

TITLE: EVENT PLANNING AND FACILITY RENTAL MANAGEMENT

PROCEDURES FOR POLICY: 4-11

REVISED DATE: 03/23/2023

I. Purpose:

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

II. Procedure and/or Process Definitions:

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

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

Facility rentals: the rental of college-owned facilities and which are coordinated through the Office of Events.

Foundation: The Foundation refers to the J. Sargeant Reynolds Community College Real Estate Foundation.

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

Internal events: events sponsored by college units, departments and/or committees that involve persons who are currently enrolled Reynolds students, current employees or board members. Events hosted by Reynolds may include invited guests and speakers outside of Reynolds, events intended to attract more than 30 people, events needing additional resources, events anticipated to have significant community impact or promoted through the Reynolds Marketing Office.

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Internal meeting: small gathering such as a staff meeting, tutoring session, club meeting, etc. For internal business of the college and is not promoted to the outside public.

Office of Events: oversees event scheduling college-wide. By managing campus events as a whole, The Office of Events evaluates requests to ensure events and facility rentals are compatible with the mission of the college and assess service demands in order to advise on the most advantageous dates and venues. Provides guidance and support for college planners and oversees the conceptualization, planning, and implementation of signature events to support the mission of the college.

On-Campus Event: internal event hosted on a Reynolds campus by an internal group.

Scheduling Portal: online platform that manages the scheduling process for facilities and associated resources college-wide.

Support Services: additional services and resources needed for a meeting or event in addition to the use of the facility. This includes but is not limited to room setup, audio-visual support and parking needs.

III. Procedures:

Internal Activities

- A. All internal groups must submit a request for facility use through the Scheduling Portal to be approved by the Office of Events and support services teams in order to be scheduled.
 - 1. **Classroom/Conference Room Use** - Once a request is submitted through the “Book a Classroom/Conference Room Form,” the scheduling team will review and process this reservation if the space is available. Requests will be approved by the Office of Events and Support Services teams within 1-3 business days.
 - 2. **On-Campus Events** - Once a request is submitted through the “Book an On-Campus Event Form,” the scheduling team will review and process this reservation if the space is available. Requests will be approved by the Office of Events and Support Services teams within 1-3 business days.
 - 3. **Audio-Visual Services and Equipment** - If you require Audio Visual equipment or services for your event, please indicate your needs on the meeting or event request form through

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the [Reynolds Scheduling Portal](#). The Audio Visual team will review and process this reservation if the equipment and/or support staff is available.

- 4. **Food and Beverage** – Internal groups may serve single-serve beverages and snacks (such as canned or bottled sodas/water and bagged chips/crackers). The use of a licensed/insured caterer is required for the serving of any prepared food and/or beverages. Groups interested in serving alcoholic beverages shall obtain permission from the College. If approved, User must obtain a banquet license from the VA Department of Alcohol Beverage Control.
- 5. **Parking and Public Safety** - If you require parking or public safety services for your event, please indicate your needs on the event request form through the [Reynolds Scheduling Portal](#).
- B. Internal events should also consider additional needs, processes and resources. Visit the [Reynolds Event Services intranet page](#) for guidance.

External Activities

- A. Facility rental inquiries are submitted through an online request form and managed by The Office of Events. The Office of Events reviews the request and checks availability before seeking approval from the Vice President of Finance and Administration.
- B. As the tenant of The Kitchens, the J. Sargeant Reynolds Real Estate Foundation will manage facility rentals to external groups at The Kitchens. The Executive Director of the JSRCC Real Estate Foundation in conjunction with the Vice President of Finance and Administration, and in consultation with the Dean of Business and Industrial Trades, will have final approval of facility rental requests.
- C. Reynolds has priority for reserving rooms. Rentals to paying clients are on a first request basis provided they represent an organization for whom facility rental is allowable. Reynolds will not rent a room more than a year in advance of the event.

