



City of Hallandale Beach City Commission Agenda Cover Memo

Meeting Date:	Item Type:		1 st Reading	2 nd Reading
11/6/2019	<input type="checkbox"/> Resolution <input type="checkbox"/> Ordinance <input checked="" type="checkbox"/> Other PRESENTATION	Ordinance Reading	Click or tap to enter a date.	Click or tap to enter a date.
		Public Hearing	<input type="checkbox"/>	<input type="checkbox"/>
		Advertising Required	<input type="checkbox"/>	<input type="checkbox"/>
		Quasi Judicial:	<input type="checkbox"/>	<input type="checkbox"/>
Fiscal Impact (\$):	Account Balance (\$):	Funding Source:	Project Number :	
n/a	n/a	n/a	n/a	
Contract/P.O. Required	RFP/RFQ/Bid Number:	Sponsor Name:	Department:	
<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	n/a	Cathie Schanz, CPRE	Parks, Recreation and Open Spaces	
Strategic Plan Focus Areas:				
<input checked="" type="checkbox"/> Financial	<input type="checkbox"/> Organizational Capacity	<input type="checkbox"/> Infrastructure	<input checked="" type="checkbox"/> Development, Redevelopment and Economic Development	
Implementation Timeline				
Estimated Start Date: 11/1/2020 Estimated End Date: Until Further Notice				

SHORT TITLE:

STAFF UPDATE ON ADMINISTRATIVE POLICY FOR FACILITY FEE WAIVERS AND FEE WAIVER REQUEST FOR HALLANDALE SYMPHONIC POPS ORCHESTRA

STAFF SUMMARY:

Summary:

The Parks Facility Use Fee Waiver Standard Operating Procedure is part of a City Administrative Policy and considers non-profit organization's fee waiver request. For fiscal years 17/18 and 18/19, a total of \$149,793 were granted in fee waivers by the City Manager. Due to the strategic goal of developing long term plan to build financial reserves, staff has updated the Administrative

Policy for fee waivers to minimize opportunity costs and improve cost recovery for facility use reservations.

Additionally, staff is recommending a fee waiver to the Hallandale Beach Symphonic Pops Orchestra with specific conditions described herein.

Background:

Parks Facility Use Fee Waiver Administrative Policy

The prior Parks Facility Use Fee Waiver Administrative Policy stipulated that a non-profit's fee waiver request was limited to twelve (12) uses per year, one (1) per month, and only the facility rental fee was eligible for the fee waiver request. Prior Administrative Policy called for requester to pay the required usage fees, and security deposit for the use.

In Fiscal Year 2017/18, \$109,290 in fee waivers were granted following the Parks Facility Use Fee Waiver Administrative Policy and allowing for exemptions. This amount was reduced to \$40,503 in Fiscal Year 2018/19 by strict adherence to the policy, with less exceptions approved. Strict adherence to Administrative Policy helped increase availability of City facilities for paying customers while reducing our internal costs that would be required to staff non-revenue generating usage of the City's facilities. An updated to the Parks Facility Use Fee Waiver Administrative Policy has been implemented.

Hallandale Symphonic Pops Orchestra Fee Waiver Request

The Hallandale Symphonic Pops Orchestra requested a fee waiver for use of the Cultural Community Center Auditorium for orchestra practices for the upcoming concert season.

The Hallandale Symphonic Pops Orchestra was founded in 1989 and is celebrating their 30th Anniversary this year. The Hallandale Symphonic Pops Orchestra is a not-for-profit organization that was formerly an annual recipient of a Community Partnership Grant (CPG). As a condition of their former CPG agreement, the use of City of Hallandale Beach park facilities was previously provided at no charge through their grant agreement.

The Hallandale Symphonic Pops Orchestra previously performed in Hallandale Beach at the Sport of Kings Theater at Gulfstream Village. Due to budget constraints, the organization was no longer able to use/ afford that facility, and consequently, moved to the Hollywood Central Performing Arts Center beginning with their 2015/16 season. The group previously performed four concerts per season but have reduced their 2019/20 season concert series to two, one in December 2019, and one in March 2020. Each concert requires four (4) practices, which are held weekly, the month prior to each concert (November 2019 and February 2020).

