

**MEMORANDUM
DEPARTMENT OF FACILITY SERVICES
COUNTY OF PLACER**

To: **BOARD OF SUPERVISORS**

Date: **DECEMBER 9, 2008**

From:  **JAMES DURFEE / ALBERT RICHIE** 

Subject: **AMENDMENT OF MUSEUMS ORDINANCES**

ACTION REQUESTED / RECOMMENDATION: It is recommended that your Board consider the following actions:

1. Adopt an Ordinance amending Placer County Code Section 2.116.060 relating to:
 - a. Elimination of admission fees for visiting Placer County Museums;
 - b. Allowing establishment/amendment of fees for educational and other public programs provided by the Museums Division to be set by Resolution;
 - c. Allowing establishment/amendment of Rental Fees for facilities at the Bernhard Museum Complex to be set by Resolution.

2. Adopt a Resolution:
 - a. Establishing/amending fees for educational and other programs provided by Placer County Museums;
 - b. Establishing the rental rate for facilities at the Bernhard Museum Complex.

BACKGROUND: Placer County Code Section 2.116.060 (A) requires the Gold Country Museum and the Bernhard Museum Complex to charge an admission fee of one dollar (\$1.00) for adults, fifty cents (\$.50) for children and fifty cents (\$.50) for senior citizens age sixty-five (65) and over. Staff recommends the County Code be amended to allow these two sites to be free to the public, a policy consistent with the other four Placer County Museum sites.

Making the County museums accessible to the public helps broaden the public understanding of local history. By eliminating the small admission fee for the Gold Country Museum and Bernhard Museum Complex, these two museums will be operated in a manner consistent with the other four County museums. In 2001 your Board approved fee waivers for these facilities as part of the 150th anniversary celebration of Placer County. At that time, donations were accepted in lieu of the entrance fee and that practice has continued to date. The donation revenue generated on an annual basis has been very similar (less than \$15.00 difference annually) to what was historically generated by admittance fees at these two facilities. Additionally, these sites are the two facilities utilized to generate the majority of the Museums' revenue through other programs.

Inclusion of other revenue generating mechanisms and interactive programs such as gold sales for gold panning exhibitions and living history programs represent an overall philosophical change in the operation of the Placer County Museums that has taken place over the past few years.

The educational programs the Museums Division staff conducts have proven to be a very popular supplement to the curriculum of local schools. This includes the Living History Program for third grade students at the Bernhard Museum Complex, and a pilot program last year, the Gold Rush Program at the Gold Country Museum for fourth grade students. For several years now, a charge of \$8.00 per student has been charged for the Living History Program as required by Placer County Code Section 2.116.060(B). During the 2007/2008 fiscal year, this charge covered approximately 76% of the \$28,182.00 total annual cost of this program. Staff is recommending an increase of \$2.00 per student, which is estimated to bring the cost recovery of this program to over 97%. Staff also recommends setting a fee of \$5.00 per student to continue the Gold Rush Program, based upon a review of pilot program costs. Staff estimates this fee will recover approximately 57% of the total program cost of \$3,500.00. In addition, staff recommends establishing a \$2.00 fee per student for separate curriculum-based Museum Tours/Programs, to assist in covering the hard costs associated with providing this service such as printing, advertising, etc.

By amending the County Code to allow your Board to make adjustments by Resolution versus a code change by Ordinance, your Board will have more flexibility to make adjustments due to various factors such as changes in demands for the programs, economic issues, changes in curriculum of schools, additions of new programs, etc. In addition, revisions can be made in a much more timely and efficient manner. Staff recommends the County Code be amended to allow your Board to set appropriate fees for all educational and public programs by Resolution. The attached Ordinance amends the County Code to allow this change.

While these fees are not intended to cover the full cost of these programs, staff anticipates the majority of costs will be covered. In addition, advancing the knowledge of Placer County history is an intangible benefit that is difficult to measure.

Finally, the upper floor of the Bernhard Winery Building at the Bernhard Museum Complex has been refurbished and, when not being utilized by County programs, is now in demand by private individuals and community groups to be used consistent with other community buildings in the County. The bottom floor of the Bernhard Winery Building is leased to a private winery and is not subject to requested actions.

Staff has reviewed rental rates for similar facilities in the County and determined that a rental rate of \$100.00 per use for the building and \$100.00 for use of the grounds is appropriate for public rentals. Therefore, staff recommends the County Code be amended to allow your Board to set a rental rate for this facility when used by outside groups. The attached Resolution sets the initial rental rates based on the type of user. The Museums Division will be responsible for taking reservations and collecting rental fees.

ENVIRONMENTAL CLEARANCE: Adoption of the attached Ordinance and Resolution is not a project as defined by the California Environmental Quality Act Guidelines Section 15378(b)(2).

FISCAL IMPACT: The attached Resolution proposes to increase the fee for the Living History Program from \$8.00 per student to \$10.00 per student, set a fee of \$5.00 per student for the Gold Rush Program, \$2.00 per student/participant for curriculum based Museum Tours/Programs and set rental rates for the Winery building and grounds at the Bernhard Museum Complex. It is anticipated adoption of this Ordinance and Resolution will impact the Museums budget as indicated below:

Museum admission fee removal: No fiscal impact, as fees are not presently charged.

Living History Program: At the current fee of \$8.00 per student, this program generated \$21,529.00 during fiscal year 2007/2008. Assuming an anticipated participation increase from 2,727 to 2,755 students, an increase of \$2.00 per student will generate \$6,021.00 of additional revenue for an estimated total of \$27,550.00.

