



Item No. 3 Town of Atherton

CITY COUNCIL STAFF REPORT – REGULAR AGENDA

TO: HONORABLE MAYOR AND CITY COUNCIL

FROM: GEORGE RODERICKS, CITY MANAGER

DATE: FEBRUARY 5, 2020

**SUBJECT: REPORT FROM VICE MAYOR LEWIS ON MARKETING MATERIALS;
PROVIDE DIRECTION ON NEXT STEPS**

RECOMMENDATION

Receive the Report from Vice Mayor Lewis on Marketing Materials; provide direction on next steps.

BACKGROUND | ANALYSIS

The Ad Hoc Subcommittee of Mayor DeGolia and Council Member Widmer provided information reviewed by the Council on Donor Recognition, Outreach and Programs.

Vice Mayor Lewis has been working independently on the marketing materials for the same effort. Vice Mayor Lewis' specific charge was:

- 1) Identify and develop images of each of the possible Naming Opportunities;
- 2) Draft correspondence to Atherton Now donors that are not going to be contacted by Atherton Now with respect to the Naming Opportunities; and
- 3) Develop a suggested specific look for a standardized plaque for each Naming Opportunity where a donor requests a plaque, rather than just recognition on the Donor Wall (which will only be used if the Council approves of the plaque concept).

Materials will be presented by Vice Mayor Lewis at the February 5 Study Session for review and consideration by the Council.

POLICY FOCUS

Similar to the prior Report, the policies being discussed above involve reaching back out to Atherton Now donors to solicit specific requests for recognition, inclusive of and beyond recognition on the Donor Wall.

With respect to the Donor Wall and such recognition, Atherton Now has withheld the last of their donated funds (\$250,000) pending "...finalization and approval of the donor wall and recognition

related to specific donor requests...” and advised that Atherton Now would like to review the proposed donor wall, recognition plans and drawings. *Staff assumes that any policy adopted by the Council for contact and recognition of donors will address the request by Atherton Now to ensure the final release of \$250,000 in donor funds held back.*

FISCAL IMPACT

None at this time.

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 provides (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)
- 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

1. Letter to Atherton resident
2. Letter to Atherton Now Donor
3. Images of Naming Opportunities

Dear Atherton Resident,

As an Atherton Resident you are receiving this letter from your City Council to invite you to become a part of Atherton's history.

Our new Town Center project is by far the Town's largest undertaking. It is truly an historic event, and we want to make sure you are a part of it.

Through your donation to the Town Center project you have the opportunity of having your family's name, or in memory of a loved one, within the Town Center and Library areas.

Attached is the list of Naming Opportunities with corresponding donation levels. To see more detail on each of the Naming Opportunities; i.e., location and graphic image, and to learn how to make your donation, please log onto the Town's website:

www.ci.atherton.ca.us and go to the _____.

Many residents have already made donations to the project raising over \$4.5million for the new Town Center project.

To fully pay for the project the Town has identified sufficient funds, including use of unrestricted general funds and proposed short-term financing to bridge the revenue flow gap.

Any additional private donations made to the Town Center project before March 2020 will be used to reduce the short-term financing required.

Construction is moving along at a brisk pace with all of the underground utilities completed. We are on schedule and on budget. If you are interested in a site tour just let us know. There are weekly updates posted on the Town's website: www.ci.atherton.ca.us. And there is a Web-Cam onsite where you may see the construction real-time.

We are very excited to see this long-awaited and planned for new Town Center and Library project come to life. This is truly an historic time for Atherton and we want to make sure you have the opportunity to participate in its future.

ATTACHMENT 2

DRAFT to "AN" donors

Dear _____,

Your generous donation to the new Atherton Town Center provided the critical "seed" funding to kick-start the project. Thank you.

Many of you participated in the "Buy a Brick" campaign and others simply made their donations without specifying a "naming opportunity."

Now is the time to let us know if you want to apply your donation to any of the naming opportunities listed on the attachment. You can also add to your previous donation to secure an area which may have a higher contribution level.

While we have the funds identified to complete the project, any additional donations will help in reducing the proposed short-term financing to bridge the revenue flow gap.

Construction is moving along at a brisk pace with all of the underground utilities completed. If you are interested in a site tour let us know and we will schedule.

