THE CITY OF ASHEVILLE

STAFF REPORT

Council Meeting Date: January 28, 2020

Subject: 8 River Arts Place Posted Rates & Booking Policy

Staff Resource(s): Sam Powers, Director Community & Economic Development
Chris Corl, General Manager Harrah's Cherokee Center

Action Requested: Adoption of an ordinance amending the fees and charges manual for Fiscal Year (FY) 2019-20 to adjust current rates and booking policy for 8 River Arts Place.

Background:

- In 2016, City Council Council approved a contract to renovate the facility and reaffirmed the community's vision for the space as follows: "For the facility to provide space for a highly visible information and wayfinding kiosk that supports the greater River Arts District by providing information about the district for visitors on arts and culture, shopping, studios, galleries, recreation opportunities, events, and restaurants. It is also intended to be a destination in its own right, with plans for a public-private-partnership lease, and to serve as flexible space for a gallery, office, studio, retail, or performance space that would be rented to private sector partners."
- After two years of operation of 8 River Arts Place (formerly 14 Riverside Drive) by the Strategic Development Office division, a request was made for the Harrah's Cherokee Center division to take over the event related operation of the property.
- Harrah's Cherokee Center staff begun handling booking, contracting, invoicing and oversight of special events held at the property beginning in October 2019
- As noted above, long term plans continue to work towards a public-private-partnership, with a goal of finalizing this process within the next one to two years. Harrah's Cherokee Center operation will continue until the process is complete.
- Current rate structures are not sustainable; often times not covering the staff related costs with the rental, let alone overhead and profit.

Council Goal(s):

- Smart City
- Connected and Engaged Community
- Thriving Local Economy

Committee(s):

- Civic Center Commission - December 3, 2019 - Recommended proposed rate and booking policy adjustments.
- Finance Committee - December 10, 2019 - Recommended proposed rate and booking policy adjustments for full council approval.

Pro(s):

- Covers Harrah's Cherokee Center staff time and basic materials.
- Adjust rates to be more in line with other event rental spaces in the community.

Con(s):

- Significant increase in rates.

Fiscal Impact:

- Minimal fiscal impact, creates a cost recovery system, but does not create true revenue generation.

Suggested Motion:

- Motion to approve an ordinance amending the fees and charges manual for Fiscal Year (FY) 2019-20 to adjust current rates and booking policy for 8 River Arts Place, effective for newly contracted events after February 1, 2020.

Attachment(s)

- Current 8 RAP Rate Sheet
- Ordinance
- Proposed 8 RAP Booking Policies and Rate Sheet

ORDINANCE NO. _____

ORDINANCE AMENDING THE FISCAL YEAR 2019-20 FEES & CHARGES

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF ASHEVILLE THAT:

The attached changes to the Fiscal Year 2019-20 fees and charges, attached hereto and made a part hereof, be adopted.

That this ordinance shall be in full force and effective adoption.

Read, approved and adopted this 28th day of January, 2020.

_____ _____

City Clerk Mayor

Approved as to form:

_____

City Attorney