



---

Date: June 29, 2021  
To: Board of Directors  
From: Marti Brown, General Manager  
Subject: Updated Master Fee Schedule for Kensington Park and Facility Rentals

---

**Recommendation:**

Consider the proposed Master Fee Schedule (Attachment 1), provide policy direction as necessary and approve an updated Master Fee Schedule for renting Kensington Park facilities.

**Rationale for Recommendation:**

This is an appropriate time for the KPPCSD to consider increasing its rental fees and possibly expanding its rental opportunities for the following reasons:

1. District fees are below market as compared to surrounding jurisdictions;
2. The District recently renovated and upgraded the Kensington Community Center offering an improved facility for rental;
3. The District could rent other park facilities that are currently not available for renting or used on a first-come, first-serve basis without a fee;
4. The Kensington Community Center has been closed for nearly two years and will re-open on June 15, 2021; and
5. The State's Covid 19 social distancing requirements are relaxing generating considerable renewed interest in renting Kensington Park facilities.

**Background:**

With the re-opening of the newly renovated Community Center and the State's relaxing of Covid 19 social distancing requirements on June 15, 2021, it is an appropriate time to review the District's fee schedule and consider increasing rates. After reviewing the District's current rental fee structure and schedule (Attachment 2) and discussing it with staff, it seems that it has been more than a decade since it was reviewed and/or compared to surrounding local jurisdictions further warranting consideration for an update and potential increase. In addition, there are several facilities in the Park that the Board may want to consider for rental opportunities even though they have not been part of the rental fee structure in the past.

**Discussion and Analysis:**

In March 2021, staff initiated review and comparison of the District's rental facilities and fees with surrounding local jurisdictions including, El Cerrito, Albany, Berkeley and Richmond (Attachment 3). While not always an "apples to apples" comparison (e.g., not every jurisdiction has exactly the same facilities as Kensington), the comparison did reveal that the District's fee structure is to varying degrees overall below market and/or missing rental opportunities that could help increase District revenues. For example, the District's current hourly rental fee for the Community Center by a Kensington resident for a minimum of four hours is \$75/hour or \$300 total. In neighboring El Cerrito, Albany, Richmond, and Berkeley (for 4-5 hours), it costs \$1000, \$475, \$632, and \$328, respectively.

The District could also charge rental fees for other facilities that are not included in its current fee structure (e.g., Meeting Rooms, Kitchen, circular grass lawn in front of Community Center, amphitheater). Although the District does not at this time, there are other local jurisdictions, as indicated in Attachment 3 that rent/reserve meeting rooms, picnic tables and lawn areas for a fee.

While there was not sufficient time before the June 29 Special Board Meeting to review and address a modified fee structure for Kensington's "K Groups" and other local groups that the Board may wish to provide a fee reduction and/or waiver for, staff recommends working with designated Board members to develop such a structure and returning to the full Board for consideration and approval no later than the August 12 regular Board meeting.

In addition, staff also recommends reviewing the location and necessity of barbecues adjacent to picnic areas, and consider removing some or all of the barbecues. Should some barbecues remain, the Board may wish to consider a permitting system, as well as instituting guidelines for use.

Finally, staff recommends establishing a policy regarding the types of equipment and/or activities that should be prohibited in the park. For example, should bouncy houses be allowed in the park during an event and/or rental of a facility? Are there other activities and/or equipment that should be precluded from use in the park (e.g., motorized scooters, skate boards)? Most parks and public facilities have extensive policies regarding permissible equipment and/or activities. With the proposed rate increases and expansion of the District's Master Fee Schedule, this is also an appropriate time to revisit these policies and return to the Board with a recommendation before the end of the calendar year.

**Fiscal Impact:**

The projected revenue for park facility rentals for fiscal year 2021-22 is estimated at \$30,000 (based on pre-Covid 19 revenues and prior fiscal years). Should the Board of Directors elect to increase the fee structure for park facility rentals and/or add new rental opportunities, staff projects that revenues could exceed the \$30,000 projection although an exact amount is unknown at this time.

