



MEMORANDUM

To: Newmarket Public Library Board

From: Todd Kyle

Date: October 21, 2015

Re: Room rental rates

Library staff have conducted a review of the Library's room rental fees. These rates have been unchanged since 2010, other than changes to fees for audio-visual equipment rental and for additional advertising of events held.

The review has found that in comparison to the Library's local competitors, our rates are quite low. The Town of Newmarket was looked at as a comparator, with a view to harmonizing the rates. However, harmonizing has proved difficult. This is partly because the Town rents its room on a ½ day or full day basis, rather than hourly as is suitable to Library customers. In addition, room capacities are not comparable, and the Town includes table and chair set-up in its fee, whereas the Library is not able to offer set-up services and asks renters to do it themselves in some rooms.

Another factor that was examined was the Library's additional fee for A/V equipment. What we have found is that few renters pay this fee and that it is difficult in some rooms to police whether a renter has paid for their use of the projector or not. To simplify administration, and to match common practice, we are proposing folding the A/V fee into the hourly rental rates.

The proposed new rate schedule reflects an inflationary adjustment of 2% per year since 2010, that is, an average 12% increase effective January 1, 2016, with an elimination of the separate A/V fee. If current rental patterns continue, this may result in revenues slightly higher than the level in the draft 2016 budget, but at this time it would be risky to raise that revenue target. Instead, we propose re-examining it as part of the 2017 budget process. In addition, we may wish to consider reviewing these rates every year and potentially increasing them with inflation as a matter of policy.

The following motion is recommended:

THAT the Library Board approve the proposed new Room Rental Rate schedule, effective January 1, 2016.