

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

**CITY OF OAKLAND**  
**AGENDA REPORT**

2010 JUN 21 PM 6: 30

TO: Office of the City Administrator  
ATTN: Dan Lindheim  
FROM: Budget Office  
DATE: June 24, 2010

RE: **An Ordinance Amending Ordinance Number 12948 C.M.S. (Master Fee Schedule), as Amended, to Add Assessed Fees by the Office of Parks and Recreation for the Dunsmuir Hellman Historic Estate.**

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**SUMMARY**

At the June 17, 2010 Rules Committee, staff forwarded a scheduling request proposing new fees for the Dunsmuir Hellman Historic Estate to be included in the Master Fee Schedule for the City of Oakland. The Rules Committee directed staff to prepare a report to be included in the June 24, 2010 Special Concurrent Meeting of the Oakland Redevelopment Agency/City Council.

**FISCAL IMPACT**

The Office of Parks and Recreation has taken over the management of the Dunsmuir Hellman Historic Estate as of May 3, 2010. Contracts from the previous management team using existing fees for Summer and Fall 2010 will be honored. As a result of the scheduled events and existing fees OPR is estimating \$280,000 in revenue for Fiscal Year 2010-11. In Fiscal Years 2011-12, with the new proposed fees, OPR is estimating \$550,000 in revenues.

**DISCUSSION**

On May 3, 2010 OPR took over the management of the Dunsmuir Hellman Historic Estate and has been developing a fee structure that would meet the needs of clientele. At the June 17, 2010 Rules Committee meeting the Office of Parks and Recreation (OPR) staff proposed fees for the Dunsmuir Hellman Historic Estate to be included in the Master Fee Schedule for the City of Oakland. The proposed fee structure was to be presented at the July 13, 2010 Life Enrichment Committee meeting. However, the Rules Committee directed staff to prepare a report to be included in the June 24, 2010 Special Concurrent Meeting of the Oakland Redevelopment Agency/City Council.

The proposed fees are presented in *Exhibit A* of the attached legislation.

Item: \_\_\_\_\_  
City Council  
June 24, 2010

**RECOMMENDATION**

Staff recommends that the City Council accept this report proposing new fees for the Dunsmuir Hellman Historic Estate in the FY 2010-11; and direct staff to include these proposed fees along with any others Council Members propose in a subsequent report and ordinance.

Respectfully submitted,



CHERYL L. TAYLOR

Budget Director

*Prepared by:*

*Robert Davila, Budget & Operations Analyst III  
Budget Office*

APPROVED AND FORWARDED TO THE  
CITY COUNCIL:

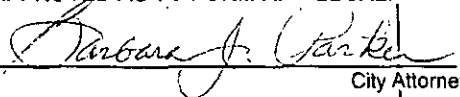


Office of the City Administrator

Attachment – Proposed changes to the Master Fee Schedule for FY2010-11, for City Council adoption.

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

APPROVED AS TO FORM AND LEGALITY

  
City Attorney

2010 JUN 21 PM 6:30 **OAKLAND CITY COUNCIL**

**ORDINANCE NO. \_\_\_\_\_ C.M.S.**

**AN ORDINANCE AMENDING ORDINANCE NUMBER 12948 C.M.S. (MASTER FEE SCHEDULE), AS AMENDED, TO ADD ASSESSED FEES BY THE OFFICE OF PARKS AND RECREATION FOR THE DUNSMUIR HELLMAN HISTORIC ESTATE.**

**WHEREAS**, the City of Oakland periodically updates its Master Fee Schedule to account for general cost of living increases and program changes or other costs; and

**WHEREAS**, the fee modifications and additions proposed herein have been justified by the respective agencies and are identified in an "Agenda Report" dated June 24, 2010 to Dan Lindheim, City Administrator, entitled "An Ordinance Amending Ordinance Number 12948 C.M.S. (Master Fee Schedule), as Amended, to Add Fees Assessed by the Office of Parks and Recreation for the Dunsmuir Hellman Historic Estate"; and

**WHEREAS**, the City Council finds and determines that the herein-referenced modifications and additions are necessary to reimburse the City for the costs of performing the various municipal and regulatory functions; and

**WHEREAS**, a Public Hearing was held on June 24, 2010, to review the proposed fee changes; now, therefore

**THE COUNCIL OF THE CITY OF OAKLAND DOES ORDAIN AS FOLLOWS:**

**Section 1.** The Master Fee Schedule as set forth in Ordinance Number 12948 C.M.S., as amended, is hereby amended to modify and establish fees assessed by the Office of Parks and Recreation, and as set forth in Exhibit A, attached hereto and made a part hereof.

