

MEMORANDUM

DATE: APRIL 29, 2009

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: JAMES K. HARTMANN, CITY MANAGER *J*

SUBJECT: RESOLUTION TO INCREASE RENTAL FEES AND ESTABLISH
MEMBERSHIP FEES FOR THE OFFICE OF HISTORIC ALEXANDRIA

ISSUE: Increase facility rental fees at Alexandria Black History Museum, Fort Ward Museum and Historic Site, Friendship Firehouse Museum, Lloyd House, The Lyceum, Alexandria's History Museum, and establish fees for membership support of the Office of Historic Alexandria.

RECOMMENDATION: That City Council adopt the attached Resolution to establish and raise certain fees of the Office of Historic Alexandria.

DISCUSSION: The City of Alexandria currently charges rental fees at City-owned museums operated by the Office of Historic Alexandria (OHA). Rental fees for weddings receptions, parties, special events, fundraisers, meetings, seminars and workshops at Lloyd House and The Lyceum would be raised an average of about 18% above current rates, and the higher fee for meetings with food and beverages in effect for FY 2009 would be eliminated to generate increased bookings. The intent of these fee adjustments is to be consistent with other OHA facilities and more aligned, but still competitive, with fees charged at nearby historic facilities operated by other agencies and organizations including Carlyle House, Lee-Fendall House, Woodlawn, Hollin Hall, and River Farm.

OHA also proposes a new membership program for FY 2010, wherein the public, area businesses and corporate entities would be able to purchase a membership within specific categories and enjoy certain discounts such as free admission and discounts on merchandise and services at all OHA museums. This new program will supplement membership programs at individual City-owned museums with a broader based member program supporting all OHA facilities.

FISCAL IMPACT: Staff estimates that the new rental and member fees would produce an increase of \$42,725 in additional revenue annually, which was incorporated into the FY 2010 Adopted Budget.

ATTACHMENT: Draft Resolution

STAFF:

Mark Jinks, Deputy City Manager
J. Lance Mallamo, Director, Office of Historic Alexandria
Laura B. Triggs, Director of Finance

RESOLUTION NO. _____

Resolution to Adopt Fees Increases Administered by
the Office of Historic Alexandria for FY 2010

WHEREAS, pursuant to Section 2.07 of the City Charter, City Council has the authority to establish fees to be charged for services provided by the City; and

WHEREAS, the last increase to fees charged by the Office of Historic Alexandria (“OHA”) occurred in FY 2009;

WHEREAS, the majority of fees charged by OHA fell within the Baltimore Washington CPI-U fee adjustment guidelines set forth by City Council in Fiscal 2008;

WHEREAS, the fees associated with the use of the City’s historic facilities are significantly below what other jurisdictions charge and the costs of maintaining those facilities and providing programs therein;

WHEREAS, the costs of maintaining those facilities and the programs provided therein continue to increase year-by-year and the fees do not cover the entire costs associated therewith;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF ALEXANDRIA, VIRGINIA:

- 1) That the fees charged by OHA for rental of the various properties administered and services and programs provided by OHA shall be as updated beginning July 1, 2009, as set forth in Attachment 1.
- 2) That this resolution shall be effective on the date and at the time of adoption.

ADOPTED: _____

WILLIAM D. EUILLE, MAYOR

ATTEST:

Jacqueline M. Henderson, CMC City Clerk

Office of Historic Alexandria FY 2010 Fees

Please Note: All other OHA fees not set forth herein shall remain at their current rates.

Facility Rental- Alexandria Black History Museum	Meeting	\$75/hour
	Parties, receptions, events	\$150/hour
	Use of piano	\$100
Facility Rental- Fort Ward Museum Library	Meeting	\$40 per use
Facility Rental- Friendship Firehouse	Birthday Party (w program)	\$400 and up
Facility Rental- Lloyd House	Non-wedding related (Monday-Thursday)	\$250/hour
	Non-wedding related (Friday-Sunday)	\$300/hour
	Meeting	\$75/hour
	Wedding Reception	\$2,000
	Birthday Party (w program)	\$600 and up
Facility Rental- Lyceum	Non-wedding related	\$325/hour
	Meeting	\$75/hour
	Wedding Reception	\$2,000
	Wedding Reception (after six hours)	\$250/hour
	Open exhibit galleries	\$50 per gallery
OHA Membership	Individual	\$40
	Family/Dual	\$60
	Sustainer	\$100
	Friend	\$250
	Patron	\$500
	Contributor	\$1000
	Benefactor	\$2500