people at \$64 for the first two hours and \$32 per hour thereafter for Community and Non-Profit Groups. The Live Oak Community Room also has the ability to split into two sections and may be rented as a Large Room for up to 90 people for \$40 for the first two hours and \$20 per hour thereafter for Community and Non-Profit Groups. Similar community rooms, such as Jade Street Community Center, have the ability to split into smaller sections, thus allowing smaller community and non-profit meetings for up to 60 people at \$37.50 for the first two hours and \$18.75 per hour thereafter.

In order to better accommodate small community groups with limited financial resources and increase community meeting use of the Live Oak Community Center, the Parks Department is proposing to use the Small Room rate, for up to 45 people, during the week for \$18 for the first two hours and \$9 per hour thereafter for Community and Non-Profit Groups..

It is therefore RECOMMENDED that your Board:

1. Accept and file this report on use of the Live Oak Community Room; and
2. Approve the use of the Small Room rate of \$18 for the first two hours and \$9 per hour thereafter for a 1/4 of the Live Oak Community Room during the week to facilitate increased use by small Community and Non-Profit Groups; and
3. Direct that the revised fees be included in the next update to the unified fee schedule.

Sincerely,



Barry C. Samuel
Director

RECOMMENDED:



SUSAN A. MAURIELLO
County Administrative Officer

cc: CAO, Auditor-Controller, County Counsel, Parks

SECTION IV - FEE SCHEDULE - UNINCORPORATED SANTA CRUZ COUNTY

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A. INDOOR FACILITIES

	SCHEDULE A		SCHEDULE B		SCHEDULE C	
	HOUR	DAY	HOUR	DAY	HOUR	DA.
1. EXCLUSIVE & COMPLETE PARK FACILITY (16 HR) (C=center, A=athletic, G=grounds, P=parking, AQ=Aquatic Pools)						
Aptos Park=C,P,A	\$69.00	\$1011 .00	\$56.00	\$809.00	\$ -0-	\$ -0-
Highlands Park=C,P,A,G	132.00	1925.00	102.00	1495.00	-0-	-0-
Pinto Lake Park=P,A,G	78.00	1233.00	60.00	925.00	-0-	-0-
County Gov Center-P	53.00	851 .00	41.00	640.00	-0-	-0-
Neighborhood Parks (with parking lots)	22.00	348.00	18.00	260.00	-0-	-0-
Simpkins Swim Center=C,P,G,AQ (excluding Memorial Day-Labor Day)	300.00	4375.00	245.00	3500.00	-0-	-0-
2. EXCLUSIVE & COMPLETE CENTER (8 HR)						
Aptos Park (Incl: hall, kitchen, patio, gazebo, & reserved parking)	64.00	491 .00	45.00	370.00	-0-	-0-
Highlands Park (Incl: Lorenzo, Garden Art, Newell, kitchen, gazebo, & designated lawn area)	85.00	677.00	64.00	508.00	-0-	-0-
Quail Hollow Ranch (Incl: Quail Room, kitchen, picnic area)	59.00	421 .00	43.00	348.00	-0-	-0-
Simpkins Swim Center (Incl: Community Room, commercial kitchen, patio)	80.00	600.00	60.00	450.00	-0-	-0-
Valencia Hall Center	49.00	383.00	37.00	287.00	-0-	-0-
Watsonville Veterans Hall (Max. 12 Hrs.)	75.00	900.00	56.00	-0-	25.00	300.00
3. ROOM RENTALS (HOUR/8 HR) (Does not include staffing fee, which may be added)						
Community Room (180 capacity)	43.00	320.00	32.00	240.00	21 .00	160.00
Community Room Side A or B (90 capacity)	30.00	216.00	20.00	145.00	15.00	108.00
Large (100 capacity)	34.00	243.00	25.00	182.00	17.00	122.00
Medium (50-75 capacity)	20.00	149.00	16.00	112.00	9.00	74.00
Small (under 50 capacity)	14.00	102.00	9.00	76.00	6.00	50.00
Kitchen	9.00	74.00	7.00	56.00	5.00	38.
Commercial Kitchen	17.00	125.00	13.00	94.00	10.00	70.00