

**TITLE: EVENT PLANNING AND FACILITIES RENTAL MANAGEMENT**

**POLICY NO: 4-11**

**EFFECTIVE DATE: 05/18/10**

**VCCS POLICY NO: [6.4.5.1](#)**

**REVISED DATE: 02/05/13**

I. Purpose:

To establish policy and procedures for the planning and management of signature events supported and sponsored by the college and the use of J. Sargeant Reynolds Community College (JSRCC) facilities by internal and external groups.

II. Definitions:

College activities: credit classes, non-credit classes, student life activities, student club and organization activities, student extra-curricular activities, faculty/staff meetings and activities, college governing and foundation board meetings and events, and college advisory committee meetings and events.

Community or cultural group: an organization established for the benefit of the social or cultural needs of the community and without a profit motive.

Confirmed facility rental: a reservation with a signed contract received in the Office of Facilities Management and Planning.

Corporate or commercial organization: an organization established with an economic purpose and usually with a profit motive.

External activities: activities that involve persons who are not currently enrolled JSRCC students or current employees or board members, and those activities where any combination of internal and external groups shall be invited or in attendance.

External groups: community or cultural groups, not-for-profit organizations, state and local government agencies, corporate and commercial organizations, and professional associations.

Facilities: all buildings, grounds, and equipment leased and/or owned by the college with the exception of facilities managed exclusively by the Community College Workforce Alliance (CCWA).

Facilities rental office: an office within the Office of Facilities Management and Planning.

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Facilities rental officer: the coordinator of facilities rentals within the Office of Facilities Management and Planning.

Facilities rentals: the rental of college-owned facilities and which are coordinated through the facilities rental coordinator in the Office of Facilities Management and Planning.

Internal activities: activities “sponsored” by college units, departments and/or committees that involve persons who are currently enrolled JSRCC students, current employees or board members.

Internal groups: formally established groups of JSRCC students, employees, advisory committee members, or governing or foundation board members.

Signature events: events identified as, but not limited to: College Commencement, Convocation, Employee Recognition and Awards Program, Nursing Graduate Recognition Ceremony, PAVE Graduation Celebration, Phi Theta Kappa Induction Ceremony, opening of any new college facilities, and visits by elected officials and other dignitaries (based on nature/size of event).

Tentative facility reservation: a reservation without a signed contract.

III. Policy:

A. Signature events

1. Each signature event must have an identified coordinator who has overall responsibility for all aspects of the event, including logistical details. The coordinator can be part of a larger committee; however, the coordinator is responsible for notifying the President’s Office and coordinating logistical efforts with both the Office of Communications and Public Affairs and the facilities rental coordinator for each event.
2. The Office of Communications and Public Affairs is available to assist coordinators with event planning upon proper notification. Most signature events require a minimum of twelve to twenty-four (12-24) weeks lead time to allow for proper planning. Planning for major events like Commencement can take up to eleven (11) months. The Office of Communications and Public Affairs shall have the authority to deny requests for assistance if there is not sufficient notification.
3. In the case of annual events that are planned by committees, these appointments shall be made prior to the beginning of each academic year. The committee chair shall be recognized as the coordinator for all such events. A representative from the Office of Communications and Public Affairs shall serve on the following event planning committees: Graduation, Nursing Graduate Recognition Ceremony, Phi Theta Kappa Induction Ceremony, Convocation, Goochland Community Day,

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GardenFest, Employee Recognition and Awards Program, and others identified by the President's Executive Cabinet.

4. Event coordinators should follow [JSRCC Form No. 20-0017](#), Event Planning Checklist.

**B. Internal Activities**

1. General priorities for facility use

- a. The primary purpose of JSRCC facilities is to support the college's instructional, student services, and other college-sponsored events and programs. Normally, the facilities shall be in use for the day and evening programs of the college for six (6) days per week (Monday through Saturday). Credit and non-credit classes, and student life, student club and organization, student extracurricular, faculty/staff, governing board, foundation board, and advisory committee activities are the highest priorities for use of college facilities.

