

APPROVED
JUN 17 2009

REPORT OF GENERAL MANAGER

NO. 09-175

DATE June 17, 2009

**BOARD OF RECREATION
and PARK COMMISSIONERS**

C.D. 4

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: WATTLES MANSION AND GARDENS – ASSIGNMENT OF A SPECIAL ACCOUNT AND ESTABLISHMENT OF RATES AND FEES

R. Adams	_____	J. Kolb	_____
H. Fujita	_____	F. Mok	_____
S. Huntley	_____	K. Regan	_____
*V. Israel	_____	M. Shull	_____

Approved _____

Disapproved _____


General Manager

Withdrawn _____

RECOMMENDATION:

That the Board:

1. Authorize the Department's Chief Accounting Employee to establish a Wattles Special Fund account;
2. Approve the Schedule of Rates and Fees for Wattles Mansion and Gardens, as outlined in the body of this report and the attached schedules, effective upon approval of the Board;
3. Designate Wattles Mansion and Gardens as a special use facility for filming and include this designation in Film Permit Fees schedule; and,
4. Authorize staff to amend the relevant sections in the Schedule of Rates and Fees to incorporate these changes.

SUMMARY:

As of May 18, 2009 (FY 08-09), the Griffith-Metro Region assumed responsibilities for Wattles Mansion and Gardens. The central goals of this effort and the proposals that have grown from it are to provide better service to the public and to improve management of public property resources. These responsibilities will be all inclusive of indoor/outdoor maintenance, facility repair and improvements, rental of the mansion and grounds for meetings, seminars, social gatherings, film production and liaison with the neighborhood council and Curson Street Community Group.

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There are no budgeted monies appropriated to operate Wattles Mansion and Gardens. It is recommended that a Wattles Special Fund account be established for all revenue deposits, salaries and expenses. Until the Wattles Special Fund account has adequate resources to pay salaries and expenses, the Park Services Division will allocate monies from other Special Fund Accounts managed by this Division.

The Park Services Division was selected to assume these responsibilities. The Park Services Division currently manages the following Department revenue-producing facilities: Sherman Oaks Castle Park, Park Film Office, Travel Town, Friendship Auditorium, Grace E. Simons Lodge, Orcutt Ranch, Griffith Park Visitor Center and Auditorium and Department Pay Parking Lots and Pay Tennis Courts that are located in all Department Regions.

Staff recommendations for proposed fees for public rental are based on the highly desirable and unique amenities that Wattles Mansion offers. A survey was conducted of similar facilities and the proposed rental rates and fees to determine a fair and competitive rental fee schedule. A comparison report is attached to this report. The fees were determined for filming and photography in collaboration with Film LA. It is also recommended that Wattles Mansion and Gardens be designated as a special use facility and listed as such in the Film Permit Fees schedule.

FISCAL IMPACT STATEMENT:

This proposal poses no impact to the Department's General Fund. Upon assuming operation of the facility, staff and funding will be provided from Park Services Division, which currently operates other Department facilities similar to Wattles Mansion and Gardens. The revenue generated from the rental of this facility will be used to supplement the operating costs.

This report was prepared by Joe Salaices, Principal Park Services Attendant, Griffith-Metro Region.

RATES AND FEES

100% of Fees to be deposited into the Wattles Mansion Special Fund Account.

Meeting Room Only (Available Monday – Thursday **Holidays excluded)

First 3 hours	\$ 300.00
Each additional hour	\$ 100.00

House, Garden and Front Lawn

First 5 hours	\$3,500.00
Each additional hour	\$ 700.00

****HOLIDAYS INCLUDE:** New Years Day, Martin Luther King's Birthday, Presidents Day, Cesar Chavez Day, Memorial Day, Independence Day, Labor Day, Columbus Day, Veteran's Day, Thanksgiving, the day after Thanksgiving and Christmas

Deposit:

Refundable Building Deposit (house, garden and front lawn)	\$1,000.00
Refundable Building Deposit (meeting room)	\$ 200.00

Pre-Event and Post-Event Charges:

A fee will be charged for any use of the facility before or after the event for activities including food handling, decorating, set-up, deliveries, extra clean-up, pick-up, etc.

Monday – Thursday	\$ 80.00 per hour
Friday – Sunday	\$ 100.00 per hour

Alcohol Policy:

City contracted bar services must provide and serve all beverages.

Rehearsal Fees:

Wedding rehearsals may be scheduled within 60 days of event on Wednesdays or Thursdays 4:00 PM – 8:00 PM	\$ 150.00 flat fee
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Minimum Payment to Guarantee Reservation:

Payable within ten (10) days of the initial reservation (house, garden and front lawn)	\$1,500.00
Payable within ten (10) days of the initial reservation (meeting room)	\$ 500.00

Cancellation Fees:

Cancellation prior to 60 days of event	50% of refundable deposit
Cancellation within 60 days of event	50% of all use fees
Postponement (one time maximum, cancellation fee thereafter)	\$ 125.00

Film Rates:

Use of Wattles Mansion and Gardens for filming or photography is subject to the availability based on other reserved activities. Filming and photography is usually allowed Monday through Friday from 7:00 AM – 10:00 PM. Holiday and weekend filming is generally not permitted.

