

Legislation Text

File #: 24-419, **Version:** 1

PRESENTER:

Jeff Jewell, Economic and Community Development Director

SUBJECT:

Discuss and consider approval of the first reading of an ordinance to amend New Braunfels Code of Ordinances, Chapter 30, Section 30-52 by adopting new rental fees at the New Braunfels Civic & Convention Center.

DEPARTMENT: Economic and Community Development

COUNCIL DISTRICTS IMPACTED: All

BACKGROUND INFORMATION:

The New Braunfels Civic/Convention Center (NBCCC) is a city-owned venue that provides a space for local, regional, statewide, and national events. The facility was renovated and reopened around 2008/09 and the city last adopted rates in 2014. Staff, in consult with City Council, are proposing a series of revisions to the code of ordinances that will adjust fees and implement policy adjustments. The purpose of the changes are to ensure the continued financial sustainability of the NBCCC, create greater capacity in the center's calendar to entertain large groups, create more availability for residents, align more closely with industry standards and comparable facilities and continue to build on the economic impact of the center.

Significant changes and rationale for implementing are proposed as follows:

- Eliminate the division of events into three separate classes.
 - This has no practical purpose at the civic center since the price for rentals is not set by the event type.
- Rental rates for all rooms and rental types is increased by twenty-five percent (25%)
 - The rates were last increased in 2014 and will only apply to non-contracted dates.
- Elimination of a series of discounts to rates based on the number of days rented - 30%, 40% and 50% for three-, four- and five-day rentals, respectively.
 - This discount structure encourages groups to occupy the facility for longer than is necessary to host the event.
- Clarifies the contractual language that events booked more than three years out are subject to up to a ten

percent (10%) increase for the reservation.

- Various deletions and references to the Greater New Braunfels Chamber of Commerce acting as the City's leasing agent for the NBCCC.

ISSUE:

Update of fees and reservation policies at the New Braunfels Civic/Convention Center.

FISCAL IMPACT:

Upon full implementation of the fees, staff anticipates approximately \$225,000 in additional revenue to the NBCCC.

RECOMMENDATION:

Staff recommends approval of the ordinance.