**Attachments:**

- Attachment 1: Proposed Kensington Fee Structure
- Attachment 2: Current Kensington Fee Structure
- Attachment 3: Fee Structure Comparison with Surrounding Jurisdictions

<b>PROPOSED RATES</b>				
<b>Kensington Community Center</b>	<b>All Individuals/Groups</b>	<b>Resident (hourly rate)</b>	<b>Non Resident (hourly rate)</b>	<b>Minimum Time</b>
Entire Community Center (all rooms) plus grassy lawn		\$255.00	\$295.00	4 hour minimum
Community Center - Main Hall only		\$130.00	\$150.00	4 hour minimum
Kitchen	\$60 Flat Rate			
Meeting Room 1		\$35.00	\$45.00	2 hour minimum
Meeting Room 2		\$20.00	\$25.00	2 hour minimum
Meeting Room 3		\$45.00	\$55.00	2 hour minimum
Grassy Round Lawn (in front of CC)	\$25/hour			
Amphitheater	\$25/hour			
BBQ (next to CC)	\$25/hour			4 hour maximum
Transfer of Date Fee	\$30.00			
Alcohol Permit (exclusive to ABC for selling)	Required by applicant; Responsibility of renter.			
Key Deposit	\$125.00			
Cleaning Deposit	\$250 without alcohol; \$500 with alcohol			
<b>Tables</b>				
6' x 30" Rectangular (seats 6-8)	\$3.00 each			
*District owns 12.				
60" Round (seats 8)	\$5.00 each			
*District owns 32.				
<b>Chairs</b>				
Metal Folding Chair	\$1.00 each			

*District owns ~ 150.				
White Cushioned Folding Chair *District does not own any.	<b>\$2.50 each (Proposed in budget.)</b>			
<b>Picnic Areas</b>				
<ul style="list-style-type: none"> <li>▪ Site 1: south side of Basketball Courts;</li> <li>▪ Site 2 and 3: north side of Basketball Courts; and</li> <li>▪ Site 4 and 5: next to the playground).</li> </ul>		\$70	\$90	All Day
Transfer of Date Fee	\$20			
Deposit	\$30			
<b>Tennis Courts</b>		\$7/per hour	\$10/per hour	

<b>CURRENT RATES</b>				
<b>Community Center &amp; Park Rental Fees</b>	<b>All Individuals/Groups</b>	<b>Resident (hourly rate)</b>	<b>Non Resident (hourly rate)</b>	<b>Hour Minimum</b>
Community Center		\$75.00	\$100.00	4 hrs. min.
Kitchen	No fee structure.			
Meeting Room 1				
Meeting Room 2				
Meeting Room 3				
Grassy Area (in front of CC)				
Amphitheater				
BBQ				
Transfer of Date Fee				
Alcohol Fee (exclusive of ABC for selling)				
Key Deposit	\$125.00	No fee structure.		
Cleaning Deposoit	\$250 without alcohol; \$500 with alcohol.			
Insurance	To be provided by renter.			

## Community Center & Park – Rental Comparison

	All Individuals/Groups	Resident	Non Resident	Hour Min.
<b>El Cerrito Community Center</b>				
Hall, Kitchen, Skylight Room & Patio		\$1,000.00	\$1,250.00	5 hr.min, add'l \$200/\$250 hr.
Decoration/Rehearsal/Clean Up (2hr Max day of event)	\$100 2-hours max			
Optional Clean-up Service	\$150 for 2-hours, \$80 each add'l hour			
Alcohol Fee (exclusive of ABC for selling)	\$197.00			
Deposit	\$624.00			
Non-Profit Deposit (Need proof of non-profit status)	\$313.00			
Non-Profit Rental Fee	25% Discount			
Transfer of Date Fee	\$47.00			
<b>Albany Community Center</b>				
Community Center	Community Based Organization(not for profit)	\$91.75	\$99.50	4 hr. min.
Community Center	Private Rental for Social or Fundraising Activities	\$118.75	\$131.75	4 hr. min.
Community Center	Commercial & Business	\$135.00	\$148.00	4 hr. min.
Facility Rental application fee (non-refundable)	\$35.00	\$35.00	\$35.00	
Insurance	Through homeowners or city -rates vary if going through city - depends on amount of people			
Transfer fee for Room Reservation fee per change	\$25.00			
Table Rental Fee per table	\$15.00			
City Alcohol Permit (exclusive of ABC for selling)	\$25.00			
	All Individuals/Groups	Resident	Non Resident	Hour Min.
<b>Berkley</b>				
James Kenney & Frances Albrier Community Centers		\$82.00	\$98.00	2 hr. min.
Cleaning & Damage Refundable Deposit	\$200.00			
Kitchen use		\$86 Flat Rate	\$103 Flat Rate	
Insurance - \$1mil	To be provided by renter			