The Hallandale Symphonic Pops Orchestra is comprised of approximately 45 members, 10 of which are City of Hallandale Beach residents. All musicians are paid. Considering the budget restrictions this year, they have reduced the payments to the musicians for the current concert year.

Current Situation:

Parks Facility Use Fee Waiver Administrative Policy

To reduce the opportunity costs and improve cost recovery of facility use, the Administrative Policy has been updated to require payment of direct costs associated for all use of facilities held

outside of the normal administration operating hours. In addition, the Administrative Policy also limits fee waivers to only Mondays through Thursday excluding Fridays, Saturdays, and Sundays. Further updates include placing a maximum of two weekend waivers, per organization, per year. The revised Administrative Policy also requires a contribution to the City's Police Athletic League (PAL) organization.

Hallandale Symphonic Pops Orchestra Fee Waiver Request

The Hallandale Symphonic Pops Orchestra has approximately 275 Season Ticket Holders, 135 are from the City of Hallandale Beach. They do not currently offer a discount to Hallandale Beach residents but would consider doing so in the future. The Pops also have approximately 35 walk-ins, but do not record demographic information from those audience members in terms of where they reside.

The fee waiver request for the use of the Cultural Center included Friday practices and did not meet the updated requirements of the Parks Facility Use Fee Waiver Administrative Policy. The Hallandale Symphonic Pops Orchestra will be adjusting their practices, previously scheduled for Fridays, to Thursdays after the November 1st practice in order to eliminate direct staffing costs. An exemption is being made to allow the Orchestra to use the facility, as long as they pay the direct costs associated with the November 1st use.

The Hallandale Symphonic Pops Orchestra traditionally provides a free ensemble concert to open our annual Holiday Celebration. However, due to the timing of their December concert, they will not be available to perform at this year's event. However, they are open to having an ensemble perform for the Austin Hepburn Center seniors at our convenience.

A request was made by City Management, for the Hallandale Symphonic Pops Orchestra to hold an additional concert as a fund raiser for the Police Athletic League, and/or to add a contribution to PAL to their ticket price in exchange for the use of the Cultural Community Center for practice. However, due to limited funds to pay the musicians and limited promotional time, they do not feel an additional concert is possible, and the tickets have already been printed and sold, therefore the contribution cannot be added to ticket price, after the fact. The Hallandale Symphonic Pops Orchestra did agree to set up a table and chairs in the lobby of their concerts for information on contributions to PAL and will also include written information in their concert program on the PAL organization. In addition, they will also invite a PAL representative up to the stage before intermission to introduce PAL and ask for contributions.

Finally, the Hallandale Symphonic Pops Orchestra has agreed to donate fifty (50) tickets per concert for the Teen Zone at OB Johnson Park, to allow our teens to attend as a field trip with staffing. In exchange, the City will assist the Orchestra in promoting their concerts. To date, information has placed on the digital bulletin boards on Federal Highway, in the City Hall lobby, in City park facilities, and on the City's Social Media channels as well.

The Hallandale Symphonic Pops Orchestra has agreed to these terms and will be holding their practices at the Cultural Community Center in preparation of their Holiday Concert to be held on December 3rd at 7:30pm and on March 10th at 7:30pm. Both concerts will be held at the Hollywood Central Performing Arts Center, which is located at 1770 Monroe St.

Why Action is Necessary:

No specific action is necessary. This agenda item is informational and provides an update on the Parks Use Fee Facility Waiver and provides status of the Hallandale Symphonic Pops Orchestra Fee Waiver Request.

Cost Benefit:

This item reduces associated opportunity costs of fee waivers and provides opportunities for increased revenues for cost recovery of City facility use. Additional opportunities have also been created, which will assist the PAL program with both promotional and potential fundraising opportunities.

PROPOSED ACTION:

No Commission Action Necessary

ATTACHMENT(S):

Exhibit 1: Parks Fee Waiver Information and Request Form

Exhibit 2: Concert Flyer 2019/20 Season