



MEMORANDUM

TO: Bruce Walden, Bill Gray, and Ron Eldridge
FROM: Pat Pioletti
DATE: April 12, 2002
RE: Civic Center

During the last Committee of the Whole meeting, while discussing the proposed schedule of fees, some questions arose regarding the Civic Center and the proposed rate increase. Specifically, members were interested in the definitions of Ballroom and Session in the rate schedule, and were also interested in the rationale behind the proposed rate increase. I will attempt to address those items herein.

We use the term Ballroom to describe the entire building with all of the partitions removed. The building is subdividable into smaller rooms called quadrants, to fit the size requirements of various groups...smaller groups into smaller (and cheaper) rooms. The Ballroom is the total space of all four quadrants.

A session refers to either morning, afternoon, or evening. The rates are based upon session prices not hourly, except in the cases of early arrival or late departure. If a group rents the afternoon session on a given day, they have access to the space from 1:00 PM through 5:00 PM. Time is built into the schedule between sessions to allow for transition, i.e. clean up or set up, between groups. The rate for weekend rental is further clarified for Saturday evenings. This is the most valuable time slot available and the most requested. This means that it is also the easiest to rent. Based upon this popularity, we charge a premium for that time slot. This accounts for the two prices for weekend rental indicated in the rate schedule (120/200 and 220/320). The current premium for Saturday evening rental is \$200.00 in addition to all other applicable charges. So, if you rent the Ballroom for the evening session on Friday, the room charge is \$120.00 compared to the same space on Saturday evening costing \$220.00.

The proposed increase in the minimum charge on Saturday evening, from \$200.00 to \$250.00, is based upon a telephone survey of other facilities in the community. Our desire is to make the Civic Center a low cost meeting facility for the citizens of Urbana, and our inquiries show that we, with the rate increase, will remain the most affordable site. The fiscal goal is to attempt to break even on the Civic Center operation. Weekday daytime slots are difficult to rent, as are Sunday evenings and occasionally weeknights. Charging more for popular time slots is basic business. We try to make more money when we can to offset the times when we don't make any.

I hope this answers all of the questions. If not, I remain available by telephone, 384-2375, or by e-mail for further clarification.