



Tivoli Spaces Pricing Task Force FINAL RECOMMENDATIONS

**New pricing rate structure for Tivoli spaces,
outdoor spaces, and all other Auraria Campus event spaces**

February 10, 2017 | UNANIMOUSLY APPROVED

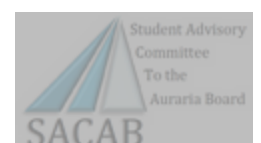
TASK FORCE

| | |
|---------------------------------|---|
| Stacie Amaya, Chair | Student Advisory Committee to the Auraria Board |
| Jeff Stamper, Co-Advisor | Auraria Higher Education Center |
| Rob Byers, Co-Advisor | Auraria Higher Education Center |
| Ariel Redell, Co-Advisor | Auraria Higher Education Center |
| Amber Cook, Co-Advisor | Auraria Higher Education Center |
| Christie Gardner, Secretary | Auraria Higher Education Center |
| Karla Gonzalez, Student Rep | Community College of Denver |
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I. Introduction

In the Fall Semester of 2016, the Student Advisory Committee to the Auraria Board (SACAB) became aware of a newly proposed pricing structure regarding the use and care of certain outdoor spaces on campus. These spaces included the Tivoli Quad Park, the 9th Street Historic Park, the Lawrence Street Mall, and other outdoor student use spaces. After hearing many concerns raised from students and institutional administration, it was determined that SACAB would convene a task force for the purposes of gaining stakeholder input towards the design and implementation of a pricing structure that would be more equitable to all those involved.

Early in the process, it was determined that the task force should also include the interior student use spaces of the Tivoli Student Union within the scope of its work. Therefore the task force was aptly named the Tivoli Spaces Pricing Task Force (TSPT).



II. Background:

The decision to implement a pricing structure for spaces that had previously been available to students and student groups for no charge was necessitated by the rising cost of basic maintenance and repair of these spaces in addition to the significant deficit of bond fund revenues available to cover these costs. The extreme loss in revenue can be attributed to both the dramatic cuts in Higher Education funding over the previous decade as well as to the evolution of use of campus spaces both interior and exterior. Many spaces that were once dedicated to revenue-generation have transitioned into academic use spaces and student auxiliary spaces. This reduction in revenue generating space has played a large part in the loss of revenue. Additionally, traditional campus bookstores nationwide have seen significant reductions in their profitability, and the Tivoli Station Bookstore is no exception. For these reasons it has been necessary to look at different ways in which to cover the costs for maintaining these high use areas.

The TSPT referred to the “1974 Program Plan for the Self-Maintaining Student Services Facility” and the “1991 Tivoli Union Program Plan” in order to better understand the key components of the self-sustaining functionality of the Tivoli Student Union. The following are excerpts from those documents which guided the TSPT in developing the goals outlined in its mission.

- *Revenue Generation - A key determinant of the success or failure of the Tivoli project will be the success of its food operations... and on the understanding of the necessity for generating revenues in order to offset the bonds and keep student fees at a minimum.*
- *Due to a lack of meeting and conference space on the entire campus, both on and off-campus clients are often unable to reserve an available meeting place on campus, resulting in dissatisfied clients and a loss of revenue.*
- *Rooms are often used by two or three different groups each day. This high turnover results in an increased need for maintenance and repair of the facilities and their furnishings.*

III. Mission:

“The Tivoli Spaces Pricing Task Force is charged with re-evaluating user types and rates for event spaces which will include both interior and exterior space. This will be done primarily for the ongoing preservation and funding of the daily operation and maintenance of the Tivoli Student Union and its adjoining student use spaces. The task force is responsible for establishing a mechanism for categorizing various groups, as well as creating standardized reasoning as to why rates are assigned to particular groups. The task force will base its recommendations both on historical data and current needs using a pragmatic, functional approach to ensure that the campus community is strategically and fairly served as well as having a clear understanding of the process involved in determining access to event/activity spaces on campus.”

IV. Guiding Principles:

As an ad-hoc committee of SACAB, TSPT is inherently guided by the SACAB mission *to support a quality educational experience by:*

- *Providing balanced representation of all campus individuals and their constituent academic institutions*
- *Planning for the present and future campus environment*
- *Maintaining and enhancing equitable campus-wide practices*
- *Committing to open communication and mutual cooperation among all parties involved with Auraria Campus*

V. Final Recommendations:

The Tivoli Spaces Pricing Task Force recommends the following pricing model and policies be implemented.