Thank you, again for your generosity and dedication to seeing the new Town Center completed. It truly is an historic and once-in-a-lifetime event.

Most sincerely,

Atherton City Council

**ATHERTON TOWN CENTER
NAMING OPPORTUNITIES
January 2020**

This list represents the various “Naming Opportunities” in return for donations made to the Atherton Town Center Project. If you are interested in securing one (or more) of these naming opportunities, please contact the Town’s City Manager, George Rodericks for more information, 650-752-0504, or log onto Town’s website:

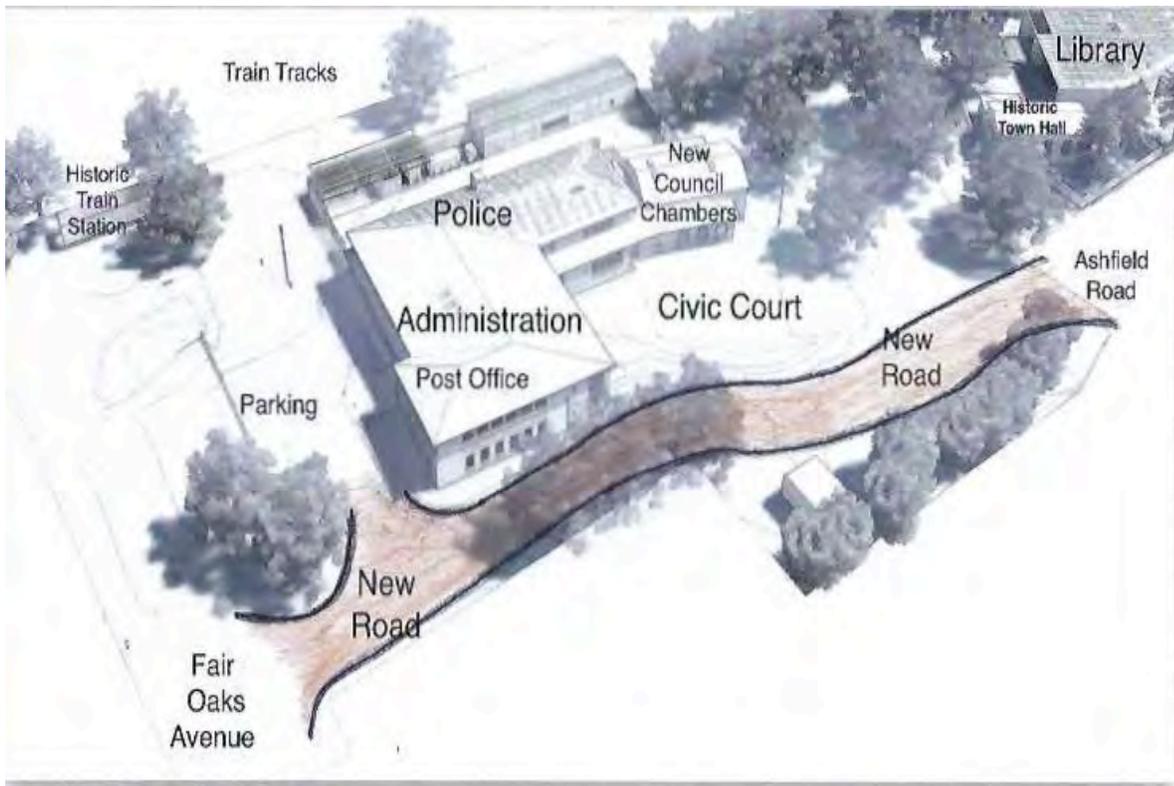
Naming Opportunity	\$ Amount
New Road from Fair Oaks to Ashfield	5,000,000
Historic Town Hall Renovation	3,000,000
Civic Court	3,000,000
Children’s Room in New Library	1,000,000
Photovoltaic Arrays on Buildings and Carports	1,000,000
New Café/Catering Kitchen	500,000
Glass Enclosed Adult Quiet Room in New Library	500,000
Digital Lab and Maker’s Space in New Library	500,000
Large Conference Room in New Library	500,000
Water Fountain feature in Gardens near Library	300,000
Heritage Room in renovated Historic Town Hall	250,000
Adult Reading Deck at New Library	250,000
Water Feature at Fair Oaks Court off of Fair Oaks	250,000
Medium-sized Conference Room in New Library	200,000
Heritage Tree Reading Area near New Library	150,000
Small Conference Rooms in New Library (3)	100,000
Historic Display Area in renovated Historic Town Hall	100,000
Environmental Dashboard in New Library	100,000
Redwood Grove behind New Library	100,000
Native Species Garden in Civic Court area	100,000
“Fair Share Brick” or “Bench Name Plate”	4,000