**Section 2.** This ordinance shall be effective on July 1, 2010 upon approval by the Council of the City of Oakland.

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_, 2010

**PASSED BY THE FOLLOWING VOTE:**

AYES - BROOKS, DE LA FUENTE, KAPLAN, KERNIGHAN, NADEL, QUAN, REID, and PRESIDENT BRUNNER

NOES -

ABSENT -

ABSTENTION -

ATTEST: \_\_\_\_\_  
LaTonda Simmons  
City Clerk and Clerk of the Council  
of the City of Oakland, California



**City of Oakland**  
**Master Fee Schedule**  
*Effective July 1, 2010*

**PARKS AND RECREATION**

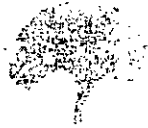
FEE DESCRIPTION	CURRENT FEE	PROPOSED FEE	% CHANGE
	(FY 2009-10 )	(FY 2010-11 )	
	FEE UNIT	FEE UNIT	
<b>ADMINISTRATION</b>			
<b>C. RENTAL FACILITIES</b>			
4 Dunsmuir - Hellman Historic Estates			
a. Dinkelspiel House (5 hour minimum; \$100 each additional Hour)			
1 Conference Room A (Capacity 30 People)			
a. Residents Weekday (Tuesday thru Thursday)		90.00 Event	NEW
b. Residents Weekends (Friday thru Sunday)		150.00 Event	NEW
c. Non-Residents Weekday (Tuesday thru Thursday)		110.00 Event	NEW
d. Non-Residents Weekends (Friday thru Sunday)		200.00 Event	NEW
e. Non-Profit Weekday (Tuesday thru Thursday)		80.00 Event	NEW
f. Non- Profit Weekends (Friday thru Sunday)		100.00 Event	NEW
g. Corporate Weekday (Tuesday thru Thursday)		150.00 Event	NEW
h. Corporate Weekends (Friday thru Sunday)		250.00 Event	NEW
2 Conference Room B (Capacity 20 People)			
a. Residents Weekday (Tuesday thru Thursday)		70.00 Event	NEW
b. Residents Weekends (Friday thru Sunday)		85.00 Event	NEW
c. Non-Residents Weekday (Tuesday thru Thursday)		85.00 Event	NEW
d. Non-Residents Weekends (Friday thru Sunday)		145.00 Event	NEW
e. Non-Profit Weekday (Tuesday thru Thursday)		65.00 Event	NEW
f. Non- Profit Weekends (Friday thru Sunday)		90.00 Event	NEW
g. Corporate Weekday (Tuesday thru Thursday)		125.00 Event	NEW
h. Corporate Weekends (Friday thru Sunday)		225.00 Event	NEW
3 Tea Room (Capacity 15 People)			
a. Residents Weekday (Tuesday thru Thursday)		70.00 Event	NEW
b. Residents Weekends (Friday thru Sunday)		85.00 Event	NEW
c. Non-Residents Weekday (Tuesday thru Thursday)		85.00 Event	NEW
d. Non-Residents Weekends (Friday thru Sunday)		100.00 Event	NEW
e. Non-Profit Weekday (Tuesday thru Thursday)		50.00 Event	NEW
f. Non- Profit Weekends (Friday thru Sunday)		75.00 Event	NEW
g. Corporate Weekday (Tuesday thru Thursday)		110.00 Event	NEW
h. Corporate Weekends (Friday thru Sunday)		150.00 Event	NEW
4 Tea Garden (Capacity 50 People)			
a. Residents Weekday (Tuesday thru Thursday)		200.00 Event	NEW
b. Residents Weekends (Friday thru Sunday)		275.00 Event	NEW
c. Non-Residents Weekday (Tuesday thru Thursday)		240.00 Event	NEW
d. Non-Residents Weekends (Friday thru Sunday)		300.00 Event	NEW
e. Non-Profit Weekday (Tuesday thru Thursday)		150.00 Event	NEW
f. Non- Profit Weekends (Friday thru Sunday)		225.00 Event	NEW
g. Corporate Weekday (Tuesday thru Thursday)		250.00 Event	NEW
h. Corporate Weekends (Friday thru Sunday)		325.00 Event	NEW
5 House and Tea Garden (Capacity 65 People- Inside)			
a. Residents Weekday (Tuesday thru Thursday)		400.00 Event	NEW
b. Residents Weekends (Friday thru Sunday)		600.00 Event	NEW
c. Non-Residents Weekday (Tuesday thru Thursday)		475.00 Event	NEW
d. Non-Residents Weekends (Friday thru Sunday)		675.00 Event	NEW
e. Non-Profit Weekday (Tuesday thru Thursday)		350.00 Event	NEW
f. Non- Profit Weekends (Friday thru Sunday)		550.00 Event	NEW
g. Corporate Weekday (Tuesday thru Thursday)		475.00 Event	NEW
h. Corporate Weekends (Friday thru Sunday)		675.00 Event	NEW
b. Canopy- Capacity 210 People (Fees based on 6 hour minimum; \$100 each additional Hour)			
1 Residents Weekday (Tuesday thru Thursday)		1,700.00 Event	NEW
2 Residents Weekends (Friday thru Sunday)		2,000.00 Event	NEW
3 Non-Residents Weekday (Tuesday thru Thursday)		2,000.00 Event	NEW
4 Non-Residents Weekends (Friday thru Sunday)		2,300.00 Event	NEW
5 Non-Profit Weekday (Tuesday thru Thursday)		1,400.00 Event	NEW
6 Non- Profit Weekends (Friday thru Sunday)		1,700.00 Event	NEW



