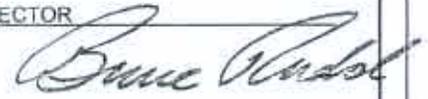


AGENDA ITEM NO. 9:15am E  
COUNCIL MEETING Jan 14, 2010  
APPROVED BY

January 14, 2010

DEPARTMENT DIRECTOR

CITY MANAGER



FROM: BRUCE A. RUDD, Assistant City Manager

SUBJECT: APPROVE THE 488<sup>TH</sup> AMENDMENT TO THE MASTER FEE SCHEDULE  
ESTABLISHING RENTAL RATES FOR CHUKCHANSI STADIUM ON CITY  
SPONSORED EVENT DATES

#### RECOMMENDATION

Staff recommends that the City Council approve the 488<sup>th</sup> Amendment to the Master Fee Schedule establishing rental rates for Chukchansi Stadium on City sponsored event dates.

#### EXECUTIVE SUMMARY

Under the amended Stadium Sublease, the City of Fresno is entitled to book events at Chukchansi Stadium on any day it is not in use for a scheduled home baseball or soccer game; scheduled field rest or maintenance; general stadium maintenance; or load-in and load-out requirements for a tenant event. The proposed Master Fee Schedule amendment establishes the rate structure for renting the Stadium and its various amenities (600 Club, the Tecate Cantina, and the Owner's Suite) on City sponsored event dates. Rental revenues generated will be used to offset General Fund debt service payments.

#### BACKGROUND

Under the original Stadium Sublease, it was acknowledged that the City intended to make maximum use of the stadium to generate revenues and produce events. In the original agreement, the City of Fresno was entitled to seventeen (17) City sponsored event dates. Subsequently in November 2008, upon execution of the third amendment to the sublease, the number of days available for City events increased to any day the stadium is not in use for a scheduled home baseball or soccer game, scheduled field rest or maintenance, general stadium maintenance or load-in and load-out requirements for a tenant event. The City is actively marketing the Stadium and its various amenities (600 Club, the Tecate Cantina, and the Owner's Suite) to local and external promoters. The proposed Master Fee Schedule amendment officially establishes a rental rate structure for the venue.

The rate schedules contained in the proposed Master Fee Schedule amendment were developed to position Chukchansi Stadium to compete with other local venues of comparable size. Several local stadium operators were contacted regarding the fees charged for concerts and/or special events. Results of the informal survey are reflected in the following table:

REPORT TO THE CITY COUNCIL  
PROPOSED AMENDMENT TO THE MASTER FEE SCHEDULE ESTABLISHING RENTAL RATES AT  
CHUKCHANSI STADIUM ON CITY USE DAYS

Page 2

Venue	City	Capacity	Non-Baseball Rental Rate
1. The Epicenter	Rancho Cucamonga	6,200	\$3,500 - \$5,000
2. Sam Lynn Ball Park	Bakersfield	4,600	\$4,500 - \$8,000
3. John Thurman Field	Modesto	4,000	\$5,500 - \$10,000
4. Banner Island Ball Park	Stockton	5,000	\$4,000 - \$8,000
5. AT&T Park	San Francisco	6,800	\$5,000 - \$17,000
6. Greek Theater	Los Angeles	6,162	\$7,500 - \$15,000
7. Anaheim Stadium	Anaheim	7,500	\$5,000 - \$7,500

Based on this information, fees for the use of the stadium have been structured based on the type of event being held: Concerts, Multi-Concert Events and Special Events (other than concerts).

Concerts can be defined as one-time musical event, whereas Multi-Concert Events are musical performances occurring on more than one day. Multi-Concert Event fees have been structured to provide a volume discount over the fees charged for one-time Concerts.

Special Events are all events other than concerts. Rental fees for Special Events will be based on the type of event being held with consideration for attendance, costs for utilities and security consistent with individual agreements.

#### **FISCAL IMPACT**

The recommended Master Fee Schedule Amendment establishes rental rates for use of Chukchansi Stadium on City sponsored event dates. Revenue generated from rental revenues will be used towards offsetting the amount paid from the General Fund towards debt service payments for the Stadium.

RESOLUTION NO. \_\_\_\_\_

A RESOLUTION OF THE COUNCIL OF THE CITY OF FRESNO ADOPTING THE 488th AMENDMENT TO THE MASTER FEE SCHEDULE RESOLUTION NO. 80-420 TO ESTABLISH VARIOUS RENTAL RATE FEES AT THE CHUKCHANSI STADIUM IN THE GENERAL GOVERNMENT SECTION

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF FRESNO:

THAT the Master Fee Schedule Resolution No. 80-420 be and is hereby amended to establish various rental rate fees at the Chukchansi Stadium in the General Government Fee Section. The revised pages of the Master Fee Schedule are attached as Exhibit "A" and are hereby incorporated by reference and made a part of this Resolution.

