



**CITY OF LODI  
COUNCIL COMMUNICATION**

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**AGENDA TITLE:** Adopt Resolution Setting Grape Bowl Fees Effective July 1, 2013  
**MEETING DATE:** June 19, 2013  
**PREPARED BY:** Parks, Recreation and Cultural Services Director

**RECOMMENDED ACTION:** Adopt a resolution setting Grape Bowl fees effective July 1, 2013.

**BACKGROUND INFORMATION:** More than \$4 million has been spent on Grape Bowl upgrades in the past five years, modernizing a 73-year-old stadium by removing access barriers and adding new amenities.

With the latest phase nearing completion, the Parks, Recreation and Cultural Services Department believes it is time to adjust stadium fees not only to reflect the added features, but to give renters some options based on their needs. Before the installation of FieldTurf in 2010, rental fees were based on anticipated attendance. The current rate is \$120 per hour for residents and nonprofits, and \$150 for nonresidents/commercial users.

The proposed fees (Attachment A) reduces the stadium's hourly rental rate, but breaks out charges for press box/PA system/scoreboard and field house if desired by the renter. The ticket booth/concession building carries an additional charge, as does stadium lighting. Surrounding public agencies use a similar approach. A renter using all available facilities will still be able to use the Grape Bowl at a competitive price. Staff proposes ending the \$1 ticket surcharge for users and will not attempt to collect a percentage of concession revenue, except for nonresident and commercial users, who will be required to pay 10 percent of gross revenue in addition to the hourly fee.

Staff presented the proposed fees (Attachment A) to the Recreation Commission on June 4, 2013. The Commission voted unanimously to recommend that the City Council adopt the fees. Staff notified representatives of Lodi Unified School District and local youth football teams of the meeting, and two attended. Lodi High School's athletic director, Erin Aitken, was the only public speaker. She said she did not oppose the fees, and supported elimination of the ticket surcharge.

Staff will closely monitor maintenance and repair costs of the new Grape Bowl features and determine by spring of 2014 if a fee adjustment is needed.

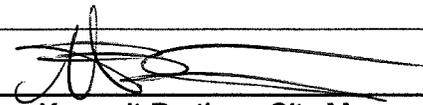
**FISCAL IMPACT:** Gross revenue (Joint Use Agreement charges and cash) is projected to more than offset the revenue lost from eliminating the \$1 ticket surcharge.

**FUNDING AVAILABLE:** Not applicable.

  
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 Jeff Hood  
 Parks, Recreation and Cultural Services Director

Attachment: Fee proposal, resolution

APPROVED: \_\_\_\_\_

  
 Konrad Bartlam, City Manager

ATTACHMENT A

City of Lodi Grape Bowl

“Typical” refers to rental of 7.5 hours for a varsity/junior varsity football doubleheader. Hourly nonresident/commercial rates also indicated.

	Grape Bowl proposed	Typical	Grape Bowl current rate	Typical	Lodi USD	Typical	Lincoln HS	Typical
Field rental (3 hr min)	\$95/hr  (\$125/hour commercial)	\$712.50	\$120	\$900	67/hr + \$270	\$506.25 \$270	\$94.55	\$709.12
Staffing	\$34/hr	\$255			\$33/hr	\$247.50	\$33/hr	\$247.50
A la carte								
Press box scoreboard PA system locker rooms	\$10/hr  (\$25/hour commercial)	\$75			NA		\$6.75/hr	\$50.62
Lights (5 hrs)	\$25/hr	\$125	\$20/hr	\$100	\$14/hr	\$70	\$33.80	\$169
Locker room					\$30/hr	\$225	\$6.55/hr	\$49.12
Concessions Ticket booth	\$20/hr  (\$20/hour +10% commercial)	\$150			NA		\$10.75/hr	\$80.62
Dumpster (required if concessions)	\$45	\$45			\$45	\$45	NA	\$45
Ticket booth					NA		NA	
\$1 surcharge				\$500				
Total		\$1362		\$1500		\$1363.75		\$1350.98

(The \$1 ticket surcharge for non-league games averages out to be approximately \$500 per rental.)

RESOLUTION NO. 2013-119

A RESOLUTION OF THE  
LODI CITY COUNCIL SETTING GRAPE BOWL  
FEES EFFECTIVE JULY 1, 2013

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WHEREAS, more than \$4 million has been spent on Grape Bowl upgrades in the past five years, modernizing a 73-year-old stadium by removing access barriers and adding new amenities; and

WHEREAS, with the latest phase nearing completion, the Parks, Recreation and Cultural Services Department believes it is time to adjust stadium fees not only to reflect the added features, but to give renters some options based on their needs; and

WHEREAS, before the installation of Field Turf in 2010, rental fees were based on anticipated attendance, with the current rate being \$120 per hour for residents and nonprofits and \$150 for nonresidents/commercial users; and

WHEREAS, the proposed fees reduce the stadium's hourly rental rate, but breaks out charges for press box/PA system/scoreboard and field house if desired by the renter. The ticket booth/concession building carries an additional charge, as does stadium lighting; and

WHEREAS, staff proposes ending the \$1 ticket surcharge for users and will not attempt to collect a percentage of concession revenue, except for nonresident and commercial users, who will be required to pay 10 percent of gross revenue in addition to the hourly fee; and

WHEREAS, staff presented the proposed fees to the Recreation Commission on June 4, 2013, wherein the Commission voted unanimously to recommend that the City Council adopt the fees.

NOW, THEREFORE, BE IT RESOLVED that the Lodi City Council does hereby approve the Grape Bowl fees effective July 1, 2013, as shown on Exhibit A attached.

Dated: June 19, 2013

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I hereby certify that Resolution No. 2013-119 was passed and adopted by the City Council of the City of Lodi in a regular meeting held June 19, 2013, by the following vote:

AYES: COUNCIL MEMBERS – Hansen, Johnson, Katzakian, and Mayor Nakanishi

NOES: COUNCIL MEMBERS – None

ABSENT: COUNCIL MEMBERS – Mounce

ABSTAIN: COUNCIL MEMBERS – None

  
RANDI JOHL  
City Clerk

## City of Lodi Grape Bowl Fees

	Current rental rate		Proposed rates	
	Resident or local non-profit	Non-resident or commercial use	Resident or local non-profit	Non-resident or commercial use
<b>Mandatory charges</b>				
Field rental (3 hr min)	\$120/hour	\$150/hour	\$95/hour	\$125/hour
Staffing			\$34/hour	\$34/hour
<b>Optional charges</b>				
Press box scoreboard PA system locker rooms			\$10/hour	\$25/hour
Lights (5 hrs)	\$20/hour	\$20/hour	\$25/hour	\$25/hour
Concessions Ticket booth			\$20/hour	\$20/hour +10% gross receipts
Dumpster (required if using concessions)			\$45	\$45

For a typical high school football doubleheader, made up of JV and Varsity games, the use would be 7.5 hours for a total of \$1,362.

The current average rate for high school use is \$1,500.00, which include a ticket surcharge of \$1.00 per admission on non-league games.