2. Central coordination of use of college facilities by internal groups

- a. The Office of Facilities Management and Planning serves as the primary point of contact for internal groups, and coordinates arrangements with the appropriate campus, school, and department contacts. The Office of Facilities Management and Planning shall ensure the use of facilities is appropriately coordinated with the relevant campus contacts, with one exception. The use of facilities at Goochland Campus shall be coordinated by the administrative assistant to the assistant dean of the School of Business.
- b. The administrative assistant to the assistant dean of the School of Business, located at Goochland Campus, serves as the primary point of contact for requests for facilities use at Goochland Campus. The administrative assistant shall coordinate with the Office of Facilities Management and Planning.
- c. In all instances where an internal group makes use of any college facility, [JSRCC Form No. 27-0003](#), Campus Facility Internal Use Form, must be submitted to the facilities rental coordinator.

3. Support Services

The Office of Facilities Management and Planning shall assist internal group requestors with contact names for specific room requirements (i.e., room set-up,

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AV, etc.). Internal group requests must be coordinated directly with the appropriate departments to ensure arrangements are made in accordance with their specifications. Event plans shall be shared with the Department of Police to determine security needs. The Office of Facilities Management and Planning shall communicate scheduling and service needs to the supervisors of those employees providing support services

4. Coordination with internal college activities

The Office of Facilities Management and Planning shall determine the availability of a selected college facility through a review of internal events posted on the JSRCC web calendars, with one exception. This process shall be coordinated by the administrative assistant to the assistant dean of the School of Business for the Goochland Campus.

5. Scheduling of internal group activities

- a. Confirmed internal activities, defined as internal group reservations with an approved internal use form received by the Office of Facilities Management and Planning, shall be posted on the web calendars by the facilities rental coordinator to facilitate the scheduling of college activities by internal groups. This process shall be coordinated by the administrative assistant to the assistant dean of the School of Business for the Goochland Campus.
- b. Requests by internal groups for reservations without an approved internal use form must be submitted to the facilities rental coordinator for approval prior to a commitment to the internal group. Reservation requests for the Goochland Campus shall be submitted to the administrative assistant to the assistant dean of the School of Business for the Goochland Campus. Approval shall be held for no more than three (3) business days without completion of the appropriate forms.

6. Alcohol policy

- a. In accordance with VCCS Policy 6.4.5.1, Alcoholic Beverages at Social Functions, groups interested in serving alcoholic beverages shall obtain permission from the facilities rental coordinator, who shall seek the approval of the vice president of Finance and Administration or his/her designee by submitting [JSRCC Form No. 32-0014](#), Request for Use of Alcohol at Events by External Groups on J. Sargeant Reynolds Community College Campuses. College approval for use of alcoholic beverages must be granted before seeking a Virginia ABC banquet license. This process shall be coordinated by the administrative assistant to the assistant dean of the School of Business for the Goochland Campus in coordination with the facilities rental coordinator.

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- b. All applicable regulations established by the state Alcoholic Beverage Control Board must be followed. The group interested in serving alcoholic beverages shall procure a \$1,000,000 liability policy, or a rider to an existing policy, naming both JSRCC and the VCCS in a hold-harmless clause. Proof of the insurance rider must be provided no later than fourteen (14) days prior to the event. In addition, the sponsoring group must provide a copy of the ABC banquet license to the Office of Facilities Management and Planning prior to the event. The presence of security officers throughout the event may be required at events where alcoholic beverages are provided.

7. Smoking policy

In accordance with [JSRCC Policy No. 4-03](#), Eating, Drinking, and Smoking in College Facilities, smoking is prohibited in all college-owned, rented, or occupied facilities. Smoking is only allowed in designated smoking areas outside of college facilities at each campus.

C. External Activities

1. General priorities for facility use

- a. The primary purpose of JSRCC facilities is to support the college's instructional and student services programs. Normally, the facilities shall be in use for the day and evening programs of the college for six (6) days per week (Monday through Saturday). Credit and non-credit classes, and student life, student club and organization, student extracurricular, faculty/staff, governing board, foundation board, and advisory committee activities are the highest priorities for use of college facilities.
- b. Insofar as possible and practicable, the facilities may be available for use by external groups provided that events do not interfere with the college's instructional and student services programs. External groups shall be charged a facilities rental fee and applicable service fees.

2. Right of refusal

JSRCC at its sole discretion, reserves the right to refuse a proposed utilization of its facilities.

3. Use of facilities by employees for personal reasons

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No inherent right or privilege exists, by virtue of college employee status, to use college facilities for personal reasons. However, the college may make facilities available to college personnel for personal reasons under the same terms they are available to the general public.

