

MEMORANDUM

To: Mayor and City Council Members
Douglas Faseler, City Manager

From: Jillian Boldway, CVB Director

Subject: Request for Changes in Rental Fees for Seguin Coliseum

Date: August 5, 2014

The Seguin Convention and Visitors Bureau is asking City Council to approve the proposed changes in Coliseum rental fees based on the research data of other area facilities' rental fees, as well as the cost of operating the Coliseum. The current rental fees are comparatively low and have not been raised since June of 2006, more than eight years ago. The Coliseum is already heavily booked for events in 2015 and some in 2016, so these fees will not take effect for some particular dates for quite some time.

Please see attached venue comparison sheet with current and proposed fee changes and the proposed fee ordinance.