



City Council Report

Date: October 5, 2009
To: City Council
Through: Chris Brady, City Manager
From: Bryan Raines, Acting Parks, Recreation and Commercial Facilities Department
Subject: Revised - Parks, Recreation and Commercial Facilities Department – Fees and Charges

Purpose and Recommendation

The purpose of this report is to recommend changes to the fees and charges schedule s as it applies to the Amphitheatre Box Office operated by the Parks, Recreation and Commercial Facilities Department.

Background and Discussion

The Mesa Amphitheatre (Amp) ended its agreement with its previous ticket provider and is now operating in conjunction with the Mesa Arts Center (MAC) using the AudienceView Ticketing system. This arrangement will allow the Amp to reduce fees to the consumer while increasing revenue to the City. This will be accomplished by reducing charges that were previously retained by the former ticketing agency while allowing the Amp to retain the appropriate fees for ticketing services, while at the same time having more control over the box office operations.

In order to provide the Amp box office with the necessary reporting structure, the Amp intends to replicate the approved Fees and Charges structure currently utilized by the MAC that allows for contract variations and changes in the industry. The proposed structure is outlined and detailed in the attached Exhibit "A." The following table demonstrates savings on ticket prices to the consumer by switching from the prior ticketing agency to current.


	Ticketing Fees		
	Prior	Anticipated	Proposed Range
Service Fee	\$7.35	\$5.50	\$0 - \$8.00
Will Call (per order)	N/A	\$1.00	\$0 - \$4.00
Ticket Printing Fee	\$2.50	\$0.00	\$0 - \$5.00
Mailing Fee	\$3.50	N/A	N/A
Facility Fee	\$3.00	\$3.00	\$0 - \$5.00
Promoter Fee	\$1.00	\$1.00	\$0 - \$4.00

Alternatives

- (1) Take no action. Maintain the current fees and charges for ticketing services provided by the Amp. This does not allow the City to recover revenues for appropriate industry standard charges for ticketing services.
- (2) Recommend other alternative adjustments to the proposed Fees and Charges. The fiscal impact of this decision would depend on the changes proposed.

Fiscal Impact

The total revenues estimated for FY09/10 resulting from approval of new or adjusted fees/ranges is dependent on the number of events held and tickets sold. It is estimated that with the current estimated number of events, this structure will allow the facility to retain approximately \$41,000 in additional revenue that would have otherwise been retained by the prior ticketing agency, while at the same time reducing the cost to the customer.



Stacy Thompson, Fiscal Analyst



J.D. Dockstader, Asst Director



Bryan Raines, Acting Department Director

RESOLUTION NO. _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MESA, MARICOPA COUNTY, ARIZONA MODIFYING FEES AND CHARGES FOR THE PARKS, RECREATION AND COMMERCIAL FACILITIES DEPARTMENT (AMPHITHEATRE BOX OFFICE) AND DECLARING THIS RESOLUTION AND SAID FEES AND CHARGES TO BE A PUBLIC RECORD.

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF MESA, MARICOPA COUNTY, ARIZONA, AS FOLLOWS:

Section 1: That the fees and charges with respect to services provided by the Parks, Recreation and Commercial Facilities Department (Amphitheatre Box Office), true and correct copies of which are attached hereto and made a part hereof and incorporated herein by reference, are approved and hereby adopted to be effective on October 6, 2009.

Section 2: That this resolution together with the fees and charges, true and correct copies of which are attached hereto, is declared to be a public record pursuant to the provisions of A.R.S. § 9-801.

PASSED AND ADOPTED by the City Council of the City of Mesa, Maricopa County, Arizona this 5th day of October, 2009.

APPROVED:

Mayor

ATTEST:

City Clerk

Department: Parks, Recreation and Commercial Facilities
Proposed Changes to Fees and Charges

Document of Change: Resolution

Description of Services:	Current Fee/Charge	Unit	Proposed Fee Charge	Date Last Revised	FY09/10 Fiscal Impact	Notes
MESA CONVENTION CENTER						
BOX OFFICE						
Box Office Fees	Included in 12% of gross ticket sales. (Director is authorized to modify as ticketing agency costs/contract dictate.)					
Service Fee	\$0.00	ticket	\$0 to \$8.00	NEW	\$ 40,000	020-58675-879
Will Call Fee	\$0.00	transaction	\$0 to \$4.00	NEW	\$ 1,000	020-58677-879
Ticket Printing Fees	\$0.00	ticket	\$0 to \$4.00	NEW		020-58678-879
Facility Fee	\$2-\$4	ticket	\$0 to \$5.00	07/01/07		020-58674-879
Promoter Fee	\$0.00	ticket	\$0 to \$4.00	NEW		020-58679-879