4. Rationale for charging fees for the use of facilities
  - a. Charges and fees for the use of college facilities by external groups are designed not to limit or prohibit use, but to protect state citizens from the expenditure, for another purpose, of public funds appropriated for instructional programs. The expenses associated with coordination of events and of heating, cooling, lights, water, security, and custodial services and the need for periodic refurbishment of equipment and facilities make it necessary to charge facility rental and service fees to external groups.
  - b. External groups shall be charged facility rental fees and service fees according to the [JSRCC Form No. 27-0014](#), Facilities Rental Contracts – Pricing Schedule. The college, at its discretion, may waive rental and service fees under certain conditions.
  
5. Central coordination of use of college facilities by external groups
  - a. The Office of Facilities Management and Planning serves as the primary point of contact for all external groups, and coordinates all arrangements with the appropriate campus, division, and department contacts. Any college employee receiving inquiries about facility use shall refer the external group to the facilities rental coordinator located in the Office of Facilities Management and Planning. The Office of Facilities Management and Planning shall ensure that fee policies are consistently applied and that the use of facilities is appropriately coordinated with the relevant campus contacts.
  - b. The administrative assistant to the assistant dean of the School of Business, located at the Goochland Campus, serves as the primary point of contact for requests for facilities use at the Goochland Campus. The administrative assistant shall coordinate with the Office of Facilities Management and Planning.
  - c. In all instances where external activities shall be held by an external group on and/or in J. Sargeant Reynolds Community College's facilities, [JSRCC Form No. 27-0013](#), Facility Rental Contract, must be executed.

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6. Support services

The Office of Facilities Management and Planning shall arrange equipment rental such as sound systems and microcomputers for presentations for external groups. The Office of Facilities Management and Planning coordinates support services, such as security, police, custodial services, and technical support for external groups. Use of these services, as determined by JSRCC, cannot be waived. Event plans shall be shared with the Department of Police to determine security needs. The Department of Police personnel shall be assigned to the event based on the recommendations of the chief of police. The Office of Facilities Management and Planning shall communicate scheduling and service needs to the supervisors of those employees providing support services. Overtime rates shall be charged as required by state and college policy. Additional information can be found in [JSRCC Policy No. 3-14](#), Standard Work Schedule and Overtime

7. Revenue and expenses

All revenue generated through confirmed facilities rentals shall be recorded and deposited in accounts established for that purpose. Related revenue and expenses can be monitored to determine whether the college is recovering the costs of external groups using the facilities

8. Facilities available for use by external groups

The facilities listed in [JSRCC Form No. 27-0014](#), Facilities Rental Contracts – Pricing Schedule are designated as available to external groups under the conditions of this policy

9. Coordination with internal college activities

The Office of Facilities Management and Planning shall determine the availability of a selected college facility through a review of internal events posted on the JSRCC web calendars. This process shall be coordinated by the administrative assistant to the assistant dean of the School of Business for the Goochland Campus.

10. Scheduling of external group events

- a. Confirmed facility rentals, defined as external group reservations with a signed contract received by the Office of Facilities Management and Planning, shall be posted on the web calendars by the facilities rental coordinator to facilitate the scheduling of college activities by internal

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groups. This process shall be coordinated by the administrative assistant to the assistant dean of the School of Business for the Goochland Campus.

- b. Tentative facility reservations, defined as external group reservations without a signed contract, shall not be posted on the web calendars and the facility shall remain available for college activities until the contract is received.
  - c. Payment must be received in the Office of Facilities Management and Planning at least thirty (30) days before the event. If payment is not made thirty (30) days prior to the event, the facility shall become available for college activities. Payments for activities at the Goochland Campus shall be coordinated by the administrative assistant to the assistant dean of the School of Business at the Goochland Campus.
  - d. Requests of external groups for reservations without confirmed facility rentals must be submitted to the facilities rental coordinator for approval prior to a commitment to the external group. This process shall be coordinated by the administrative assistant to the assistant dean of the School of Business for the Goochland Campus.
11. Creation of contract
- a. External authorized persons requesting use of college facilities shall complete [JSRCC Form No. 27-0013](#), Facility Rental Contract, in conjunction with the facilities rental coordinator at a meeting for that purpose where final specifications shall be detailed. All requirements shall be delineated on the form or in attachments. The contract shall contain a pricing breakdown and shall include all applicable fees for room rental, equipment rental, room set-up and strike services, catering, custodial services, security services, and technical services. If food is to be served, a licensed caterer must be utilized and should be named on the contract. No homemade meals or refreshments are permitted. The contract shall also specify the date, start and end time, and event location to be rented. The number of people expected to be in attendance and parking arrangements shall also be specified. The facilities rental coordinator shall consult with appropriate college personnel as required in developing the contract. The administrative assistant to the assistant dean of the School of Business for the Goochland Campus shall consult with the facilities rental coordinator on all contractual issues.



