City of Sonora

Community Development Department
94 N. Washington Street
Sonora, CA 95370
(209) 532-3508
(209) 532-3511 *fax*
www.sonoraca.com

MEMORANDUM

DATE: June 17, 2019

TO: Honorable Mayor and Council Members

FROM: Rachelle Kellogg, Community Development Director

SUBJECT: Opera Hall Fee Increase

RECOMMENDATION:
City Staff recommends approval of the following proposed fee increase:

Rental Type	Current Rental Fee	Proposed Rental Fee	Proposed Consecutive Days Rental Fee
Daily Rental (Monday-Thursday)	$150.00	$250.00	$200.00
Daily Rental (Friday-Sunday & Holidays)	$250.00	$350.00	$300.00

BACKGROUND:

In 2004 the City completed the Opera Hall Expansion Project that included the prep kitchen, restrooms, and storage areas at the rear of the building. Following its completion new rental fees were established for the Hall. The following fees have been in effect since September 18, 2006:

Fee Description	Current Fee
Daily Rental (Monday-Thursday)	$150.00
Daily Rental (Friday-Sunday & Holidays)	$250.00
Friday & Saturday or Saturday & Sunday Rental (two days)	$400.00
Friday, Saturday & Sunday Rental (three days)	$600.00
Per Rental Fees:	
Prep Kitchen	$100.00
Piano (includes costs for having it tuned/checked)	$175.00
Sound System	$ 20.00
Microphones	$ 10.00
Phone Line	$ 25.00
Cleaning/Damage Deposit	$300.00

DISCUSSION:

As stated above, the current fees were adopted in 2006. In determining the proposed fee increases staff evaluated current rental fees for similar facilities within the County. Weekend rental fees range from $450 to $510 per day, weekday rental fees range from $150 to $510 per day, and kitchen rentals range from $125 to $250 per day. Some locations offer discounts for consecutive rental days and some include cleaning services as part of their daily rental fee.

The Opera Hall can be booked 18 months prior to an event and there are very few days still available through the end of the year. Any fee increases will only apply to new rental applications received after the fees are adopted. Staff is not proposing any additional fee increases for the Opera Hall beyond those being recommended above.