THAT fees shall become effective upon final passage.

CLERK'S CERTIFICATION

STATE OF CALIFORNIA )  
COUNTY OF FRESNO )ss.  
CITY OF FRESNO )

I, REBECCA E. KLISCH, City Clerk of the City of Fresno, certify that the foregoing Resolution was adopted by the Council of the City of Fresno, California, at a regular meeting thereof, held on the day of \_\_\_\_\_, 2010.

AYES:  
NOES:  
ABSENT:  
ABSTAIN:

Mayor Approval: \_\_\_\_\_, 2010  
Mayor Approval/No Return: \_\_\_\_\_, 2010  
Mayor Veto: \_\_\_\_\_, 2010  
Council Override Veto: \_\_\_\_\_, 2010

REBECCA E. KLISCH  
City Clerk

APPROVED AS TO FORM  
CITY ATTORNEY'S OFFICE

BY: \_\_\_\_\_  
Tei Yukimoto, Sr. Deputy City Attorney



# CITY OF FRESNO MASTER FEE SCHEDULE AMENDMENT SUMMARY

## OFFICE OF THE MAYOR AND CITY MANAGER

The Office of the Mayor and City Manager is recommending establishing of the following fee structure for events held at Chukchansi Stadium.

### GENERAL RECREATION FEES SECTION

Fee Description	Current	New	Justification Page #	MFS Page#
<b>Chukchansi Stadium</b>				9
<b>Concert Fees</b>				
Stadium Rental	New	\$4,000	3	9
Field Usage Fee	New	\$1,500	3	
Rental Deposit (Applied toward rental or cancellation fee.)	New	\$2,000	3	
Stage Rental	New	\$1,200	3	
Event Services	New	\$ 300	3	
Box Office (per day)	New	\$ 350	3	
Post Event Cleaning Deposit (Up to 70% refundable based upon condition of the facility after completion of the rental agreement.)	New	\$2,500	3	
Possessory Tax	New	\$ 500	3	
Reservation Cancellation Fee 30 days or more before event	New	\$1,000	3	
Less than 30 days before event	New	50% of stadium rental fee	3	
<b>Multi-Concert Fees (per Event)</b>				
Stadium Rental	New	\$2,500	4	9
Field Usage Fee	New	\$1,500	4	
Rental Deposit (Applied toward rental or cancellation fee.)	New	\$1,500	4	
Stage Rental	New	\$ 600	4	
Event Services	New	\$ 300	4	
Box Office	New	\$ 350	4	
Post Event Cleaning Deposit (Up to 70% refundable based upon condition of the facility after completion of the rental agreement.)	New	\$2,500	4	
Possessory Tax	New	\$ 500	4	
Reservation Cancellation Fee 30 days or more before event	New	\$ 750	4	
Less than 30 days before event	New	50% of stadium rental fee	4	

<b>Special Event Fees (Other than Concerts)</b>				
Stadium Rental (based on type of event)	New	\$2,000 - \$7,500	5	10
Field Usage Fee (based on type of event)	New	\$1,500 - \$3,500	5	
Rental Deposit (Applied toward rental or cancellation fee.)	New	\$2,000	5	
Stage Rental	New	\$1,200	5	
Event Services	New	\$ 300	5	
Box Office per day	New	\$ 350	5	
Post Event Cleaning Deposit (Up to 70% refundable based upon condition of the facility after completion of the rental agreement.)	New	\$2,500	5	
Possessory Tax	New	\$ 500	5	
Reservation Cancellation Fee 30 days or more before event	New	\$1,000	5	
Less than 30 days before event	New	50% of stadium rental fee	5	
<b>Owners Suite Fees</b>				
Rental	New	\$ 450	6	10
Deposit (Applied toward rental or cancellation fee.)	New	\$ 225	6	
Reservation Cancellation ) Fee 30 days or more before event	New	\$ 125	6	
Less than 30 days before event	New	\$ 225	6	
<b>600 Club Fees</b>				
Rental	New	\$ 600	7	10
Deposit (Applied toward rental or cancellation fee.)	New	\$ 300	7	
Reservation Cancellation Fee 30 days or more before event	New	\$ 200	7	
Less than 30 days before event	New	\$ 300	7	
<b>Tecate Cantina Fees</b>				
Rental	New	\$ 500	8	10
Deposit (Applied toward rental or cancellation fee.)	New	\$ 250	8	
Reservation Cancellation Fee 30 days or more before event	New	\$ 125	8	
Less than 30 days before event	New	\$ 250	8	

**CITY OF FRESNO  
 MASTER FEE SCHEDULE  
 AMENDMENT DETAIL**

**GENERAL GOVERNMENT  
 THE OFFICE OF THE MAYOR AND CITY MANAGER**

**Chukchansi Stadium Concert Rental Fees**

The Office of the Mayor and City Manager recommends establishing the following fee structure for concert events held at Chukchansi Stadium.