Filming	\$3,500.00 per day
Prep/Strike	\$1,750.00 per day
Commercial Still Photography (1 – 15 persons)	\$ 350.00 per day
Commercial Still Photography (15+ persons)	\$ 700.00 per day
Non-Commercial Still Photography/Video (without booking an event)	\$ 50.00 (2 hours) \$ 25.00 each additional hour
Utility (each for electricity, gas, or water)	\$ 75.00/day, per utility
Department Film Monitor	\$ 38.00/hour (2-hour minimum)

- Requests for permission for filming or photography should be received no less than 48 business hours in advance. Although we will make every effort to accommodate requests that are received less than 48 business hours prior to filming, we cannot ensure that they will be approved.
- Requesters are required to hold reservations with the Department film office for filming days and locations.
- Permission/approval of filming or photography is exclusive to the Permittee and is not transferable (no subletting).
- Students – Student filmmakers and photographers may be exempt from film fees, but may be subject to film monitor fees depending on the scope of the project.
- Base Camp, catering, parking and camera tests are excluded unless filming or photography is permitted as well.

Minimum Payment to Guarantee Reservation:

Payable within ten (10) days of the initial reservation \$1500.00

Film Cancellation Fees:

Cancellation prior to 60 days of event	50% of refundable deposit
Cancellation within 60 days of event	50% of all fees
Postponement (one time maximum, cancellation fee thereafter)	\$ 200.00

After one postponement, cancellation fees apply as listed above.

**COMPARISON PRICE LIST
SIMILAR FACILITIES**

Muckenthaler Mansion

Fullerton, CA

<i>Wedding/Memorial Ceremony</i>	<i>Reception/Special Events</i>	<i>Meetings</i>
Max. Seated Indoors: 200 Max. Seated Outdoors: 400	Max. Seated Indoors: 120 Max. Seated Outdoors: 400 Max. Standing Indoors: 200 Max. Standing Outdoors: 600	Max. Seated: 120
The Italian Garden holds up to 200 seated guests and the Adella Lawn will hold up to 400 seated.		

Fees & Deposits:

A \$2,000 deposit is required to reserve the event date. The balance is due one month prior to the event. A catering deposit is required at booking, call for details. Site rental fees range from \$500-\$4,000 depending on type of event, guest count and the day/time of the event. Catering packages range from \$45-\$120/pp. Tax and service charges are additional. For business functions, the meeting room rental fee starts at \$75/hour.

Malibu Rancho del Cielo

Malibu, CA

<i>Wedding/Memorial Ceremony</i>	<i>Reception/Special Events</i>	<i>Meetings</i>
Max. Seated Indoors: N/A Max. Seated Outdoors: 300	Max. Seated Indoors: N/A Max. Seated Outdoors: 250 Max. Standing Indoors: N/A Max. Standing Outdoors: 300	Max. Seated: 200

Fees & Deposits:

A nonrefundable deposit of 50% of the rental fee is required with the signed contract. The balance, along with proof of liability insurance and a damage deposit, is due six weeks prior to the event. Site rental fees range from \$4,000-\$8,000 depending on type of event, guest count and the day/time of the event. Tax and service charges are additional.

Oviatt Penthouse

Los Angeles, CA

<i>Wedding/Memorial Ceremony</i>	<i>Reception/Special Events</i>	<i>Meetings</i>
Max. Seated Indoors: 90 Max. Seated Outdoors: 125	Max. Seated Indoors: 125 Max. Seated Outdoors: 125 Max. Standing Indoors: 125 Max. Standing Outdoors: 125	Max. Seated: 125

Fees & Deposits:

A nonrefundable deposit of 25% of the rental fee is required to secure the event date. Site rental fees range from \$2,500-\$6,000 depending on type of event, guest count and the day/time of the event. Tax and service charges are additional.

Castle Green
Pasadena, CA

<i>Wedding/Memorial Ceremony</i>	<i>Reception/Special Events</i>	<i>Meetings</i>
Max. Seated Indoors: 300 Max. Seated Outdoors: 300	Max. Seated Indoors: 240 Max. Seated Outdoors: 300 Max. Standing Indoors: 300 Max. Standing Outdoors: 300	Max. Seated: 220

Fees & Deposits:

A deposit of 50% of the rental fee and a \$1,000 refundable damage deposit are required to secure the event date. The remaining balance is due sixty days prior to the event. Site rental fees range from \$2,500-\$5,450 depending on type of event, guest count and the day/time of the event. Tax and service charges are additional.

Happy Trails Garden
Pasadena, CA

<i>Wedding/Memorial Ceremony</i>	<i>Reception/Special Events</i>	<i>Meetings</i>
Max. Seated Indoors: N/A Max. Seated Outdoors: 200	Max. Seated Indoors: N/A Max. Seated Outdoors: 200 Max. Standing Indoors: N/A Max. Standing Outdoors: 300	Max. Seated: 280

Fees & Deposits:

A deposit of 50% of the rental fee and a completed contract are required to secure the event date. The balance is due on the day of the event. The rental fee is \$3,000 for the entire day. Catering menus are customized and run \$35-\$60/pp; alcohol, tax and an hourly service charge are extra. Rental equipment (which includes tables, chairs, linen, bars, tableware, etc.) is an additional cost, and will vary depending on guest count.