



Date: June 10, 2021
To: Board of Directors
From: Marti Brown, General Manager
Subject: Updated Master Fee Schedule for Kensington Park and Facility Rentals

Recommendation:

To consider the proposed Master Fee Schedule (Attachment 3), provide policy direction as necessary and approve an updated Master Fee Schedule for renting Kensington Park facilities.

Rationale for Recommendation:

This is an appropriate time for the KPPCSD to consider increasing its rental fees and possibly expanding its rental opportunities for the following reasons:

1. District fees are below market as compared to surrounding jurisdictions;
2. The District recently renovated and upgraded the Kensington Community Center offering an improved facility for rental;
3. The District could rent other park facilities that are currently not available for renting or used on a first-come, first-serve basis without a fee;
4. The Kensington Community Center has been closed for nearly two years and will re-open on June 15, 2021; and
5. The State's Covid 19 social distancing requirements are relaxing generating considerable renewed interest in renting Kensington Park facilities this coming summer.

Background:

With the re-opening of the newly renovated Community Center and the State's relaxing of Covid 19 social distancing requirements on June 15, 2021, it is an appropriate time to review the District's fee schedule and consider increasing rates. After reviewing the District's current rental fee structure and schedule (Attachment 1) and discussing it with staff, it seems that it has been more than a decade since it was reviewed and/or compared to surrounding local jurisdictions further warranting consideration for an update and potential increase. In addition, there are several facilities in the Park that the Board may want to consider for rental opportunities even though they have not been part of the rental fee structure in the past.

Discussion and Analysis:

In March 2021, staff initiated review and comparison of the District's rental facilities and fees with surrounding local jurisdictions including, El Cerrito, Albany, Berkeley and Richmond (Attachment 2). While not always an "apples to apples" comparison (e.g., not every jurisdiction has exactly the same facilities as Kensington), the comparison did reveal that the District's fee structure is to varying degrees overall below market and/or missing rental opportunities that could help increase District revenues. For example, the District's current hourly rental fee for the Community Center by a Kensington resident for a minimum of four hours is \$75/hour or \$300 total. In neighboring El Cerrito, Albany, Richmond, and Berkeley (for 4-5 hours), it costs \$1000, \$475, \$632, and \$328, respectively.

The District could also charge rental fees for other facilities that are not included in its current fee structure (e.g., Meeting Rooms, Kitchen, circular grass lawn in front of Community Center, amphitheater). Although the District does not at this time, there are other local jurisdictions, as indicated in Attachment 2 that rent/reserve meeting rooms, picnic tables and lawn areas for a fee.

Fiscal Impact:

The projected revenue for park facility rentals for fiscal year 2021-22 is estimated at \$30,000 (based on pre-Covid 19 revenues and prior fiscal years). Should the Board of Directors elect to increase the fee structure for park facility rentals and/or add new rental opportunities, staff projects that revenues could exceed the \$30,000 projection although an exact amount is unknown at this time.

Attachments:

- Attachment 1: Current Kensington Fee Structure
- Attachment 2: Fee Structure Comparison with Other Surrounding Jurisdictions
- Attachment 3: Proposed Kensington Fee Structure