NEW ENTRANCE ROAD

FAIR OAKS AVENUE TO ASHFIELD ROAD

\$5,000,000

The most significant naming opportunity is the New Entrance Road at Fair Oaks Avenue. The New Road Name will be the main entrance into the new Town Center, curving past the Civic Court, which is the heart of the project, and connecting to Ashfield Road. The New Road donation will provide the needed funding to close the revenue gap and allow Atherton to fully fund the project without using short-term financing.



CIVIC COURT

\$3,000,000

Civic Court will be the “Heart” of the New Town Center. A place where people will gather for public and private events and a place to meet friends, and enjoy the beautiful oak canopy. The Civic Court is surrounded by the Administration and Police Department 2-story building and the new Council Chamber building.

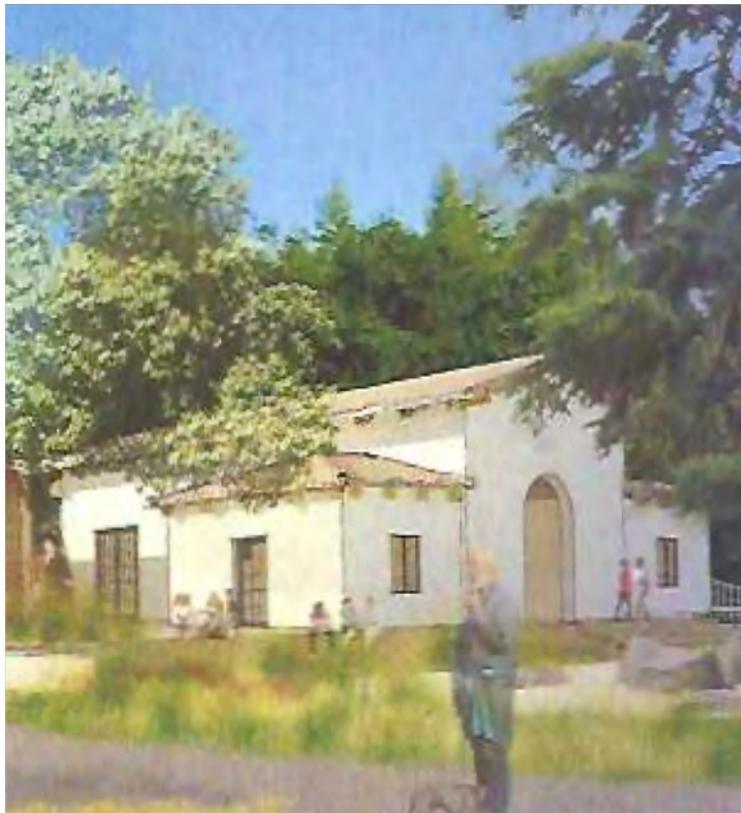


ATHERTON CIVIC CENTER • CIVIC COURT VIEW

HISTORIC TOWN HALL

\$3,000,000

The renovation of Atherton's Historic Town Hall, built in 1926, will serve as the Town's Community meeting place and library programs. It will also house the Atherton Historical Association's offices and display room featuring artifacts from Atherton's rich history.



LIBRARY CONFERENCE ROOMS

\$100,000 - \$200,000 - \$500,000 EACH

There are several small, medium, and large sized conference/meeting rooms located within the heart of the Library. Each room has the opportunity to create a memorial to an Atherton Legend of your choice.



LIBRARY

ADULT READING DECK

\$250,000

The Naming Opportunity for the Adult Reading Deck located at the Maple Avenue location on the south side of the Library, offers a very special environment. Set aside for the adult library users, the open glass doors access the adult book section and provides a serene and quiet place to read, research and enjoy.



