

---

# Memorandum

**To:** Parks and Recreation Committee

**From:** Dean R. Gazza, Director of Parks, Recreation and Facilities Management

**Date:** July 17, 2014

**Re:** Action: Scheig Center and Appleton Memorial Park Gardens – Rental and Fee Policy

---

On April 23, 2014, the Parks and Recreation Committee recommended approval of the Scheig Center and Appleton Memorial Park Gardens – Rental and Fee Policy. The Policy was adopted by the City Council on May 7, 2014, and the Parks, Recreation and Facilities Management Department began reserving the Scheig Center and Appleton Memorial Park Gardens on May 19, 2014. The development, approval and implementation of this policy for public use of the facilities became a major initiative of the Department when the Gardens of the Fox Cities terminated their agreement with the City and ceased all operations of the Scheig Center and Gardens on Friday, February 28, 2014.

The Policy adopted by the Council in May 2014 was only effective through December 31, 2014. The policy was limited to 2014 so the Department could evaluate the rental interest and acceptance of the fee schedule and reservation limitations and procedures. The community has shown a strong interest in the facility and general acceptance of the fee structure and reservation limitations and procedures. There has been a significant interest in reserving the Scheig Center and Gardens for 2015.

Attached is the Scheig Center and Appleton Memorial Park Gardens–Rental and Fee Policy that would become effective January 1, 2015, and remain in effect until changes to the policy were needed. The only significant change to the policy is the ability of the community to reserve the Scheig Center and Gardens for a two hour time period Monday through Thursday. This change has been proposed based on feedback received from the community and opportunities to expand the use of the facilities. Several minor changes have also been incorporated into the policy to provide additional information and/or clarification.

The Scheig Learning Center and Appleton Memorial Park Arboretum and Gardens-Rental and Fee Policy will appear as an action item on the Parks and Recreation Committee meeting agenda on July 23, 2014.

Please feel free to contact me at 832-5572 with any questions, or by email at [dean.gazza@appleton.org](mailto:dean.gazza@appleton.org).

|   |  |  |
|---|--|--|
| <b>CITY OF APPLETON<br/>POLICY</b>                |  | <b>TITLE: SCHEIG CENTER AND APPLETON<br/>MEMORIAL PARK GARDENS – RENTAL AND<br/>FEE POLICY</b> |
| ISSUE DATE:<br>Day of Council Adoption            | LAST UPDATE:<br>July 23, 2014  | TEXT NAME:   |
| POLICY SOURCE:<br>Parks and Recreation Department |  | TOTAL PAGES: 5   |
| Reviewed by Attorney's Office<br>Date:            | Parks and Recreation<br>Committee Approval Date:<br>April 23, 2014,<br>July 23, 2014 | Council Approval Date:<br>May 7, 2014  |

## **I. Purpose**

To provide a policy to authorize the Parks, Recreation and Facilities Management Department to equitably administer rules and regulations, policies, fees and charges and manage the use of the Scheig Center and Appleton Memorial Park Gardens for private, corporate and/or community events.

## **II. Policy**

This policy authorizes the Parks, Recreation and Facilities Management Department to charge fees for the use of the Scheig Center and Appleton Memorial Park Gardens within the rate schedule established by the Parks and Recreation Committee and City Council. To effectively manage, protect the facilities, and promote the wise use of the resources, this policy authorizes the Parks, Recreation and Facilities Management Director and/or designees to:

1. Cancel and/or relocate any reservation that potentially threatens the integrity of the park and/or facility due to misrepresentation of information on the Facility Reservation Agreement, or if conditions of the facility or grounds would potentially create an unsafe situation.
2. Limit the number of reservations for the facilities for any group, organization or individuals that would dominate the use of the facilities and/or restrict equal opportunities to reserve the facilities by members of the public at large.
3. Limit the reservation and/or availability of the Scheig Center and Appleton Memorial Park Gardens to effectively manage and coordinate all Appleton Memorial Park programs, activities and events.
4. Deny any Facility Reservation Agreement if the expected attendance would exceed the safe capacity of the facilities so as to endanger public health and safety or compromise the condition of facilities and/or the natural resources.
5. Enforce park rules, regulations, and policies.

6. Require insurance coverage with limits established by the City Risk Manager for activities or events that are beyond the scope of the “normal and ordinary use” guidelines established by the Parks, Recreation and Facilities Management Department.