A. Facilities Based Approach:

The pricing policy includes a two-pronged system that uses “Category Type” as a primary identifier and the “Event Type” as a modifier in determining the appropriate pricing structure for each client.

| Category Type - Primary Identifier | Event Type - Modifier |
|--|--|
| <p><u>Commercial:</u></p> <p>Off-campus (private) groups and outside organizations, including both profit and nonprofit organizations; even if hosted by a Category 1 or 2.</p> | <p><u>Event Type C:</u></p> <p>These types of events may or may not be campus focused but have the intent of attracting a broader audience that may include the public at large. They are often larger events such as a concert or a rally. They most likely will have complex components such as A/V, catering, tents, fencing, portable toilets, external vendors, and security.</p> |



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| <p><u>Category 2:</u></p> <p>Institutional Academic or Administrative offices departments, not included in Category 1. Commercial or retail lease tenants of the Auraria Campus are included in this category, provided events do not allow for commercial gains.</p> | <p><u>Event Type B:</u></p> <p>These events are generally campus focused but will be originated and supported by institutional academic or administrative departments. This will include department, institution, or discipline centered functions such as professional conference gatherings, etc. These events may include some complex components such as A/V, catering, tents, fencing, portable toilets, external vendors, and security.</p> |
| <p><u>Category 1:</u></p> <p>Student Government Assemblies and Student Organizations (officially recognized by CCD, MSU Denver or CU Denver), Student Advisory Committee to the Auraria Board (SACAB), Departments of the Auraria Higher Education Center, and the Tri-Institutional Programming Committee (TIPC).</p> <p>The following Professional Programming Staff of each institution's Student Life or Student Activities Office as determined by each institution and to be reviewed and approved by the Auraria Campus Event Services (ACES) department on an annual basis:</p> <p>CCD - Dean of Student Life; Student Activities Coordinator; Events Coordinator; Student Life Office Manager; Human Services Specialist</p> <p>CU Denver - Director of Student Life; Assistant Director of Student Orgs; Assistant Director of Community Engagement; Assistant Director of Peer Advocacy & Leadership; Club Sports Coordinator</p> <p>MSU Denver - Director of Student Activities & Student Government; Associate Director of Student Activities; Assistant Director of Graphic Design & Events; Assistant Director of Student Organizations & Student Travel; Assistant Director of Fraternity/Sorority Life & Volunteering</p> | <p><u>Event Type A:</u></p> <p>These events are generally student focused, student organization or Student Activities/Life originated and managed events. They may or may not involve few complex components such as A/V, catering, tents, fencing, portable toilets, external vendors, and security.</p> |



B. Event Permit:

Groups booking large events or multiple meeting spaces will be required to submit an Event Permit Application to the ACES office 15 days prior to their requested reservation date. Event Permit Applications submitted under Category 1 or Category 2 groups will require approval from an ACES designated signatory authority (i.e. Staff/Faculty Advisors, Dean or Department Head).

C. Cancellation Policy:

Groups must be in their event space within the first 20 minutes of the scheduled reservation start time. If groups do not cancel 24 hours prior to their reservation start time, there will be a no-show fee assessed. The no-show fee amount will be charged as the full cost at the Category 2 pricing rate. The fees assessed must be paid prior to any further bookings by that group.

D. Discounted Pricing:

These discounts will apply to indoor reservations, please see the attached rate sheet for outdoor event pricing.

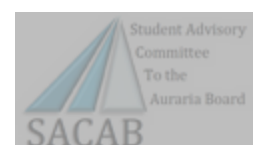
1. Commercial clients receive no discount on the price of space across campus. They will be charged the full commercial rate as determined by ACES.
2. Category 2 clients will receive a 75% discount of the full commercial rate for indoor reservations. They will be charged 25% of the full commercial rate as determined by ACES.
3. Category 1 clients will receive a 95% discount of the full commercial rate for large interior and exterior event reservation. They will be charged 5% of the full commercial rate as determined by ACES.
4. Category 1 clients will receive a 100% discount of the full commercial rate for small outdoor events and meeting spaces within the Tivoli Student Union.

E. Exempted Events:

The “1991 Tivoli Union Program Plan” states that “**The objective of the Auraria Student Union is to enhance student life and collegiality by expanding opportunities for community interaction and student involvement. We aim to create a student union with an inviting social, cultural, and educational environment, while enhancing the college experiences of all students.**”

It is with this primary focus in mind that we have determined that specific tri-institutional events and certain individual institutional events will not be charged for use of space. These events are to include:

Spring Fling; Fall Fest; Welcome Back Week; New Student Orientations; Convocations



VI. Student Advisory Committee to the Auraria Board:

These recommendations have been unanimously approved by the Tivoli Spaces Pricing Task Force on February 10, 2017. We will move these recommendations forward for approval by the Student Advisory Committee to the Auraria Board.

VII. Annual Review:

The policies outlined in this document are to be reviewed on an annual basis by AHEC and SACAB or their designated Task Force.