HISTORIC TOWN HALL

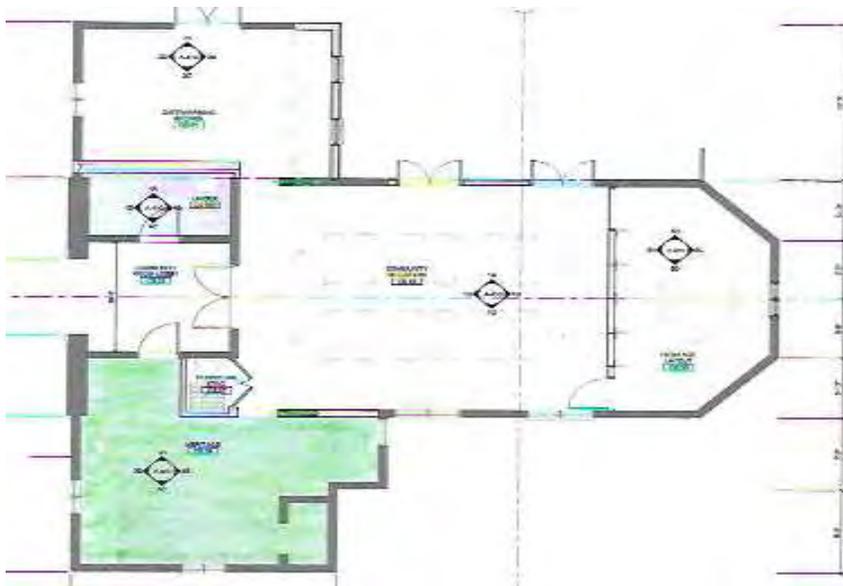
ATHERTON HERITAGE ROOM

\$250,000

The Historic Town Hall, shown to the right of the new Library, will be used for library programs and the office of the Atherton Heritage Foundation, shaded in green.



ATHERTON CIVIC CENTER - LIBRARY CEDAR TERRACE VIEW



HISTORIC TOWN HALL

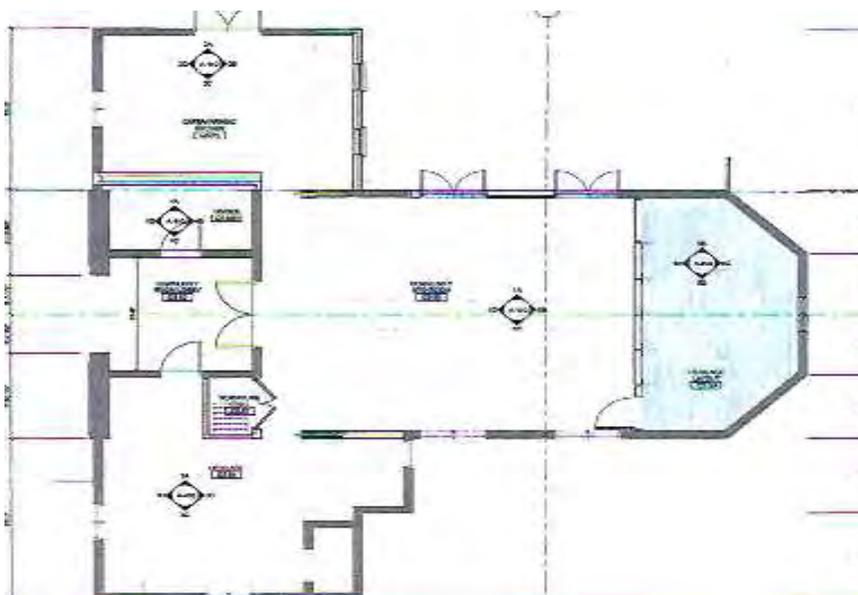
HERITAGE ROOM DISPLAY CABINETS

\$100,000

The Historic Town Hall, shown to the right of the new Library, will be used for library programs and the office of the Atherton Heritage Foundation. The Heritage Display cabinets, (shaded in blue below) will showcase artifacts and documents of Atherton's history, will be a prominent feature of the Historic Town Hall.



ATHERTON CIVIC CENTER - LIBRARY CEDAR TERRACE VIEW



CIVIC COURT

NATIVE SPECIES GARDENS

\$100,000

At this time the budget for the Civic Court is only hydro-seeding. Your donation will bring native plantings to life within the main community area of the Town Center



ATHERTON CIVIC CENTER • CIVIC COURT VIEW