Tables & Chairs		\$63	\$76	
<b>NO ALCOHOL PERMITTED</b>				
<b>Richmond</b>				
<b>Recreation Complex - Social Hall</b>		\$158.00	\$158.00	
Kitchen Use		\$51 Flat Rate	\$51 Flat Rate	
Damage Fee		\$514.00	\$514.00	
Application Fee	\$50.00			
Transfer of Date	\$31.00			
Alcohol Fee (exclusive of ABC)	\$132.00			
Credit Card Transaction Fee	2%			
Tables	\$4.00 each			
Non-Profit Rental Fee	25% Discount			
<b>Nevin Community Center</b>		\$139.00	\$139.00	2 hr. min.
Kitchen Use		\$51 Flat Rate	\$51 Flat Rate	
Damage Fee	\$514.00			
Application Fee	\$50.00			
Transfer of Date	\$31.00			
Alcohol Fee (exclusive of ABC for selling)	\$132.00			
Credit Card Transaction Fee	2%			
Tables	\$4.00 each			
Non-Profit Rental Fee	25% Discount			
<b>Shields Reid Community Center</b>		\$119.00	\$119.00	2 hr. min.
Kitchen Use		\$51 Flat Rate	\$51 Flat Rate	
Damage Fee	\$514.00			
Application Fee	\$50.00			
Transfer of Date	\$31.00			
Alcohol Fee (exclusive of ABC for selling)	\$132.00			
Credit Card Transaction Fee	2%			
Tables	\$4.00 each			
Non-Profit Rental Fee	25% Discount			
<b>Parchester Community Center</b>		\$119.00	\$119.00	2 hr. min.
Kitchen Use		\$51 Flat Rate	\$51 Flat Rate	
Damage Fee	\$514.00			
Alcohol Fee (exclusive of ABC for selling)	\$50.00			

Transfer of Date	\$31.00			
Alcohol Fee (exclusive of ABC for selling)	\$132.00			
Credit Card Transaction Fee	2%			
Tables	\$4.00 each			
Non-Profit Rental Fee	25% Discount			

### Community Park & Tennis Court – Rental Comparison

	All Individuals/ Groups	Resident	Non Resident	Hour Min.
<b>El Cerrito</b>				
<b>Arlington Park</b>				
<b>Picnic Area with BBQ's</b>				
Arlington Park Areas # 1, 4, 5, 6, Harding, Huber & Tassajara Parks		\$81 day	\$101 day	
Arlington Park Combined Areas 4 & 5		\$151 day	\$188 day	
Arlington Park Combined Areas # 4, 5 & 6		\$204 day	\$255 day	
<b>Picnic Areas without BBQ's</b>				
Arlington Park Areas # 2, 3, Canyon Trail & Castro Parks		\$68 day	\$85 day	
Transfer Fee	\$20			
Deposit	\$40			
<b>Tennis Courts</b>				
Arlington, Canyon Trail, Castro, Harding, Tassajara and Cerrito Vista		\$10 hr.	\$12 hr.	
<b>Berkeley</b>				
<b>Aquatic Park</b>		\$45.00	\$54.00	4 hr. min
25% or Minimum \$10 Fee Applies For Cancellation W/O 7 Days Notice				
<b>Strawberry Creek</b>		\$30.00	\$36.00	4 hr. min.
25% or Minimum \$10 Fee Applies For Cancellation W/O 7 Days Notice				
<b>Tennis Court</b>				
Cedar Rose, James Keeny, San Pablo Courts, Strawberry Creek, Grove Courts, Wilard Court		\$7.00	\$8.00	1 hr. min.



				Day Use
		\$10.00	\$12.00	1 hr. min. Night Use
<b>Albany</b>				
<b>Memorial Park:</b> (4 hour min.): 9:30 am-1:30 pm; or 2:30 pm-6:30 pm				
East Side (4 Tables Max 24 people) per time block		\$71.25	\$82.00	per time block
West Side (5 Tables Max 30 people) per time block		\$88.50	\$99.25	per time block
Entire Picnic Area (8 Tables Max 54 people) per time block		\$157.75	\$168.50	per time block
Security/Damage Deposit (Refundable)	\$54.00 Flat Rate			
<b>Jewel's Terrace Park:</b> (4 hour min.): 9 am-1 pm; 2 pm-6 pm				
Entire Picnic Area (5 Tables Max 30 people) per time block		\$88.50	\$99.25	per time block
Security/Cleaning Deposit (Refundable)	\$50.00 Flat Rate			
<b>Ocean View Park:</b> (4 hour min.): 10 am-2 pm; 3 pm-7 pm				
Cedar Area (3 Tables Max 18 people) per time block		\$54.00	\$64.75	per time block
Maple, Pine, Oak & Spruce Areas (2 Tables each Max 12 people) per time block		\$36.75	\$47.50	per time block
Ponderosa Area (1 Table Max 6 people) per time block		\$21.50	\$32.50	per time block
Entire Park (Picnic Area 12 Tables Max 144 people) per time block		\$209.50	\$220.25	per time block
Security/Cleaning Deposit (Refundable)	\$50 Flat Rate			
<b>Tennis Courts</b>				
Ocean View Park, Memorial Park, Terrace Park per hour/per court		\$8.75	\$10.75	