**City of Oakland**  
**Master Fee Schedule**  
*Effective July 1, 2010*

**PARKS AND RECREATION**

FEE DESCRIPTION	CURRENT FEE	PROPOSED FEE	% CHANGE
	(FY 2009-10) FEE UNIT	(FY 2010-11) FEE UNIT	
<b>C. RENTAL FACILITIES</b>			
4 Dunsmuir - Hellman Historic Estates			
b. Canopy- Capacity 210 People (Fees based on 6 hour minimum; \$100 each additional Hour)			
7 Corporate Weekday (Tuesday thru Thursday)		2,500.00 Event	NEW
8 Corporate Weekends (Friday thru Sunday)		3,000.00 Event	NEW
9 Promotional Weekday (Tuesday thru Thursday)		1,400.00 Event	NEW
c. Measow- Capacity 4,500 People (Fees based on 6 hour minimum; \$100 each additional Hour)			
1 Residents Weekday (Tuesday thru Thursday)		2,000.00 Event	NEW
2 Residents Weekends (Friday thru Sunday)		2,500.00 Event	NEW
3 Non-Residents Weekday (Tuesday thru Thursday)		2,300.00 Event	NEW
4 Non-Residents Weekends (Friday thru Sunday)		2,500.00 Event	NEW
5 Non-Profit Weekday (Tuesday thru Thursday)		1,700.00 Event	NEW
6 Non- Profit Weekends (Friday thru Sunday)		2,000.00 Event	NEW
7 Corporate Weekday (Tuesday thru Thursday)		4,000.00 Event	NEW
8 Corporate Weekends (Friday thru Sunday)		4,500.00 Event	NEW
9 Promotional Weekday (Tuesday thru Thursday)		1,800.00 Event	NEW
d. Pavilion- Capacity 275 People (Fees based on 6 hour minimum; \$100 each additional Hour)			
1 Residents Weekday (Tuesday thru Thursday)		900.00 Event	NEW
2 Residents Weekends (Friday thru Sunday)		3,500.00 Event	NEW
3 Non-Residents Weekday (Tuesday thru Thursday)		2,250.00 Event	NEW
4 Non-Residents Weekends (Friday thru Sunday)		3,800.00 Event	NEW
5 Non-Profit Weekday (Tuesday thru Thursday)		750.00 Event	NEW
6 Non- Profit Weekends (Friday thru Sunday)		3,000.00 Event	NEW
7 Corporate Weekday (Tuesday thru Thursday)		1,500.00 Event	NEW
8 Corporate Weekends (Friday thru Sunday)		4,500.00 Event	NEW
e. Carriage House- Capacity 75 People (Fees based on 6 hour minimum; \$100 each additional Hour)			
1 Residents Weekday (Tuesday thru Thursday)		450.00 Event	NEW
2 Residents Weekends (Friday thru Sunday)		2,000.00 Event	NEW
3 Non-Residents Weekday (Tuesday thru Thursday)		750.00 Event	NEW
4 Non-Residents Weekends (Friday thru Sunday)		2,300.00 Event	NEW
5 Non-Profit Weekday (Tuesday thru Thursday)		450.00 Event	NEW
6 Non- Profit Weekends (Friday thru Sunday)		1,500.00 Event	NEW
7 Corporate Weekday (Tuesday thru Thursday)		850.00 Event	NEW
8 Corporate Weekends (Friday thru Sunday)		2,500.00 Event	NEW