<u>Fee Type</u>	<u>Amount</u>	<u>Rate</u>
Stadium Rental	\$ 4,000.00	Flat Rate
Field Usage Fee	\$ 1,500.00	Flat Rate
Rental Deposit	\$ 2,000.00	will apply toward rental fee
Stage Rental	\$ 1,200.00	Flat Rate
Event Services	\$ 300.00	Flat Rate
Box Office (per day)	\$ 350.00	Flat Rate
Post Event Cleaning Deposit	\$ 2,500.00	up to 70% refundable
Possessory Tax	\$ 500.00	Flat Rate

If event is cancelled 30 days or more before event date a \$1,000.00 date hold fee will be deducted from rental deposit. If event is cancelled within 30 days from event date the City will retain 50% of the stadium rental fee for holding the date and the remaining balance will be refunded to event organizer.

**CITY OF FRESNO  
 MASTER FEE SCHEDULE  
 AMENDMENT DETAIL**

**GENERAL GOVERNMENT  
 THE OFFICE OF THE MAYOR AND CITY MANAGER**

**Chukchansi Stadium Multi-Concert Rental Fees (Per Event)**

The Office of the Mayor and City Manager recommends establishing the following fee structure for multi-concert events held at Chukchansi Stadium.

<u>Fee Type</u>	<u>Amount</u>	<u>Rate</u>
Stadium Rental	\$ 2,500.00	Flat Rate
Field Usage Fee	\$ 1,500.00	Flat Rate
Rental Deposit	\$ 1,500.00	will apply toward rental fee
Stage Rental	\$ 600.00	Flat Rate
Event Services	\$ 300.00	Flat Rate
Box Office (per day)	\$ 350.00	Flat Rate
Post Event Cleaning Deposit	\$ 2,500.00	up to 70% refundable
Possessory Tax	\$ 500.00	Flat Rate

If event is cancelled 30 days or more before event date a \$750.00 date hold fee will be deducted from rental deposit. If event is cancelled within 30 days from event date the City will retain 50% of the stadium rental fee for holding the date and the remaining balance will be refunded to event organizer.

**CITY OF FRESNO  
 MASTER FEE SCHEDULE  
 AMENDMENT DETAIL**

**GENERAL GOVERNMENT  
 THE OFFICE OF THE MAYOR AND CITY MANAGER**

**Chukchansi Stadium Special Event Rental Fees**

The Office of the Mayor and City Manager recommends establishing the following fee structure for special events held at Chukchansi Stadium.

<u>Fee Type</u>	<u>Amount</u>	<u>Rate</u>
Stadium Rental	\$2,000.00 - \$7,500.00	Flat Rate
Field Usage Fee	\$1,500.00 - \$3,500.00	Flat Rate
Rental Deposit	\$ 2,000.00	will apply toward rental fee
Stage Rental	\$ 1,200.00	Flat Rate
Event Services	\$ 300.00	Flat Rate
Box Office (per day)	\$ 350.00	Flat Rate
Post Event Cleaning Deposit	\$ 2,500.00	up to 70% refundable
Possessory Tax	\$ 500.00	Flat Rate

Stadium Rental and Field Usage Fees will be based upon the type of event being held with consideration for attendance, costs for utilities and security consistent with individual agreements. If event is cancelled 30 days or more before event date a \$1,000.00 date hold fee will be deducted from rental deposit. If event is cancelled within 30 days from event date the City will retain 50% of the stadium rental fee for holding the date and the remaining balance will be refunded to event organizer.

**CITY OF FRESNO  
MASTER FEE SCHEDULE  
AMENDMENT DETAIL**

**GENERAL GOVERNMENT  
THE OFFICE OF THE MAYOR AND CITY MANAGER**

**Chukchansi Stadium Owners Suite Rental Fees**

The Office of the Mayor and City Manager recommends establishing the following fee structure for rental of the Owner's Suite at Chukchansi Stadium.

<u>Fee Type</u>	<u>Amount</u>	<u>Rate</u>
Rental Fee	\$ 450.00	Flat Rate
Reservation Deposit	\$ 225.00	will apply toward rental fee

If event is cancelled 30 days or more before event date a \$125.00 date hold fee will be applied and the remaining balance will be refunded to event organizer. If event is cancelled within 30 days a \$225.00 hold fee will be deducted from payment.

**CITY OF FRESNO  
MASTER FEE SCHEDULE  
AMENDMENT DETAIL**

**GENERAL GOVERNMENT  
THE OFFICE OF THE MAYOR AND CITY MANAGER**

**Chukchansi Stadium 600 Club Rental Fees**

The Office of the Mayor and City Manager recommends establishing the following fee structure for rental of the 600 Club at Chukchansi Stadium.