1. Activities for which facilities can and cannot be rented:

i. Activities Allowed

- 1. Training and education except as noted below in Activities Not Allowed
- 2. Meetings and conferences
- 3. Community and organization events, economic and workforce development events and job fairs and placement activities

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- 4. Philanthropic and charitable events
- 5. Political events where all candidates of a major political party or parties are presented
- ii. Activities Not Allowed
 - 1. Classes taught by an external organization that are similar in purpose and content to classes taught by Reynolds or CCWA
 - 2. Political fundraisers
 - 3. Religious events and services
 - 4. External social events such as parties, weddings or high school programs. Reynolds student life or social events are allowed

2. Clients to whom facilities can be rented:

- i. Federal, state and local government
- ii. Civic organizations
- iii. Businesses Professional associations and organizations
- iv. Not-for-profit organizations

- D. External groups shall be charged facility rental fees and service fees according to the [JSRCC Form No. 27-0014](#), Facilities Rental Fees. The college, at its discretion, may waive rental and service fees under certain conditions.
- E. 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 Agreement, must be fully executed.
- F. When permission is granted for external use of College facilities after regular building hours the requesting organizations may be asked to cover cost of providing any necessary services (custodial, technical support, security, etc.) or other college personnel. Once an external rental is approved, The Office of Events enters the reservation in the Scheduling Portal for support services to review and sends a contract and deposit invoice to the external client.
 - 1. **Liability Insurance** - Individuals, caterers and organizations are required to obtain a \$1 million dollar liability certificate of insurance for the event. This certificate of insurance should list Reynolds Community College as Additional Insured. In addition, the certificate will state that the User indemnifies and holds J. Sargeant Reynolds Community College harmless from and against any loss, damage, cost or expense arising out of or in any way related to the User’s occupancy of the premises. A copy of this certificate must be provided to the Office of Events at least two weeks prior to the event.

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2. **Damages** - User agrees to accept the facilities in as-in condition and shall leave them in the condition received. User agrees to indemnify, defend and hold harmless Reynolds Community College, their agents and employees from any loss, damage liability, expense, claim or demand that may arise or be caused in any way by such use of College facilities associated with this activity. User will be held responsible for any damages to College property inclusive of the repair or replacement of any College property which is damaged, destroyed, stolen, or lost by anyone arising out of this activity. Users exceeding their reserved time will be charged the applicable hourly rates.
 3. **Cancellation** - Users must cancel with written notification at least 30 days prior to the rental facility date in order to receive a refund. If the event is booked less than 60 days before the event date, there will be no refunds. In the event that the college is closed due to inclement weather or and emergency situation, we will make a reasonable attempt to reschedule events or a rental refund will be provided.
- G. A rental is confirmed once the deposit has been received and the contract has been signed by all parties.
1. **Responsibility** - Clients must be at least 25 years of age and accept responsibility for supervision throughout the period of the contract. Name(s) of person(s) who will be on the site and in charge at the event must be provided to The Office of Events prior to the event.
 2. **Setup Requirements** – Equipment requests and setup layout of the event must be received and approved by the Office of Events at least two weeks prior to event.
 3. **Arrival Time** - Rental timetable should allow enough time for set up and clean up. Caterers and others should be instructed not to arrive before the contracted rental time. Deliveries of equipment must be made during the facility rental period.
 4. **Event Publicity** - No promotion, publicity, or advertising (printed or otherwise) may state, imply, or allude to any sponsorship by or affiliation with J. Sargeant Reynolds Community College. Any marketing material that mentions J. Sargeant Reynolds Community College must be pre-approved by the Office of Communications. The college reserves the right to cancel any rental agreement should we determine that the content of the event, business practices of the organization, or publicity relative to the event, are deemed inappropriate by J. Sargeant Reynolds Community College.

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5. **Food and Beverage** – User may serve single-serve beverages and snacks (such as canned or bottled sodas/water and bagged chips/crackers). The use of a licensed/insured caterer is required for the serving of any prepared food and/or beverages. Users interested in serving alcoholic beverages shall obtain permission from the College. If approved, User must obtain a banquet license from the VA Department of Alcohol Beverage Control. User (not the caterer) will be held responsible for damage to kitchen equipment as well as clean-up including trash removal.
- H. External activities scheduled in a kitchen space at The Kitchens at Reynolds require a security deposit and must follow strict cleaning protocols.
1. Kitchen rental includes use of all accessible kitchen equipment. Use of items in locked cages is not available. Proper use and cleaning of equipment is required as all cleaning materials must be approved by VDOE for use.
 2. The Kitchens at Reynolds is a zero-waste facility. All trash needs to be collected and properly disposed of according to the guidelines in the rental agreement.
- IV. Other Information:
- [JSRCC Form No. 27-0013](#), Facility Rental Agreement
- [JSRCC Form No. 27-0014](#), Facility Rental Fees
- [JSRCC Form No. 32-0014](#), Request for Use of Alcohol at Events
- [Ad Astra Scheduling Portal](#)