

SANTA ROSA VETERANS MEMORIAL BUILDING

1351 Maple Avenue
 Santa Rosa, California
 (707) 565-7176

The Santa Rosa Veterans Memorial Building is the largest public assembly facility of its type in Sonoma County. The building is located on Highway 12, which feeds directly into Highway 101, one mile to the east. In addition to serving the local population, the Santa Rosa facility draws from the surrounding counties of Marin, Mendocino, and Solano. Because of its size, central location, accessibility and large parking lot, the Santa Rosa Memorial is a popular site for trade exhibits, banquets, dances, concerts, fashion shows, and lectures. Smaller events such as meetings, wedding receptions, and private parties are easily accommodated in the large side rooms of the facility. The building's lighting provides the best of down lighting for the trade show promoter while maintaining excellent dimming capability for cultural activities.

RENTAL RATES

ROOM	CAPACITY				HOURLY RATE		
	Assembly	Seated	Dining	Dine & Dance	Commercial	Non-Commercial	Non-Profit
Auditorium (4 hr. min.)	1200	1000	653	500	\$92.00	\$72.00	\$62.00
Dining Rm. (2 hr. min.)	408	250	200	150	\$52.00	\$42.00	\$32.00
Lodge Rm. (2 hr. min.)	440	275	205	150	\$52.00	\$42.00	\$32.00
North Rm. (2 hr. min.)	139	80	65	n/a	\$37.00	\$32.00	\$27.00
Judges Chamber (2 hr. min.)	55	35	26	n/a	\$32.00	\$27.00	\$22.00
Conf Rm. (2 hr. min.)	55	35	26	n/a	\$32.00	\$27.00	\$22.00
Kitchen (4 hr. min.)					\$25.00	\$22.00	\$19.00
Small Kitchen (refrigerator, stove, sink, ice machine) (2 hr. min.)					\$19.00	\$17.00	\$15.00
Auditorium after 1:00 am					\$112.00	\$92.00	\$82.00

FEES AND CHARGES

- Processing Fee:** Non-refundable processing fee is \$25 per contract.
- Reservation Deposits:** Deposits are required to hold any date requested. This deposit is applied toward the rental of the building.

Auditorium Deposit: A \$200.00 reservation deposit or actual facility rent, whichever is less, is required to hold any auditorium use.

Other Room Deposit: A \$100.00 reservation deposit or actual facility rent, whichever is less, is required to hold any date requested for use.
- Hourly Rate:** Shall include room(s) rented and the use of tables and chairs.
- Use Minimum:** All room uses are for a 2-hour minimum, except the kitchen which is a 4-hour minimum, and the Auditorium, which is an 8-hour minimum Friday through Sunday, and a 4-hour minimum Monday through Thursday.
- Setup/Cleanup:** Hours of use stated on the confirmation form must include move in/decoration and cleanup time.
- Staff:** If, based on the size and/or type of event planned or changes required, the Division Manager concludes that additional staff is needed for adjustments to reservation requirements and documents, event monitoring or clean-up

following an event, additional staff time or personnel will be scheduled. If additional staff time is required, there will be a fee charged based upon current hourly wage rates for those persons scheduled.

7. **Room set-up fee:** Room set-up fees are charged for one-time events based on the number of people in attendance.

1-100 attendees	\$50	201-500 attendees	\$100
101-200 attendees	\$75	over 500 attendees	\$120

8. **Late fee:** There is a \$50 late fee charged for 1) failure to pay deposit and processing fee within 10 days of booking, and/or 2) contracts not completed 30 days before event, and/or 3) changes made to contract within 30 days of event.

CLEANING/DAMAGE DEPOSIT

Licensee may be required to pay up to \$400.00 refundable cleaning and damage deposit as determined by division manager. Deposits will be based on type of use, attendance, if alcohol is present, prior experience with group and/or organization, and potential for damage to facilities. The deposit will be refunded if, in the judgment of the division supervisor, the facility is left in a clean condition with no damage or missing equipment.

COMMERCIAL EVENT

The rent of the facility shall be 10% of gross receipts or the base rent, whichever is greater, with a maximum of \$1,200.00 paid per event day. The base rent is to be paid 30 days prior to the event. Percentage of admission fees or collections in excess of the base rent shall be paid to the County of Sonoma during the business hours of the first business day following the scheduled event. In addition, a flat \$450.00 parking fee will be charged.

ALCOHOL

No alcoholic beverages may be served, sold, or given away without written permission from department.

Alcohol permits will not be issued for youth functions.

1. Sale of Alcoholic Beverages:

For those activities selling alcoholic beverages, the licensee must pay the County of Sonoma an alcoholic beverage service fee, which is based on attendance:

Less than 250 people in attendance	\$100.00
250 or more people in attendance	\$200.00

This fee does not buy you an Alcoholic Beverage Control Authorization. If alcohol is to be sold, an authorization must be obtained from CA State Alcoholic Beverage Control, in addition to the County of Sonoma charge. Call (707) 576-2165 for ABC information.

2. Serving of Alcoholic Beverages:

For events when alcoholic beverages are given away the lessee must pay the County of Sonoma an Alcoholic Beverage Service Fee, which is based on attendance:

Less than 250 people in attendance	\$100.00
250 or more people in attendance	\$200.00

CANCELLATION POLICY

- If customer cancels event 90+ days before event date, 50% of the deposit will be retained by the county.
- If the customer cancels event 30-89 days before event date, 100% of the deposit will be retained by the County.
- If customer cancels event 15-29 days before event date, 50% of the rental fee will be retained by the County.
- If customer cancels event <15 days before event date, 100% of the rental fee will be retained by the County.

HOLIDAY RATES

Holiday rates apply to New Year's Day, Martin Luther King Jr. Day, Lincoln's Birthday, President's Day, Memorial Day, Independence Day, Labor Day, Veterans Day, Thanksgiving Day and the day after, and Christmas Day. Holiday rates are an additional 50% of the base rent.