



Item No. 5b. Town of Atherton

PARK AND RECREATION COMMITTEE – REGULAR AGENDA (Updated)

TO: PARKS AND RECREATION COMMITTEE
FROM: SALLY BENTZ DALTON – PARK MANAGER
DATE: MARCH 7TH, 2018
SUBJECT: FEE CHANGE TO PAVILLION RENTAL

PROPOSAL

Should the committee recommend to council a higher rental fee for the Pavilion. Following a discussion tonight a vote could be made to bring the price change to the Atherton City Council.

DISCUSSION

At the February 7th, 2018 Park & Rec meeting Julie Simonin the Event Venue Manager gave an update letting the committee know that the Pavilion rental price is lower than many other similar venues in the area. Market research comparing prices of venues in the area is attached. The venues found are similar in many ways to Holbrook Palmer Park.

ANALYSIS

In 2016 and 2017 changes to the fee schedule for the park were revised. The Pavilion was not included in the fee changes. The proposed new changes to the rates are below. The percentage increases vary depending on the day of the week (see current fee schedule attached).

Current to proposed rates for the Pavilion:

Monday- Thursday (4 hours till 4pm) -\$700.00 plus 15%-30% Administration fee to \$800.00 **14.28% increase**
Monday- Thursday (8 hours) -\$900.00 plus 15%-30% Administration fee to \$1200.00 **33.33% increase**
Friday till 4pm (8 hours)- \$900.00 plus 15%-30% Administration fee to \$1500.00 **66.66% increase**
Friday (4pm-12am) (8 hours) - \$1200.00 plus 15%-30% Administration fee to \$4,000.00 **233.33% increase**
Saturday & Sunday (8 hours)- \$2500.00 plus 15%-30% Administration fee to \$4000.00 **60% increase**
Saturday & Sun half day/4 hour- (till 4pm). \$1,500 plus 15%-30% Administration fee to \$3,000 **100% increase**

The rate increases has a chance to cause the Pavilion to be rented less, however the pricing is comparable to other venues and includes more rental space. Holbrook Palmer Park Pavilion rental includes the Pavilion, patio

5b - price change to pavillion fees updated

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behind the Pavilion, the Event Garden, the Water Tower Lawn, and the small lawn on the kitchen side of the Pavilion. Plus tables and chairs.

FISCAL IMPACT

It is expected that these fee increases will add revenue to the Town's Park revenues.

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

ATTACHMENTS

Comparison of Venues
Current Jennings Pavilion Rental Pricing

ATTACHMENTS FOR ITEM 5B.

Other venues pricing comparison

Venue	City	Guest Max	Event Time	Cost (8 hours)	Equipment available for use	MISC
Allied Arts	Menlo Park	140	8 hours	\$4000	Yes	Ceremony only \$3000 (garden setting)
LA History Museum	Los Altos	200	8 hours	\$9300	Yes, fee	Extra Hours \$425.00 (Garden setting)
Dominico Winery	San Carlos	500	10 hours	\$5250	Yes	Cost based on 150 people (Winery)
Lucie Stern	Palo Alto	300	10 hours	\$4400	Yes	(Community center & garden setting)
Foster City Community	Foster City	200	8 hours	\$1760	Yes	(Community Center on the water)
Gamble Gardens	Palo Alto	50	8 hours	\$1200	No	(Garden setting)
Arrillaga Rec Center	Menlo Park	250	8 hours	\$2160	Yes	(Community center)
Twin Pines Manor	Belmont	75	8 hours	\$1600`	?	\$315 Misc fees (Large House)
Twin Pines Senior	Belmont	250	8 hours	\$2200	Yes	\$315 Misc fees ((Community Center)
Kohl Mansion	Burlingame	300	8 hours	12,500	Yes	\$2000, outside caterer (Mansion/Garden setting)
San Mateo History	Redwood City	170	8 hours	\$4195	?	\$3145, 1st Floor only (Museum w/banquet rooms)
Club Fox	Redwood City	240	8 hours	\$2000	?	\$100 cleaning fee (Nightclub setting)
Holbrook (Pavilion)	Atherton	200	8 hours	\$2500	Yes	Plus 15-30% Admin fee (Park/Garden setting)

Jennings Pavilion Current Pricing



In 1977 the Jennings Pavilion was constructed at the Park to accommodate larger groups for weddings, receptions, dinners, meetings and lectures. Large windows on all sides create relaxing vistas of the stately trees and rolling green lawns. The room comfortably seats up to 150-theatre style and 50 - 60-classroom style. Dinner for 120 - 130 is served at round tables. A large kitchen with a commercial sized refrigerator, two home-size ovens, and commercial gas range enables caterers to serve quickly and efficiently. The large adjoining patio is often used for barbecues and cocktail receptions and a walkway connects the building to the Main House and its patio area.

Days	Cost
Monday through Thursday 4 Hours (until 4pm)	\$700 + Administration Fee
Monday through Thursday 4+ Hours (until 4pm)	\$900 + Administration Fee
Monday through Thursday Evening (4pm-12am)	\$900 + Administration Fee
Friday (until 4pm)	\$900 + Administration Fee
Friday (4pm-12am)	\$1200 + Administration Fee
Saturday and Sunday 4 Hours (until 4pm)	\$1500 + Administration Fee
Saturday and Sunday 4+ Hours (until 4pm)	\$2500 + Administration Fee
Saturday and Sunday Evening (after 4pm)	\$2500 + Administration Fee

The times listed above are comprised of the event itself and set up and clean up of your event

The fees above **do not include** the following:

Refundable Security Deposit \$1000

Administration Fee: 30% of rent for Non-Atherton Residents

15% of rent for Atherton Residents

\$100 per hour (staff labor) if event begins or ends outside of the rental agreement contract