### III. Definitions

- **Gardens** – Outdoor space immediately adjacent to the Scheig Center that includes formal gardens, walkways, open space, etc. as identified in Attachment A.
- **Concession/Sales** - The sale of food, beverage and other associated products at an event or program that is held in a city park and/or special area specifically reserved for that event or program.
- **Facility Reservation Policies and Procedures** - These policies and procedures are stated on the back of the Facility Reservation Agreement that explain reservations, sales of concessions, cancellation/refund procedures, alcohol policies and damage policies.
- **Late Reservation** - Request for a reservation of a city park facility and/or special area that is received less than five (5) business days before the reservation date.
- **Normal and Ordinary Use of the Scheig Center and Appleton Memorial Park Gardens** – Use is defined by guidelines established and published by the Parks, Recreation and Facilities Management Department.
- **Park Rules & Regulations** – Rules and regulations are formulated from ordinances adopted by the City Council and published by the Parks, Recreation and Facilities Management Department. These rules and regulations are provided with every Facility Reservation Agreement form.
- **Pavilion/Park Capacities** – Capacities are established and published by the Parks, Recreation and Facilities Management Department.
- **Processing Fee** - Fee charged to process a refund and/or cancellation request that is received before the reservation date.
- **Scheig Center** – Enclosed facility located on the west end of Appleton Memorial Park as identified in Attachment B and available for reservation. The reservation of the Scheig Center includes the restrooms, open area for seating/tables and chairs/programs/etc, food preparation area, entrance/gathering area, and meeting rooms.
- **Special Event** - An event or activity that meets the City of Appleton’s requirements for a special event activity, is held in a city park and/or special area, and exceeds the normal and ordinary use of the park and/or special area.

### IV. Discussion

This policy defines how the Scheig Center and Appleton Memorial Park Gardens shall be reserved by individuals, organizations and/or groups for use. The policy shall also define the fee(s) charged to those individuals, organizations and/or groups for that use.

## **V. Reservations:**

1. All groups, individuals and organizations reserving the Scheig Center and Appleton Memorial Park Gardens will be charged in accordance with the established rate schedule. Payment of the reservation fees must be included with the Facility Reservation Application, including set-up fees, special event fees, etc.
2. The reservation request shall include the actual time needed for the program, including the time period for the event/activity and all set up and clean up time. The Parks, Recreation and Facilities Management Department reserves the right to invoice the individuals, organizations and/or groups if the use of the facilities exceeds the original reservation request.
3. The minimum time period for all reservation requests on Monday through Thursday is two (2) hours.
4. The minimum time period for all reservation requests on Friday, Saturday, Sundays, and available holidays is four (4) hours.
5. The Scheig Center is not available for reservation on Christmas Eve, Christmas Day and Thanksgiving Day.
6. Individuals, organizations and/or groups may reserve either the Scheig Center only or the Scheig Center and the Gardens grounds together. The Gardens grounds cannot be reserved without reserving the Scheig Center.
7. All other reservations for the Scheig Center and Appleton Memorial Park Gardens are on a first-come, first-served basis and may be made for the current year only.
8. The reservation of the Scheig Center and/or Appleton Memorial Park Gardens is available from 8:00 a.m. to 8:00 p.m. only.
9. The Parks, Recreation and Facilities Management Department reserves the right to require a security deposit for any reservation based on the type of event, number of participants, use of facility, etc. The security deposit will be returned within 10-14 business days after the event if all conditions of the reservation request were met, including, but not limited to: facility clean-up; proper vacation of the facilities; removal of personal equipment/supplies/etc.; and leaving the facility (s) in a clean and orderly condition.
10. All applications for facility reservations must be made at least five (5) business days in advance of the reservation date. Applications not made before this time period will be charged an additional \$50.00 for each reservation if accepted by the Department.
11. Groups and/or organizations may be required to reserve multiple facilities and/or special areas if the Parks, Recreation and Facilities Management Department determines the event or activity warrants the additional reservations.
12. This policy shall become effective January 1, 2015, and shall remain in effect until it is modified, changed and/or repealed.

## **VI. Cancellation/Refunds:**

- A full refund of the rental fee will be made if the reservation is cancelled more than 90 days in advance of the event. A full refund of the rental fee for a cancellation of the Scheig Center and Appleton Memorial Park Gardens less than 45 days in advance of

the event will be made only if the facility can be rented to another party for the date canceled. If the facility cannot be rented to another party after a cancellation less than 45 days in advance of the event, the Parks, Recreation and Facilities Management Department will retain the entire amount of the rental fee. All refunds are subject to a \$10.00 processing fee.

- A full refund of the rental fee will be made if the reservation is cancelled by the Parks, Recreation and Facilities Management Department due to park closings, construction activities, weather conditions, etc. These refunds are not subject to the \$10.00 processing fee.

# FEE SCHEDULE

| <u>Scheig Center</u>   | <u>Fees</u>      |
|--|------------------|
| (Available 8:00 a.m. to 8:00 p.m.)   |                  |
| <b><i>Monday through Thursday</i></b>  |                  |
| Hourly Fee (2 hour minimum)  | \$30.00 per hour |
| <b><i>Friday, Saturday, Sunday and available holidays</i></b>                        |                  |
| Hourly Fee (4 hour minimum)  | \$30.00 per hour |
| <u>Scheig Center and<br/>Appleton Memorial Gardens</u>                               | <u>Fees</u>      |
| (Available 8:00 a.m. to 8:00 p.m.)   |                  |
| <b><i>Monday through Thursday</i></b>  |                  |
| Hourly Fee (2 hour minimum)  | \$45.00 per hour |
| <b><i>Friday, Saturday, Sunday and available holidays</i></b>                        |                  |
| Hourly Fee (4 hour minimum)  | \$45.00 per hour |
| <i>Additional \$200.00 Security Deposit may be requested<br/>for special events.</i> |                  |

**Full amount of rental fee due at time of reservation and completion of Reservation Agreement.**