



# ***Lompoc City Council Agenda Item***

**City Council Meeting Date:** August 2, 2011

**TO:** Laurel M. Barcelona, City Administrator

**FROM:** Mario Guerrero Jr., Recreation Manager  
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**SUBJECT:** FEASIBILITY AND COST OF A BANQUET MANAGER POSITION  
FOR THE DICK DEWEES COMMUNITY & SENIOR CENTER.

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## **RECOMMENDATION:**

The City Council accept the staff report and;

1. Direct staff to operate the Dick DeWees Community and Senior Center with existing City personnel; or
2. Direct staff to recruit a full-time or part-time Banquet Manager; or
3. Direct staff to contract for a Banquet Manager; or
4. Provide staff alternate direction.

## **REQUEST:**

At the May 9, 2011 Budget Workshop, Council requested staff to present a report on the costs of a full-time banquet manager position for the Dick DeWees Community & Senior Center.

## **BACKGROUND:**

The Dick DeWees Community & Senior Center (DDCSC) when open to the public will operate from the Enterprise Fund 62000. Fund 62000 is challenged to recover all costs associated with program activity, facility rentals, and supplies for custodial and maintenance for the facility. The current annual General Fund subsidy of \$65,000 is to help offset the cost for senior programs and the salary and benefit of the Recreation Coordinator position.

The Recreation Coordinator coordinates daily facility operations to include staffing, programming, rentals, custodial and maintenance. This position ensures compliance with all policy and procedures of the facility. Per Parks and Recreation Commission Resolution No. 05-1, Parks and Recreation facilities are scheduled on a first come, first served basis. Priority is given for scheduled programs as follows: 1) City sponsored or co-sponsored programs, 2) Use by community service clubs or organizations (non-profit single-purpose interest

groups; educational institutions; other governmental agencies), and 3) Commercial or private use. The recreation facility booking priority was established to ensure the mission of division and fairness to the community is always taken into consideration. Attachment 1 is a copy of Parks and Recreation Commission Resolution # 05-1.

The former Lompoc Valley Community Center (LVCC) was maximized for weekday and weekend programs and rental opportunities approximately 360 days a year. During this time, City sponsored programs for seniors, adults, youth and teens were offered. As well, the facility provided community rental space for daily and weekly rentals that included two church groups, Community Action Commission's (CAC) Senior Nutrition Program, Lompoc Valley Board of Realtors, Valley Club, Jazzercise, banquets (community fundraisers, weddings, reunions, private, non-profit & commercial events), and daily meetings. Just prior to the start of hospital construction and the downturn in the economy, fiscal year 2005-06 depicts the vitality of the center's operations. During that time the facility operated 14 hours a day, 5 days per week, minimum of 6 hours on Sundays and 48 Saturdays were available for banquet rentals. Despite being impacted by on-going programs and long-term rental agreements, staff was able to book banquets for public use when the facility was available. During fiscal year 2005-06, the LVCC held 64 banquets. LVCC required banquet rentals to consume the dining room, kitchen and activity rooms, limiting other rental opportunities. The subsidy history of the LVCC is illustrated in Attachment 2. That slide offers a comparison of the allocated subsidy, versus the actual subsidy.

The new DDCSC was designed for multiple, concurrent bookings, and budgeted to operate according to the same standards as the LVCC. Staff will be challenged to rebuild programs, collaborations and events that were previously held at the LVCC. Currently there are two on-going rental agreements (CAC and 1 church group) that will transition to the new facility. Staff has secured a new renter, Valley Haven, which is excited about the new partnership and has settled on a new long term rental agreement that will be submitted to Council in the coming months. Those three organizations will provide great service to the community and will ensure the facility a revenue foundation to build upon. CAC is a Monday through Friday Senior Nutrition Program that will operate four hours per day and utilize the secondary kitchen, multi-purpose room, office space and storage. Valley Haven is a Monday through Saturday Adult Day Program that will operate 8 hours per day and utilize two classrooms, access to main kitchen, office space and storage. The church group will utilize the multi-purpose room four hours every Sunday and two hours every Wednesday in two classrooms to conduct business and services.

In preparation for this report, staff surveyed other government agencies and found no other City currently has a designated Banquet Manager position for rental operations. In most agencies, City staff provide the marketing, scheduling,

booking, follow-up, resource management, as well as providing venue set-up, tear-down of tables, chairs and other equipment that may be rented.

The typical job descriptions of a banquet manager detail the position to be tied to the hospitality and food service industry. Such a position plans and oversees food, beverage and entertainment held at restaurants, hotels, convention centers and resorts. Luncheons, awards presentations, fundraisers, fashion shows and wedding receptions are among the events a banquet manager may have involvement. Duties of the banquet manager include marketing, booking space, working with customers to establish venue layout, coordinating set-up and tear down of furnishings and other venue resources. Outside of directly overseeing the food, alcohol and entertainment; current City staff provides all of the services listed above to include providing a referral list of caterers, entertainment, florists, security, trouble shooting and other resources to customers as needed.

Staff researched banquet manager positions and found they are typically tied to the hotel/convention center industry. Salary range and job duties varied as they relate to the size of the venue and the market. Overall, the salary varied between \$40,000 and \$60,000 annually for full-time, and \$20,000 for part-time. Contract services are also utilized primarily for marketing and outreach.

**FISCAL IMPACT:**

Staff is challenged to reduce the General Fund subsidy for the DDCSC. The current operating budget does not include additional staff and has been developed with the revenues projections associated to forecasted programs and rentals. Additional cost considerations include:

- Full – Time - \$60,000 Salary & Benefit annually.
- Part – Time - \$20,000 Salary & No Benefits annually. 20 hours per week.
- Independent Contractor – Fiscal impact unknown. Rate and duties would be negotiated.

**APPROVED FOR SUBMITTAL TO THE CITY ADMINISTRATOR:**

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Mario Guerrero Jr., Recreation Manager

**APPROVED FOR SUBMITTAL TO THE CITY COUNCIL:**

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Laurel M. Barcelona, City Administrator