



Item No. 16 Town of Atherton

CITY COUNCIL STAFF REPORT – REGULAR AGENDA

TO: HONORABLE MAYOR AND CITY COUNCIL

FROM: GEORGE RODERICKS, CITY MANAGER

DATE: APRIL 20, 2022

**SUBJECT: CONSIDERATION OF BUDGET FOR TOWN CENTER GRAND
OPENING CELEBRATION – JUNE 4, 2022**

RECOMMENDATION

Review tentative planning and approve a preliminary budget for the Grand Opening of the new Town Center.

BACKGROUND

An Ad Hoc Subcommittee (Lewis/Hawkins-Manuelian) was established to discuss and plan events for the Grand Opening Celebration of the new Town Center. A smaller Dedication Ceremony was held in 2021 when staff moved into the Administration and Police Buildings.

As the project completes, the Subcommittee has begun planning for the Grand Opening Celebration on June 4, 2022. The purpose of this Staff Report is to outline high-level plans for the grand opening activities and obtain Council approval of a basic budget.

ANALYSIS

A Grand Opening Celebration will be held on June 4, 2022. The Subcommittee, including a Library Subcommittee, has begun working on a program of activities for the day. In addition to the Grand Opening Celebration, there will be a VIP Dinner set for select donors to the Project. The Appreciation Dinner is tentatively scheduled for June 2.

Details for the Grand Opening Celebration have not yet been finalized but will include music, speakers, tours, food, and other activities related to the Town Center facilities – Library, Police Department, Council Chambers, Historic Town Hall, and Civic Court. The Subcommittees are still working through themed activities and site decorations. Included will be tours focused on *Architectural* features, *Environmental* features, and *Public Safety*. Each tour will be hosted by a project specialist in those areas. It will be a kid and adult friendly event. It is anticipated that the Library will be a primary focus of the Celebration Day's activities.

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In advance of the event, there will be a sit-down Donor Appreciation Dinner for the top 30 donors to the project, including an unveiling of the Donor Wall. The exact tier levels have not yet been finalized; but it is anticipated that the sit-down appreciation dinner will focus on the \$50k to \$1m level donors with approximately 100-125 in attendance (Donors+1, Staff, & VIPs). A portion of the Grand Opening Celebration will be funded by the Library. The Donor Appreciation Dinner will need to be funded by the Town.

It is estimated that attendance at the Grand Opening Celebration could range between 300 to 500 people. Providing themed food and snacks is being considered. The Deck use might simulate the potential of the future café in the space. Mementos of the event will also be considered. There will be a separate mailer invitation to the community.

The Subcommittee requests Council feedback on the scale and expectation for the event. At a minimum, it is recommended that the Council authorize a budget of \$30,000. This will allow the Subcommittee (and staff) to begin moving forward with reserving or ordering what will be necessary based on Council expectations for the day.

FISCAL IMPACT

It is recommended that the Council allocate \$30,000 from the Town’s Unallocated General Fund toward the Town Center Grand Opening Celebration.

In broad brush, the following represents preliminary allocations:

- Donor Appreciation Dinner (Tent (TBD), Food, Beverages, Gifts) - \$8,000
- Grand Opening Celebration (Food, Music, Decorations, Setup) - \$15,000
- Advertising/Mailers/Parking/Misc - \$7,000

POLICY FOCUS

Consideration of the size and scale of the Grand Opening event.

PUBLIC NOTICE

Public notification was achieved by posting the agenda, with this agenda item being listed, at least 72 hours prior to the meeting in print and electronically. Information about the project is also disseminated via the Town’s electronic News Flash and Atherton Online. There are approximately 1,200 subscribers to the Town’s electronic News Flash publications. Subscribers include residents as well as stakeholders – to include, but be not limited to, media outlets, school districts, Menlo Park Fire District, service providers (water, power, and sewer), and regional elected officials.

COMMISSION/COMMITTEE FEEDBACK/REFERRAL

This item ___ has or X has not been before a Town Committee or Commission.

___ Audit/Finance Committee (meets every other month)

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- Bicycle/Pedestrian Committee (meets as needed)
- Civic Center Advisory Committee (meets as needed)
- Environmental Programs Committee (meets every other month)
- Park and Recreation Committee (meets each month)
- Planning Commission (meets each month)
- Rail Committee (meets every other month)
- Transportation Committee (meets every other month)

ATTACHMENTS

None