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- b. Upon completion, the contract shall be reviewed with the external organization's authorized representative and, if approved, subsequently submitted for college approval. If approved by the college, the completed and priced contract is mailed, e-mailed, and/or faxed to the representative of the external organization and is an offer that must be accepted by the due date specified to be valid. The requested facility/space remains available for reservation for college activities until the signed contract is received.

12. Contract and payment

The external group reservation is confirmed upon receipt of the signed contract by the authorized representative of the external group. The contract shall specify the due date that the payment must be received in the Office of Facilities Management and Planning to guarantee that the space is reserved.

13. Damages, additional fees, and cancellation

The authorized representative of the external group, by executing the contract, accepts liability; acknowledges that in the event of damages, loss of equipment, or the need for extraordinary cleaning, they shall be billed for this cost in addition to the original agreed-upon fees; acknowledges that additional fees shall be charged for any changes to services agreed upon in the contract (for example, labor fees shall be charged for changes to room set up specifications or for groups that remain beyond their scheduled reservation time); and agrees that they forfeit any payment made to the Office of Facilities Management and Planning.

14. Release and indemnity statements

- a. For the contract to be valid, the external group representative is also required to sign the release and indemnity statement on the contract.
- b. The external group must also provide a valid Certificate of Insurance to the facilities rental coordinator validating minimum coverage premiums, as determined appropriate by the college, for physical liability, property liability, and workmens' compensation.

15. Alcohol policy

- a. In accordance with VCCS Policy 6.4.5.1, Alcoholic Beverages at Social Functions, groups interested in serving alcoholic beverages shall obtain permission from the facilities rental coordinator, who shall seek the

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approval of the vice president of Finance and Administration or his/her designee by submitting [JSRCC Form No. 32-0014](#), Request for Use of Alcohol at Events by External Groups on J. Sargeant Reynolds Community College Campuses. College approval for use of alcoholic beverages must be granted before seeking a Virginia ABC banquet license. This process shall be coordinated by the administrative assistant to the assistant dean of the School of Business for the Goochland Campus in coordination with the facilities rental coordinator.

- b. All applicable regulations established by the state Alcoholic Beverage Control Board must be followed. The group interested in serving alcoholic beverages shall procure a \$1,000,000 liability policy, or a rider to an existing policy, naming both JSRCC and the VCCS in a hold-harmless clause. Proof of the insurance rider must be provided no later than fourteen (14) days prior to the event. In addition, the sponsoring group must provide a copy of the ABC banquet license to the Office of Facilities Management and Planning prior to the event. The presence of security officers throughout the event is required at events where alcoholic beverages are provided.

16. Smoking policy

In accordance with [JSRCC Policy No. 4-3](#), Eating, Drinking, and Smoking in College Facilities, smoking is prohibited in all college-owned, rented, or occupied facilities. Smoking is only allowed in designated smoking areas outside of college facilities at each campus

17. Compliance with local ordinances

External groups holding an event must comply with all state laws and local ordinances pertaining to group gatherings on state property. Such compliance is the responsibility of the group; however, the Department of Police shall assist in identifying pertinent local ordinances and their enforcement authorities.

IV. Procedures: N/A

V. Other Information:

[JSRCC Policy No. 3-14](#), Standard Work Schedule and Overtime

[JSRCC Policy No. 4-3](#), Eating, Drinking, and Smoking in College Facilities

[JSRCC Form No. 20-0017](#), Event Planning Checklist

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[JSRCC Form No. 27-0003](#), Campus Facility Internal Use Form

[JSRCC Form No. 27-0013](#), Facilities Rental Contract

[JSRCC Form No. 27-0014](#), Facilities Rental Contracts – Pricing Schedule

[JSRCC Form No. 32-0014](#), Request for Use of Alcohol at Events by External Groups on J. Sargeant Reynolds Community College Campuses