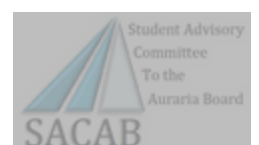
VIII. Integration:

This document and the policies contained herein supersede and replace all prior documents and policies concerning the pricing structure of the designated outdoor spaces and indoor Tivoli Student Union spaces.

SACAB – 2/10/2017

PODSOC – 2/23/2017

AEC – 3/14/2017



Tivoli Spaces Pricing Task Force

Reservation Rate Recommendations

| | Classrooms | | Meeting Spaces | | | | | |
|-----------------------------|------------------|-----------------------|----------------|-----------------------|-----------------------|--------------|-----------------|------------------------|
| | Small Classrooms | Large Classrooms (10) | 317 - Salomon | 322 - Endlich Calvary | 329 - Senate Chambers | 542 - Reitze | 642 - Burghardt | 740 - Executive Center |
| Commercial 12 Hour* | \$ 150.00 | \$ 200.00 | \$ 225.00 | \$ 225.00 | \$ 350.00 | \$ 250.00 | \$ 250.00 | \$ 450.00 |
| Commercial 8 Hour* | \$ 100.00 | \$ 150.00 | \$ 175.00 | \$ 175.00 | \$ 300.00 | \$ 200.00 | \$ 200.00 | \$ 400.00 |
| Commercial 4 Hour* | \$ 50.00 | \$ 75.00 | \$ 100.00 | \$ 100.00 | \$ 150.00 | \$ 125.00 | \$ 125.00 | \$ 200.00 |
| Category Two % | 0% | 0% | 25% | 25% | 25% | 25% | 25% | 25% |
| Category Two 12 Hour | \$ - | \$ - | \$ 56.25 | \$ 56.25 | \$ 87.50 | \$ 62.50 | \$ 62.50 | \$ 112.50 |
| Category Two 8 Hour | \$ - | \$ - | \$ 43.75 | \$ 43.75 | \$ 75.00 | \$ 50.00 | \$ 50.00 | \$ 100.00 |
| Category Two 4 Hour | \$ - | \$ - | \$ 25.00 | \$ 25.00 | \$ 37.50 | \$ 31.25 | \$ 31.25 | \$ 50.00 |
| Category One % | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Category One 12 Hour | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| Category One 8 Hour | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| Category One 4 Hour | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |

| | Program Spaces | | | | | | | | | | | |
|---------------------------------|------------------------------------|--------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|--------------------------------|--------------------------------|-----------------|--------------------|--------------|-------------------------------|
| | *145 - Pool Hall* \$70 per hour | 261 - Multi-Cultural Lounge | 320 - Pre Function Lounge | 320 A - Baerresen Ballroom | 320 B - Baerresen Ballroom | 320 C - Baerresen Ballroom | 320 AB - Baerresen Ballroom | 320 BC - Baerresen Ballroom | 442 - John Good | 444 - LoRaine Good | 640 - Zenith | Tivoli Garage Study Lounge |
| Commercial 12 Hour* | \$ 840.00 | \$ 450.00 | \$ 150.00 | \$ 350.00 | \$ 350.00 | \$ 350.00 | \$ 650.00 | \$ 650.00 | \$ 350.00 | \$ 600.00 | \$ 750.00 | \$ 450.00 |
| Commercial 8 Hour* | \$ 560.00 | \$ 350.00 | \$ 100.00 | \$ 275.00 | \$ 275.00 | \$ 275.00 | \$ 525.00 | \$ 525.00 | \$ 250.00 | \$ 500.00 | \$ 600.00 | \$ 350.00 |
| Commercial 4 Hour* | \$ 280.00 | \$ 200.00 | \$ 50.00 | \$ 150.00 | \$ 150.00 | \$ 150.00 | \$ 300.00 | \$ 300.00 | \$ 125.00 | \$ 250.00 | \$ 400.00 | \$ 200.00 |
| | | | | | | | | | | | | |
| | | | | | | | | | | | | |
| Category Two % | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% |
| Category Two 12 Hour | \$ 210.00 | \$ 112.50 | \$ 37.50 | \$ 87.50 | \$ 87.50 | \$ 87.50 | \$ 162.50 | \$ 162.50 | \$ 87.50 | \$ 150.00 | \$ 187.50 | \$ 112.50 |
| Category Two 8 Hour | \$ 140.00 | \$ 87.50 | \$ 25.00 | \$ 68.75 | \$ 68.75 | \$ 68.75 | \$ 131.25 | \$ 131.25 | \$ 62.50 | \$ 125.00 | \$ 150.00 | \$ 87.50 |
| Category Two 4 Hour | \$ 70.00 | \$ 50.00 | \$ 12.50 | \$ 37.50 | \$ 37.50 | \$ 37.50 | \$ 75.00 | \$ 75.00 | \$ 31.25 | \$ 62.50 | \$ 100.00 | \$ 50.00 |
| | | | | | | | | | | | | |
| Category One % | 5% | 5% | 5% | 5% | 5% | 5% | 5% | 5% | 5% | 5% | 5% | 5% |
| Category One 12 Hour | \$ 42.00 | \$ 22.50 | \$ 7.50 | \$ 17.50 | \$ 17.50 | \$ 17.50 | \$ 32.50 | \$ 32.50 | \$ 17.50 | \$ 30.00 | \$ 37.50 | \$ 22.50 |
| Category One 8 Hour | \$ 28.00 | \$ 17.50 | \$ 5.00 | \$ 13.75 | \$ 13.75 | \$ 13.75 | \$ 26.25 | \$ 26.25 | \$ 12.50 | \$ 25.00 | \$ 30.00 | \$ 17.50 |
| Category One 4 Hour | \$ 14.00 | \$ 10.00 | \$ 2.50 | \$ 7.50 | \$ 7.50 | \$ 7.50 | \$ 15.00 | \$ 15.00 | \$ 6.25 | \$ 12.50 | \$ 20.00 | \$ 10.00 |

