



**CITY OF GLENDALE, CALIFORNIA
REPORT TO THE PARKS, RECREATION AND COMMUNITY SERVICES
COMMISSION**

AGENDA ITEM

Report: Proposed Fees for the Rental of Fremont Park Amenities

1. Resolution establishing new fees for the rental of park amenities at Fremont Park and recommending that the Glendale City Council incorporate into the "Comprehensive Citywide Fee Schedule" the changes made to the CSP Department Wide Fee Schedule, effective May 21, 2025.

COMMISSION/COMMITTEE ACTION

Item Type: Action Item

Approved for _____ **calendar**

ADMINISTRATIVE ACTION

Submitted by:

Onnig Bulanikian, Director of Community Services & Parks

Prepared by:

Gabrielle Goglia, Community Services Manager

Reviewed by:

Tereza Aleksanian, Assistant Director of Community Services & Parks

RECOMMENDATION

Staff recommends that the Parks, Recreation & Community Services Commission approve a resolution establishing new fees for the rental of park amenities at Fremont Park and recommending that the Glendale City Council incorporate into the “Comprehensive Citywide Fee Schedule” the changes made to the CSP Departmentwide Fee Schedule, effective May 21, 2025.

BACKGROUND/ANALYSIS

The City has been finalizing the construction and refurbishment of Fremont Park, and the anticipated completion is in July 2025. Staff anticipates that people will want to rent the building and picnic shelters for private events, such as birthday parties, baby showers and family picnics and sports groups have been waiting for the new multi-use field for years. Community Services & Parks plans to rent the new multi-use athletic field, picnic shelters and community building to the public for their private use. In addition to the rental areas, the park also includes a children’s playground, open grass areas, outdoor basketball/pickleball courts, a free seasonal splash pad, and tennis courts which will be operated by a private tennis vendor on behalf of the City.

The following new fees are proposed for rentals of amenities at Fremont Park (attached as Exhibit 1: List of Proposed Fees for Fremont Park):

<u>Fee Description</u>	<u>Rate</u>	<u>Frequency</u>
Fremont Multi-Use Field Weekday Rate	\$61	Per Hour
Fremont Multi-Use Field Weekday Rate (Non-Profit)*	\$46	Per Hour
Fremont Multi-Use Field Weekday Rate (Commercial)*	\$92	Per Hour
Fremont Multi-Use Field – Nights & Weekend Rate	\$92	Per Hour
Fremont Multi-Use Field – Nights & Weekend Rate (Non-Profit)*	\$69	Per Hour
Fremont Multi-Use Field – Nights & Weekend Rate (Commercial)*	\$138	Per Hour
Fremont Community Building Main Room	\$60	Per Hour
Fremont Community Building Main Room (Non-Profit)*	\$30	Per Hour
Fremont Community Building Main Room (Commercial)*	\$90	Per Hour
Fremont Community Building Meeting Room	\$40	Per Hour
Fremont Community Building Meeting Room (Non-Profit)*	\$20	Per Hour
Fremont Community Building	\$60	Per Hour

Meeting Room (Commercial)*		
Fremont Picnic Shelter (Per Shelter)	\$40	Per Hour
Fremont Picnic Shelter (Per Shelter) (Non-Profit)*	\$20	Per Hour
Fremont Picnic Shelter (Per Shelter) (Commercial)*	\$60	Per Hour

**The Citywide Fee Schedule will not list non-profit and commercial rates individually. These are listed here for reference; however, the fee schedule will have a footnote explaining the following:*

Approved Youth Group Discounts: *Discounts on field rentals are available based on the CSP Field Reservation Policy. Refer to the policy for available discounts on fees and eligibility.*

Commercial Rate: *Commercial rentals are charged a facility fee equivalent to 150% of the standard rate (rounded to the nearest whole dollar). The Commercial rate will be assessed when a group (excluding non-profits) meets one or more of the following criteria: the group is charging admission to the event, the group is selling a product or service at the event, or the group has a commercial film permit for the use of the facility. City sponsored groups and activities are exempt from this rate. The commercial rate is applicable for all facility rental fees, party packages fees stage rental fees.*

Non-Profit Discount: *50% discount (rounded to the nearest whole dollar) is available for qualifying non-profit organizations, except for sports rentals. Non-profit organizations requesting a discount must provide the Letter of Determination of non-profit status from the IRS with a Tax ID number along with a Request for Fee Consideration form.*

The Non-Profit rate must be authorized by the Director of the Community Services & Parks for all permits outside of sports rentals. 50% discount does not apply to fees incurred by the City through outside vendors or to any program fees (i.e. classes and camps).

Sport Non-Profit Discount: *25% discount (rounded to the nearest whole dollar) is available for qualifying non-profit organizations for sports rentals. Non-profit organizations requesting a discount must provide the Letter of Determination of non-profit status from the IRS with a Tax ID number and the required discount form.*

The proposed fees for the community building match the rental rates for Griffith Manor (main room) and Dunsmore Community Buildings (small room) to be consistent with other building rates in the City. The proposed picnic shelter fees match the existing fees at Lower Scholl Canyon, Deukmejian and Casa Adobe, etc. Additional fees for rentals of

the building and picnic shelters may be assessed, depending on the scope of the rentals, such as staffing, tables, chairs, but these fees are already approved in the Citywide Fee Schedule.

Staff anticipates that groups such as local community youth sports groups, local non-profit sports programs, and the general public will rent the multi-use field for soccer and other sports that can be played on the field. Staff will use the Field Reservation Policy to determine the priority groups will receive in booking the field. There are many groups interested in renting the field already, and staff will work to allocate the available time in a manner consistent with the existing policy. The proposed fees for the rental of the multi-use field match those at Pacific Community Center for the multi-use field. This field is similar in size and quality, so proposed pricing is consistent with that facility.

FISCAL IMPACT

The Department anticipates generating approximately \$240,000 in revenue from rentals of the multi-use field, picnic shelters and the community building at Fremont Park.

The Parks, Recreation & Community Services Commission is responsible for establishing fees for all programs and services provided by the Department. Since the fees for the Community Services & Parks Department are set by Commission, staff respectfully recommends approval of the proposed fees as presented in Exhibit 1.

The total cost of the annual operation of Fremont Park is anticipated to be approximately \$429,215. These costs include the maintenance of the park, building, field and splash pad, utilities for the entire facility and staff to oversee rentals and operations. The breakdown of the budget is as follows:

Expenses

Salaries & Benefits	\$267,980
Maintenance & Operations	<u>\$161,235</u>
Total Expenses:	\$429,215

Following is the breakdown of revenue anticipated based on the proposed fees:

Field Rentals	\$203,000
Building Rentals	\$ 24,000
Picnic Shelter Rentals	<u>\$ 13,000</u>
Total Revenue:	\$240,000

ALTERNATIVES

Alternative 1: The Parks, Recreation and Community Services Commission may consider any other alternative not proposed by staff.

EXHIBITS

Exhibit 1: List of Proposed Fees for Fremont Park.