



## Audit and Finance Committee

**Date:** September 24, 2009  
**To:** Audit and Finance Committee  
**Through:** Chris Brady, City Manager  
**From:** Bryan Raines, Acting Parks, Recreation and Commercial Facilities Department  
**Subject:** 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 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.

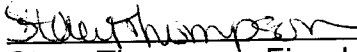
In order to provide the Amp box office with the necessary reporting structure, the Amp intends to replicate the approved Fees and Charges structure currently utilized by the MAC that allows for contract variations and changes in the industry. The proposed structure is outlined and detailed in the attached Exhibit "A"

### 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.

  
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Stacy Thompson, Fiscal Analyst

  
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J.D. Dockstader, PRCF Asst Director

  
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Bryan Raines, Acting Department Director

**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
<b>MESA CONVENTION CENTER</b>  <b>BOX OFFICE</b> Box Office Fees  Service Fee Will Call Fee Ticket Printing Fees Facility Fee Promoter Fee	Included in 12% of gross ticket sales. (Director is authorized to modify as ticketing agency costs/contract dictate.)  \$0.00 \$0.00 \$0.00 \$2-\$4 \$0.00	ticket transaction ticket ticket ticket	\$0 to \$8.00 \$0 to \$4.00 \$0 to \$4.00 \$0 to \$5.00 \$0 to \$4.00	NEW NEW NEW 07/01/07 NEW	\$ 40,000 \$ 1,000	020-58675-879 020-58677-879 020-58678-879 020-58674-879 020-58679-879