<u>Fee Type</u>	<u>Amount</u>	<u>Rate</u>
Rental Fee	\$ 600.00	Flat Rate
Reservation Deposit	\$ 300.00	will apply toward rental fee

If event is cancelled 30 days or more before event date a \$200.00 date hold fee will be applied and the remaining balance will be refunded to event organizer. If event is cancelled within 30 days a \$300.00 hold fee will be deducted from payment.

**CITY OF FRESNO  
MASTER FEE SCHEDULE  
AMENDMENT DETAIL**

**GENERAL GOVERNMENT  
THE OFFICE OF THE MAYOR AND CITY MANAGER**

**Chukchansi Stadium Tecate Cantina Rental Fees**

The Office of the Mayor and City Manager recommends establishing the following fee structure for rental of the Tecate Cantina at Chukchansi Stadium.

<u>Fee Type</u>	<u>Amount</u>	<u>Rate</u>
Rental Fee	\$ 500.00	Flat Rate
Reservation Deposit	\$ 250.00	will apply toward rental fee

If event is cancelled 30 days or more before event date a \$125.00 date hold fee will be applied and the remaining balance will be refunded to event organizer. If event is cancelled within 30 days a \$250.00 hold fee will be deducted from payment.

**CITY OF FRESNO  
MASTER FEE SCHEDULE**

**GENERAL GOVERNMENT FEES**

<u>Fee Description &amp; Unit/Time</u>	<u>Current</u>	<u>Proposed</u>	<u>Amnd</u>
<b>Chukchansi Stadium</b>			
<b>Art, Park, Entertainment &amp; Sports Fee Stadium</b>			476
(This fee is applicable to Chukchansi Park only. Ticket surcharge fee is to be applied to all tickets sold for attendance to all event types)			effective 12/01/08
12/01/08 to 11/30/2013	1.00		
12/01/2013 to 11/30/2031	1.50		
<b>Concert Fees</b>			
Stadium Rental		4,000	488*
Field Usage Fee		1,500	
Rental Deposit		2,000	
(Applied toward rental or cancellation fee.)			
Stage Rental		1,200	
Event Services		300	
Box Office (per day)		350	
Post Event Cleaning Deposit		2,500	
(Up to 70% refundable based upon condition of the facility after completion of the rental agreement.)			
Possessory Tax		500	
Reservation Cancellation Fee			
30 days or more before event		1,000	
Less than 30 days before event		50% of stadium rental fee	
<b>Multi-Concert Fees</b>			
Stadium Rental		2,500	
Field Usage Fee		1,500	
Rental Deposit		1,500	
(Applied toward rental or cancellation fee.)			
Stage Rental		600	
Event Services		300	
Box Office		350	
Post Event Cleaning Deposit		2,500	
(Up to 70% refundable based upon condition of the facility after completion of the rental agreement.)			
Possessory Tax		500	
Reservation Cancellation Fee			
30 days or more before event		750	
Less than 30 days before event		50% of stadium	

\* 488th amendment shall become effective upon final passage. Council Meeting will be held 1/14/10.

**CITY OF FRESNO  
MASTER FEE SCHEDULE**

**GENERAL GOVERNMENT FEES**

Fee Description & Unit/Time	Current	Amnd
<b>Special Event Fees (Other than Concerts)</b>		
Stadium Rental (based on type of event)**	2,000-7,500	488*
Field Usage Fee (based on type of event)**	1,500-3,500	
Rental Deposit (Applied toward rental or cancellation fee.)	2,000	
Stage Rental	1,200	
Event Services	300	
Box Office per day	350	
Post Event Cleaning Deposit (Up to 70% refundable based upon condition of the facility after completion of the rental agreement.)	2,500	
Possessory Tax	500	
Reservation Cancellation Fee 30 days or more before event	1,000	
Less than 30 days before event	50% of stadium rental fee	
<b>Owners Suite Fees</b>		
Rental	450	
Deposit (Applied toward rental or cancellation fee.)	225	
Reservation Cancellation Fee 30 days or more before event	125	
Less than 30 days before event	225	
<b>500 Club Fees</b>		
Rental	600	
Deposit (Applied toward rental or cancellation fee.)	300	
Reservation Cancellation Fee 30 days or more before event	200	
Less than 30 days before event	300	
<b>Tecate Cantina Fees</b>		
Rental	500	
Deposit (Applied toward rental or cancellation fee.)	250	
Reservation Cancellation Fee 30 days or more before event	125	
Less than 30 days before event	250	

\* 488th amendment shall become effective upon final passage. Council Meeting will be held 1/14/10

\*\* Rental fees for Special Events will be based on the type of event being held with consideration for attendance, costs for utilities and security consistent with individual agreements.