Gold Rush Program: At the pilot program initial fee of \$4.00 per student, this program generated \$1,160.00 for fiscal year 2007/2008. Assuming an anticipated participation increase from 288 to 400 students, an increase of \$1.00 per student will generate \$840.00 of additional revenue above the pilot program for an estimated total of \$2,000.00.

Museum Tours: A \$2.00 fee will be charged for all participants. The pilot program will be implemented in the next year. The department expects this fee to result in very minor revenues.

Winery Building and Grounds: Based on the moderate fee schedule included in Exhibit A, rental revenue is expected to be minor, but will be dependent upon actual rentals.

While staff cannot accurately determine all impacts these changes will have on Museums operations, it is anticipated that revenues will increase over time. Since we will soon begin the fiscal year 2009/2010 budget process and the data for meaningful analysis doesn't yet exist, staff will report back to your Board as part of the fiscal year 2010/2011 budget process as to actual operational impacts.

ATTACHMENT: ORDINANCE
RESOLUTION

JD:AR:DB

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Before the Board of Supervisors County of Placer, State of California

In the matter of: AN ORDINANCE AMENDING
PLACER COUNTY CODE SECTION 2.116.060
PERTAINING TO MUSEUM ADMISSION AND
PROGRAM FEES

Ord. No. _____
First Reading _____

The following ORDINANCE was duly passed by the Board of Supervisors of the County of Placer at a regular meeting held, _____, 20____ by the following vote on roll call:

Ayes:

Noes:

Absent:

Signed and approved by me after its passage.

Attest:

Chairman, Board of Supervisors

Clerk of said Board

**THE BOARD OF SUPERVISORS OF THE COUNTY OF PLACER, STATE OF CALIFORNIA,
DOES HEREBY ORDAIN THAT:**

Section 1: Section 2.116.060 of the Placer County Code is hereby amended as follows:

2.116.060 Museum admission, rental fees and program fees.

- A. ~~The division of Placer County museums shall be available free of charge and collect an admission fees of none dollar (\$1.00) for adults, fifty cents (\$.50) for children (ages six through sixteen (16)), and fifty cents (\$.50) for senior citizens (age sixty five (65) and over). This fee entitles the person to visit the Bernhard Museum Complex and the Gold Country Museum.~~
- B. The division of museums may establish living history educational and other programs and offer these programs to schools and other interested groups to further the understanding of county history. ~~A fee of eight dollars (\$8.00) per participant will, as determined by Board of Supervisors Resolution, shall be charged to recoup administrative costs. (Ord. 5353-B (part), 2005; Ord. 5045-B, 2000; prior code Sec. 2.58)~~
- C. The facilities at the Bernhard Museum Complex shall be available for public use at a rental rate as determined by Board of Supervisors Resolution. The Director of the Department of Facility Services is authorized to develop usage policies and procedures.

Section 2: This Ordinance shall take effect and be in full force and effect thirty (30) days after final passage. The Clerk is directed to publish this Ordinance, or a summary thereof, within fifteen (15) days in accordance with Government Code Section 25124.

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Before The Board of Supervisors County of Placer, State Of California

In the matter of: A RESOLUTION ADOPTING
PROGRAM FEES AND RENTAL FEES
FOR PLACER COUNTY MUSEUMS

Resolution No. _____
First Reading _____

The following RESOLUTION was duly passed by the Board of Supervisors of the County of Placer at a regular meeting held _____, 20____ by the following vote on roll call:

Ayes:

Noes:

Absent:

Signed and approved by me after its passage.

Attest:

Chairman, Board of Supervisors

Clerk of said Board

WHEREAS, the Museums Division of the Facility Services Department develops educational programs for the benefit of and to supplement the curriculum of elementary schools and special programs to promote an understanding of the history and culture of the County of Placer; and

WHEREAS, the Museums Division has developed a fee to recover a portion of the cost to administer said programs; and

WHEREAS, the Department of Facility Services desires to make available certain facilities at the Bernhard Museum Complex for public use; and

WHEREAS, the Department of Facility Services has developed a rental fee schedule for public use of the facilities at the Bernhard Museum Complex.

BE IT RESOLVED, by the Board of Supervisors of the County of Placer, State of California, do hereby adopt Exhibit "A" as the fee schedule for educational and special programs and rental of the facilities at the Bernhard Museum Complex.

ATTACHMENT: EXHIBIT 'A' - MUSEUMS DIVISION FEE SCHEDULE

Resolution No. _____

EXHIBIT "A"

COUNTY OF PLACER
DEPARTMENT OF FACILITY SERVICES
MUSEUMS DIVISION FEE SCHEDULE

<u>DESCRIPTION</u>	<u>FEE/RATE</u>	
Educational Programs for students:	Current:	Proposed:
3rd Grade Living History Program	\$8.00 per student	\$10.00 per student
4th Grade Gold Rush Program (Pilot program started in 07/08)	\$4.00 per student	\$5.00
Museum Tours/Program	\$0.00	\$2.00 per student /per person
Bernhard Museum Complex - Winery Building and Grounds:		
Public Agency Use – Building Only	N/A	No Charge
Public Agency Use – Grounds Only	N/A	No Charge
Public Agency Use – Building & Grounds	N/A	No Charge
Placer County Museum Docent Guild	N/A	No Charge
Non-Profit Public Benefit – Building Only	N/A	\$50/day
Non-Profit Public Benefit – Grounds Only	N/A	\$50/day
Non-Profit Public Benefit – Building & Grounds	N/A	\$100/day
General Public – Building Only	N/A	\$100/day
General Public – Grounds Only	N/A	\$100/day
General Public – Building & Grounds	N/A	\$200/day

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