



## Item No. 5a. Town of Atherton

### **PARK AND RECREATION COMMITTEE – REGULAR AGENDA (Updated)**

**TO: PARKS AND RECREATION COMMITTEE**  
**FROM: SALLY BENTZ DALTON – PARK MANAGER**  
**DATE: APRIL 4TH, 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 7<sup>th</sup>, 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 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**

<b>Venue</b>	<b>City</b>	<b>Guest Max</b>	<b>Event Time</b>	<b>Cost (8 hours)</b>	<b>Equipment available for use</b>	<b>MISC</b>
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

**Jennings Pavilion and Other Venues Rates**

Item 5a. Park & Rec 5-2-18

<u>Day &amp; Times for Pavilion</u>	<u>Current Price</u>	<u>Proposed Increase</u>	<u>Percentage Increase</u>	<u>Included w/rental</u>
Monday-Friday (4 hours till 4 pm)	700	800	14.28	Pavilion
Monday- Thursday (8 hours)	900	1200	33.33	Patio behind Pavillion
Friday till 4pm (8 hours)	900	1500	66.66	Event Garden
Friday (4pm-12am) (8 hours)	1200	4000	233.33	Water Tower Lawn
Saturday & Sunday (8 hours)	2500	400	60	Small Lawn by Kitchen
Saturday & Sun half day/4 hour- (till 4pm)	1500	300	100	Kitchen Tables & Chairs

capacity 130-150

plus 15%-30% Administration fee

<u>Venue</u>	<u>Capacity</u>	<u>Hours w/Rental</u>	<u>Cost/hr</u>	<u>Included w/rental</u>
<b>Arrillaga Rec Center</b> (City of Menlo Park)	250	3hr min 11hr max		Tables & Chairs Free Parking Facility Attendant Bring in your own caterer
Sequoia	250		M-TH \$150 Resident M-TH \$205 Non Res Fri-Sun \$200 Res Fri- Sun \$270 Non res	
Large Patio	250		M-TH \$150 Resident M-TH \$205 Non Res Fri-Sun \$200 Res Fri-Sun \$270 Non Res	
Kitchen	20		M-TH \$25 Resident M-TH \$30 Non Res Fri- Sun \$40 Res Fri- Sun \$55 Non Res	

**Ladera Oaks Swim & Racket Club**

NOTE: They do very a limited amount of non member events

150 8hrs

1-25people \$1,000  
25-100 \$2,000  
100+ \$3,000

Ballroom  
Lounge  
kitchen (\$1,000 refundable deposit required for use)

60" round tables/standard chairs  
Bring in your own caterer

**Twin Pines Senior Center**

250 Available times for rental  
M-F 5pm-12am  
Sat all day  
Sun 1:30-12am

\$195 Resident  
\$275 Non Resident  
\$30 Processing Fee

Alchol permit \$130  
Cleaning \$150  
\$400 refundable dep

Multi Purpose Room  
Commercial Kitchen  
Lobby  
Small Ready Room  
Patio  
Tables (assorted sizes & shapes)  
Chairs  
Podium & Microphone  
Portable stage  
Bring in your own caterer

**Twin Pines Lodge**

70 Weekends 8am-1am  
  
M-F limited to summer months

\$130 resident  
\$200 Non Resident  
\$30 Processing Fee

Alcohol permit \$130  
Cleaning \$150  
\$400 refundable dep

Lodge Room  
Kitchen (non commercial)  
Patio  
Tables (assorted sizes & shapes)  
Chairs  
Podium & Microphone  
Bring in your own caterer

**Los Altos History Museum**

200+ 9-10hrs (includes set up & breakdown

Friday& Sunday  
\$5,400 booking fee  
Non refundable  
application fee \$825

Museum space (after 4:15pm )  
Courtyard area,prep kitchen,  
70 free parking spaces  
(shared with surrounding

Security & Rental	businesses)
Deposit \$1350	No Tables & Chairs included with booking
Saturday	Equipment Rental Fees
\$6,700 booking fee	
Non Refundable	
Application Fee \$825	60" Round tables (20 avail) \$10
Security & Rental	48" Round table (1 avail) \$8
Deposit \$1,350	48" Long Tables (2 avail) \$5
	White wooden Chairs (200) \$2.50
Outside Catering Fee	10' Market Umbrella w/stands \$25
\$500.00	30" Kiosk/cocktail tables (10) \$9
	TV w/DVD Player on stand \$35
Liquor License \$70	