| | Large Event | | | | | | Exterior Event Space | | | | | | |
|----------------------|-----------------|------------------------------|-----------------------|------------------------|-------------------------|-----|----------------------|----------------------|--------------------|--------------------|------------------------------|-----------------------------|-----------------------|
| | 250 - Turnhalle | 320 ABC - Baerresen Ballroom | 440/540 - Adirondacks | St Cajetan's Main Hall | | | 9th Street Park | Lawrence Street Mall | Tivoli Quad Zone 1 | Tivoli Quad Zone 2 | Tivoli Quad Zone 3 (Commons) | Tivoli Quad Zone 4 (Square) | Tivoli Quad All Zones |
| Commercial 12 Hour* | \$3000.00 | \$ 900.00 | \$2000.00 | \$2000.00 | Commercial 1500-2500ppl | | | | | | | | \$8000.00 |
| Commercial 8 Hour* | \$2200.00 | \$ 750.00 | \$1500.00 | \$1500.00 | Commercial 750-1499ppl | | | | | | | | \$4000.00 |
| Commercial 4 Hour* | \$1000.00 | \$ 400.00 | \$ 700.00 | \$ 700.00 | Commercial 250-749ppl | | | | | | | | \$3000.00 |
| | | | | | Commercial 1-249ppl | | \$2000.00 | \$2000.00 | \$1000.00 | \$ 400.00 | \$ 400.00 | \$ 200.00 | \$2000.00 |
| Category Two % | 25% | 25% | 25% | 25% | Category Two % | | | | | | | | |
| Category Two 12 Hour | \$ 750.00 | \$ 225.00 | \$ 500.00 | \$ 500.00 | Category Two 250-500ppl | 25% | \$ 500.00 | \$ 500.00 | \$ 250.00 | \$ 100.00 | \$ 100.00 | \$ 50.00 | \$ 500.00 |
| Category Two 8 Hour | \$ 550.00 | \$ 187.50 | \$ 375.00 | \$ 375.00 | Category Two 50-249ppl | 15% | \$ 300.00 | \$ 300.00 | \$ 150.00 | \$ 60.00 | \$ 60.00 | \$ 30.00 | \$ 300.00 |
| Category Two 4 Hour | \$ 250.00 | \$ 100.00 | \$ 175.00 | \$ 175.00 | Category Two 1-49ppl | 10% | \$ 200.00 | \$ 200.00 | \$ 100.00 | \$ 40.00 | \$ 40.00 | \$ 20.00 | \$ 200.00 |
| Category One % | 5% | 5% | 5% | 5% | Category One % | | | | | | | | |
| Category One 12 Hour | \$ 150.00 | \$ 45.00 | \$ 100.00 | \$ 100.00 | Category One 250-500ppl | 5% | \$ 100.00 | \$ 100.00 | \$ 50.00 | \$ 20.00 | \$ 20.00 | \$ 10.00 | \$ 100.00 |
| Category One 8 Hour | \$ 110.00 | \$ 37.50 | \$ 75.00 | \$ 75.00 | Category One 50-249ppl | 2% | \$ 40.00 | \$ 40.00 | \$ 20.00 | \$ 8.00 | \$ 8.00 | \$ 4.00 | \$ 40.00 |
| Category One 4 Hour | \$ 50.00 | \$ 20.00 | \$ 35.00 | \$ 35.00 | Category One 1-49ppl | 0% | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |