



Edwin M. Lee, Mayor
Philip A. Ginsburg, General Manager

To: Recreation and Park Commission
From: Dana Ketcham
Director, Permits and Reservations
Re: Approval of Fee Structure for Rental of Rooms in the Lake Merced Boathouse
Date: April 22, 2013

Agenda Item Wording: Lake Merced Boathouse: Discussion and possible action to approve revisions to Article 12, FEES of the Park Code to approve fees for rental of rooms in the Lake Merced Boathouse.

Background: The Lake Merced Boathouse is in the process of completing a renovation that will result in the creation of an event space that will accommodate meetings, conferences and parties including a balcony that overlooks the Lake. There is also a caterer's kitchen. The space will accommodate up to 85 people for meetings and up to 50 people for sit down meals. The Department needs to put into place a fee structure so that it can rent it to outside groups generate revenues to offset operational expenses.

Proposed Fee Structure:

In determining the fees for this structure, we reviewed the fee structures that we have in place for our other similar buildings including the Troquedero Clubhouse, County Fair Building Auditorium and the Sunnyside Conservatory. In addition, one of our objectives was to simplify the fee structure. Each of these venues has fee structures with a separate reservation fee and hourly fee which leads to confusion for the public without any benefit. As a result we have moved more recently to a straight hourly fee.

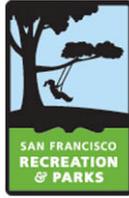
Several of these venues have fees based on the type of user, day of use and the purpose. We believe that a similar structure is appropriate for this venue since it can be used by a variety of different groups for a variety of different purposes. We recognize that not for profits holding a simple meeting should be charged a different rate than an organization charging for attendance or a private use. In addition, weeknights have relatively low demand and providing a lower cost structure will encourage their use. As a result we are recommending the following fee structure:

Type of Use	Mon-Thurs	Fri-Sun
Not For Profit Meeting*	\$40/hr	\$100/hr
Not for Profit Event (involves serving food)*	\$75/hr	\$100/hr
All Others	\$125/hr	\$200/hr

*No sales or admission fee

In addition, in order to encourage efficient use of the Facility, the Facility may also be booked for a reduced fee based on fixed time periods. A booking from 8 am to 4 pm or from 5 pm to midnight will be charged a maximum of 6 hours.





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We have based these fees on a review of our other comparable facilities as well as review of other similar facilities such as those in the Presidio Trust or Ft. Mason.

Staff Recommendation: Approval