f. Mansion Veranda- Capacity 50 People (Fees based on 6 hour minimum; \$100 each additional Hour)			
1 Residents Weekday (Tuesday thru Thursday)		600.00 Event	NEW
2 Residents Weekends (Friday thru Sunday)		800.00 Event	NEW
3 Non-Residents Weekday (Tuesday thru Thursday)		700.00 Event	NEW
4 Non-Residents Weekends (Friday thru Sunday)		900.00 Event	NEW
5 Non-Profit Weekday (Tuesday thru Thursday)		650.00 Event	NEW
6 Non- Profit Weekends (Friday thru Sunday)		850.00 Event	NEW
7 Corporate Weekday (Tuesday thru Thursday)		900.00 Event	NEW
8 Corporate Weekends (Friday thru Sunday)		1,200.00 Event	NEW
g. Gate to Gate- Capacity 7,000 People (Fees based on 8 hour minimum; \$300 each additional Hour)			
1 Residents Weekday (Tuesday thru Thursday)		5,000.00 Event	NEW
2 Residents Weekends (Friday thru Sunday)		8,000.00 Event	NEW
3 Non-Residents Weekday (Tuesday thru Thursday)		6,500.00 Event	NEW
4 Non-Residents Weekends (Friday thru Sunday)		8,500.00 Event	NEW
h. Wedding & Reception			
1 South Pond & Pavilion- Capacity 200 People			
a. Residents Weekday (Tuesday thru Thursday)		3,000.00 Event	NEW
b. Residents Weekends (Friday thru Sunday)		4,275.00 Event	NEW
c. Non-Residents Weekday (Tuesday thru Thursday)		4,000.00 Event	NEW
d. Non-Residents Weekends (Friday thru Sunday)		4,500.00 Event	NEW
2 South Pond & Pavilion- Capacity 275 People (Including Patio Seating)			
a. Residents Weekday (Tuesday thru Thursday)		3,500.00 Event	NEW



**City of Oakland**  
**Master Fee Schedule**  
*Effective July 1, 2010*

**PARKS AND RECREATION**

FEE DESCRIPTION	CURRENT FEE	PROPOSED FEE	% CHANGE
	(FY 2009-10)	(FY 2010-11)	
	FEE UNIT	FEE UNIT	
<b>C. RENTAL FACILITIES</b>			
4 Dunsmuir - Hellman Historic Estates			
h. Wedding & Reception			
2 South Pond & Pavilion- Capacity 275 People (Including Patio Seating)			
b. Residents Weekends (Friday thru Sunday)		6,175.00 Event	NEW
c. Non-Residents Weekday (Tuesday thru Thursday)		4,500.00 Event	NEW
d. Non-Residents Weekends (Friday thru Sunday)		6,500.00 Event	NEW
3 Measow & Canopy- Capacity 250 People			
a. Residents Weekday (Tuesday thru Thursday)		2,300.00 Event	NEW
b. Residents Weekends (Friday thru Sunday)		3,325.00 Event	NEW
c. Non-Residents Weekday (Tuesday thru Thursday)		2,400.00 Event	NEW
d. Non-Residents Weekends (Friday thru Sunday)		3,500.00 Event	NEW
4 a. Use of outside caterers		1,500.00 Event	NEW
b. Preferred caterers fee		8%-15% Event	NEW
5 Outside Special Event Parking		\$5.00 - 20.00 Parking Stall	NEW