

RECREATION CONFERENCE – SESSION OUTLINE

Session Title:

EXCELLENT FACILITY RENTAL MANAGEMENT

SESSION DESCRIPTION (25 words):

Explore methods to organize your Facility Rental Process; Establish defensible Rental Fees based on your building's square footage; and Examine a dozen different policy considerations.

SESSION DESCRIPTION (Full Text):

Be excellent with your agency's Facility Rental Program. We will explore excellent methods to organize your Facility Rental Reservation Process; We will analyze excellent ways to establish defensible rental fees based on your building's square footage and a procedure called "price-points"; Plus, we will examine a dozen different rental policy considerations, some that you may not have thought of before.

SESSION TARGET MARKET: Recreation Programmers, Agency Directors, Supervisors

Speaker's Name: Mark Honberger

Total Length: 1.25 hour session

SESSION LEARNING OBJECTIVES: Participants will:

- 1) Explore excellent ways to organize your Facility Rental Reservation Process
- 2) Analyze excellent ways to establish defensible rental fees, based on building square footage and "price-points"
- 3) Examine a dozen policy considerations, some that you may not have thought of before

SESSION NEEDS IDENTIFICATION: Revenues from excellent Facility Rental Programs have the capacity to help offset the costs of other recreation programs. Yet, this is an area where smaller recreation agencies often struggle. By applying some excellent facility rental principles, agencies can once again have a Facility Rental Program that Thrives!



MARK'S EXPERIENCE PRESENTING EDUCATION SESSIONS: Throughout his 30+ years in the Parks and Recreation Profession, Mark Honberger has annually provided training presentations on a variety of recreation topics. He has provided training sessions for the California Park and Recreation Society (District Training Events & State Conferences), the Arizona Park and Recreation Association (State Conference 2017, 2018, 2020, 2021), the Nevada Park and Recreation Society (State Conference 2018, 2019), & the New Mexico Park and Recreation Association (State Conference 2019). Additionally, Mark has conducted numerous Team Building sessions for parks and recreation agencies.

MARK'S EXPERIENCE WITH THIS SUBJECT MATTER: For a majority of his 30+ years in the Parks and Recreation Profession, Mark Honberger has overseen the Facility Rental Program for his agencies. With the City of Tracy, he was given the task of fixing a cumbersome and confusing rental process, and so developed a "one-stop-shop" format that simplified the experience for the customer, while meeting the needs of all the other departments in the agency who had a stake in facility rentals. For example, the Fire Department cared about special event cooking tents, the Police Department needed input into large events, the Finance department needed their business license fees from commercial booths, and of course the Public Works crews needed information so that they could properly prepare barricades for street events or to know when to pull out the mobile stage. Mark's new rental format solved these communication issues.

SESSION OUTLINE

Introduction of Speaker (2 Minutes)

Introduction of Topic (10 Minutes)

- A) Attention Grabber: Bring out the importance of excellent Facility Rental Management. Ask Audience to raise hand to share a reason why they think it is important to follow excellent facility rental principles. Reward those who answer with a sweet treat.
 - a. Increase rental revenue
 - b. Create a friendlier process for the citizen
 - c. Establish appropriate and defensible rental fees

- B) NEEDS IDENTIFICATION: Discuss the need for this topic and this session. (from above)

Cover Learning Objectives (3 Minutes)



PRESENTATION OF TOPIC SPECIFICS

Organize your Facility Rental Process (15 Minutes)

(LEARNING OBJECTIVE #1)

- A) Develop quality Facility Brochures
 - a. Picture worth thousand words
 - b. Clear and Concise
- B) Setting up a process involving a “how-to-rent” coversheet and insert-able “Rental Detail Pages”
 - a. We will show example of these documents
- C) When and how to make your rental application form a “One-Stop-Shop” type of form
 - a. Look at pros and cons
 - b. Set up a Fast Track, for simple rentals
 - c. Organizing a lot of information in a small space
 - d. Clear and Concise
- D) How to create a “Weekly Facility Report” that clearly communicates the same info to all in-house facility attendants, office staff, and maintenance staff

Establishing a Defensible Rental Fee Structure (15 Minutes)

(LEARNING OBJECTIVE #2)

- A) Based on each building’s square footage
 - a. See sample of how to do it
 - b. Utilize excel for the behind-the-scenes fee determination
- B) Utilize “Price Points” to show a:
 - a. defensible increase from non-profit rates to private rates to commercial rates
 - b. defensible increase from weekday rates to weekend rates
- C) Differentiate between
 - a. New buildings (higher fee per square foot)
 - b. Older buildings (lower fee per square foot)
- D) Differentiate between
 - a. Large building (lower fee per square foot) (still higher rental fee due to size)
 - b. Smaller Building (higher fee per square foot)

Analyze a dozen different Policy Considerations (15 Minutes)

(LEARNING OBJECTIVE #3)

- A) Cancellation policies (multiple options to review)
- B) Event layout
- C) Options for room set up
 - a. Staff do it
 - b. Renters do it
- D) Facility Attendants
 - a. Stay with facility for duration of rental
 - i. Attendant (or 2) are able to do only one rental
 - b. Check renters in, visit periodically, be there at close
 - i. Attendant is able to handle multiple rentals concurrently
 - ii. Use agency vehicle
- E) Alcohol Issue
- F) Simple rental vs Further Review
- G) Outdoor rentals
 - a. Parks
 - b. Streets
 - c. Other = parking lots
- H) Booking Windows
 - a. Who can book, and how far in advance
 - b. Large Rooms (9 rentals in 3 months)
 - c. Small Rooms (available for a full year of rental)
 - d. We will discuss why the difference

QUESTION AND ANSWERS (15 Minutes)