


MICEC FACILITY ALLOCATION AND USE



Effective Date: 1/1/2022	Last Updated: N/A	Approved By: Jason Kintner, Chief of Operations  Endorsed By: Parks and Recreations Commission 12/9/2021
Code and Statutory Authority: MICC 4.44.010 MICC 3.53.020	Related Polices: Strategy for MICEC and Recreation Programs and Services (“Strategy”)	

Purpose

The City of Mercer Island uses the following facility allocation and use policy for the Mercer Island Community and Event Center (MICEC) as a part of its overall strategy¹ for the Recreation Division. This policy describes principles guiding the appropriate use of the MICEC and what priority may be given to various users who wish to rent the facility.

Scope/Background

Space at the MICEC is a finite resource, but the range of potential users and uses is expansive. This policy guides the purposeful allocation of the space to ensure that the facility is used to achieve Recreation Division, City and community goals, and consistently according to stated principles.

Definitions

1. “Division” means Mercer Island Recreation Division
2. “Cost recovery” means the degree to which the operational costs of providing a program or service are supported by user fees and/or other funding mechanisms such as grants, partnerships, donations, sponsorships, or other alternative (non-tax) funding sources.
3. “Reset Strategy” means the *Strategy for Mercer Island Community and Event Center & Recreation Programs and Services (also known as the Reset Strategy)* endorsed by the Parks and Recreation Commission in April 2021 and City Council in July 2021.
4. “Resident” means an individual or business whose permanent residency is located within the City limits, or an individual or business that owns property within the City limits.
5. “Non-profit” means any organization that has secured a certificate or letter of determination of tax-exempt status from the Internal Revenue Service

Policy

Allocation and use of the MICEC will be guided by the following principles:

- Be benefits-focused by:
 - Actively encouraging participation in recreation, cultural, arts, educational and leisure activities related to health, wellness, social connectivity and skill development.

¹ *Strategy for Mercer Island Community and Event Center & Recreation Programs and Services (a.k.a. Reset Strategy)*

- Providing a range of activities, services and programs that balance individually-derived benefits and those that benefit the whole community, including fostering the financial sustainability of the MICEC and the Recreation Division.
- Optimizing use of the facility to the extent resources and demand allows.
- Support diverse uses by:
 - Reflecting a variety of interest areas, skill levels, and program formats; and by allowing a mix of one-time, short-term and long-term activities.
 - Providing opportunities for spontaneous gathering and play, including self-directed sports, fitness and activities.
 - Designating and using parts of the facility for reserved, permitted or fee-based use (including private use).
 - Providing space for community-wide uses such as tournaments, special events and the art gallery.
 - Encouraging innovation and inclusion through inviting and piloting new uses, programs and activities.
- Be equitable and fair by:
 - Allocating facility space based on substantiated current needs and future demand.
 - Encouraging participation by all residents regardless of ability, age, gender, culture, and income.
 - Considering historical facility allocation patterns and aiming for consistent and predictable allocation of facility space throughout the season and from year to year (to the extent possible) to sustain high-demand, high-participation programs and services.
- Reflect good stewardship by:
 - Maximizing facility use in a manner that considers quality, safety, and the need for maintenance and renovation.
 - Allocating facility use to target achievement of the cost recovery philosophy and to ensure delivery of core services (as defined in the Reset Strategy).
 - Tracking use of and demand for facility space that will be needed for performance reporting and long-term planning.
 - Promoting effective and high-quality customer service.

Priority access and use

To enable passive use and gathering, there will be designated spaces in the MICEC each day during normal operating hours that are not reservable.

With facility space as a finite resource, the following ranked order list indicates which organizations get first access to reservation scheduling and get priority when conflicts arise.

For all reservable spaces except the Mercer Room, Outdoor Terrace and Catering Kitchen:

Level 1 Organizations: City activity, event, service or program (i.e., planned, promoted, staffed and scheduled by the City); governmental agencies where one or more City staff members are taking part in a meeting.

Level 2 Organizations: Mercer Island-based non-profit that provides services primarily for Mercer Island residents (residents constitute >75% of membership and service recipients) for non-commercial and non-fundraising events. Mercer Island School District.

Level 3 Organizations: Non-profits with recurring programs, presence, services on Mercer Island,

but who may not be based in Mercer Island or who may not primarily serve Mercer Island residents.

Level 4 Organizations: For-profit businesses or organizations (not for commercial sales, not charging an entrance fee); individuals or groups renting the facility on a one-time basis for exclusive use; other non-profits; governmental agencies (for use that is not Level 1). Non-profits for fundraising.

Level 5 Organizations: For-profit businesses or organizations for activities that include commercial sales or entrance fees².

For the Mercer Room, Outdoor Terrace and Catering Kitchen (i.e., the “full amenity” event rental, where cost recovery and revenue generation are paramount and, therefore, where private and full-fee use will be encouraged):

Scheduling will be done on a first-come, first-served basis. Reservations can be made up to 24 months in advance. Staff will set aside and promote these spaces to the marketplace, endeavoring to maximize the scheduling of full-fee and “full amenity” rentals, especially during extended hours of operation on evenings and weekends.

Six months or less prior to use, organizations and individuals may secure a “partial amenity” weekday reservation for any block of time between the hours of 7:00 a.m. and 5:00 p.m. Partial amenity rentals during the extended hours of operation will be scheduled six months or less prior to use at the discretion of Staff.

Staff will endeavor to give residents and Level 2 organizations priority access to booking these (full and partial amenity) facility reservations.

Notes regarding reservation priority access and use: Entities with which the City has entered into a contract for facility use have the rights described in those contracts. No contract should be approved that contradicts or that does not reflect the goals of the facility allocation and use policy. Level 1 organizations may be permitted to use these facility spaces for a reduced or waived fee; a separate administrative policy governs this procedure (including roles and responsibilities for the renter and the possibility of room rescheduling if the rented room is needed to serve a paying customer). Staff will endeavor to give residents and Level 2 organizations priority access to booking these (full and partial amenity) facility reservations.

Procedure(s)

Additional procedures will be established and approved, administratively, by the department director and division manager, following approval of the policy.

² Commercial sales and entrance fees may be permitted provided the renter discloses intent, gets pre-approval from the Department Director or designee (to ensure no inconsistencies with Division purpose, mission and customer expectations), and upholds City regulations (including securing a business license and insurance).