THE CITY OF ASHEVILLE

STAFF REPORT

Council Meeting Date: January 28, 2020

Subject: Harrah's Cherokee Center 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 the Harrah's Cherokee Center.

Background:

- Harrah's Cherokee Center staff has not adjusted rates in a significant way in over three years.
- Due to increased expenses including adjustments in temp/seasonal staff living wage rates increasing to a minimum of $13.65 per hour the majority of posted staff billable wages need to be increased.
- Staff recommends that we formalize 'Last Minute' events more formally in the Center's booking policy as these events usually have more expenses associated with them.
- Staff propose increasing base rental fee minimums on non-ticketed events. Non-ticketed events do not allow for the same potential revenue streams for the facility as ticketed events. Therefore, staff recommends that rental fees for non-ticketed events be higher than ticketed events.

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 additional staff costs after living wage adjustments.
- affords for greater revenue opportunities with 'last minute' events to help cover additional costs incurred by the city in other departments.
- Adjust rates to be more in line with other event rental spaces in the southeast.

Con(s):

- Places Harrah's Cherokee Center staffing billable rates as the highest in the region of competing concert venues.

Fiscal Impact:

- Anticipated net increase in revenues of approximately $23,000 annually.

Suggested Motion:

- Motion to approve an ordinance amending the fees and charges manual for Fiscal Year (FY) 2019-20 to adjust booking policy and rates for the Harrah's Cherokee Center, effective for newly contracted events after February 1, 2020.

Attachment(s)

- Current USCC Booking Policy & Rate Sheet
- Ordinance
- Proposed USCC Booking Policy & Rate Sheet *Proposed Changes Highlighted in Yellow

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