



## Item No. 5b Town of Atherton

### **PARK & RECREATION COMMITTEE –REGULAR AGENDA**

**TO:           PARKS AND RECREATION COMMITTEE**

**FROM:       SALLY BENTZ-DALTON – PARK MANAGER**

**DATE:       MARCH 3RD, 2021**

**SUBJECT:   EVENT MANAGER RENTAL FEE PROPOSAL AND  
DISCUSSION**

#### **DISCUSSION**

In 2018 the Park & Rec Committee along with Event staff studied and then made a recommendation to increase the Pavilion rental price. Council approved the rental increase. Prior rental fees were increased in 2016, 2017 and 2018. At the February 3<sup>rd</sup>, 2021 Park & Rec meeting the Committee discussed the rental fees and asked Karunia Harianto the Park Events Manager to come back at the future meeting to present an adjusted rental fee proposal. She will present the proposal and be available for questions.

The current fees for the rentals are as below along with the Events Manager's proposal:

#### **Main House**

Monday through Thursday up to 4 hours (until 4 pm) \$478 plus admin fee  
Monday through Thursday 4 plus hours (until 4pm) \$837 plus admin fee  
Monday through Thursday evening (4 pm – 12 am) \$837 plus admin fee  
Friday (8 am – 12 am) \$837 plus admin  
Saturday and Sunday (8 am – 12 am) \$1793 plus admin fee  
Saturday and Sunday Hourly Rate - \$299 plus admin fee

The times listed for the Main House are comprised of the event itself and set up and cleanup of your event

The fees listed do not include the following:

Refundable Security Deposit \$598

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

15% of rent for Atherton Residents

\$120 per hour (staff labor) if event begins or ends outside of the rental agreement contract.

#### **Event Manager Proposal:**

- Monday – Friday
- Up to 4 hours, ends at 2 pm                   \$500.00
- 8 hours rental                                   \$850.00
- Saturday and Sunday
- Up to 4 hours, ends 2 pm                   \$1,200.00
- 8 hours rental                                   \$1,800.00

- Saturday – Sunday, incorporated with The Pavilion
- Up to 4 hours, ends at 7 pm \$750.00
- 8 hours rental \$1,500

Refundable deposit \$600

Additional hour \$125/hour

Hourly rental \$300/hour, minimum 2 hours

### **Jennings Pavilion**

Monday through Thursday - 4 hours (until 4 pm) \$956 plus admin

Monday through Thursday 4 plus hours (until 4pm) \$1434 plus admin fee

Monday through Thursday evening (4 pm – 12 am) \$1434 plus admin fee

Friday (until 4 pm) \$1773 plus admin

Friday (4 pm – 12 am) \$4780 plus admin

Saturday and Sunday 4 hours (until 4 pm) \$2689 plus admin

Saturday and Sunday 4 plus hours (until 4 pm) \$4780 plus admin

Saturday and Sunday (8 am – 12 am) \$1793 plus admin fee

Saturday and Sunday evening (after 4 pm) \$4780 plus admin fee

The times listed for the Jennings Pavilion are comprised of the event itself and set up and cleanup of your event.

The fees listed do not include the following:

Refundable Security Deposit \$1,195.00

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

15% of rent for Atherton Residents

\$120 per hour (staff labor) if event begins or ends outside of the rental agreement contract.

- Monday – Thursday
- Up to 4 hours, ends at 2 pm \$950.00
- 8 hours rental \$1,450.00
- Friday and Sunday
- Up to 4 hours, ends 2 pm \$1,100.00
- 8 hours rental \$3,500.00
- Saturday
- Up to 4 hours, ends at 2 pm \$1,200.00
- 8 hours rental \$4,800.00

Refundable deposit \$1,200

Additional hours \$125/hour

### **Carriage House**

Monday through Thursday - 4 hours (until 4 pm) Half day \$478 plus admin

Monday through Thursday 4 plus hours (until 4pm) Half day \$956 plus admin fee (over 100 people)

Monday through Thursday - 4 hours (until 4 pm) \$837 plus admin

Monday through Thursday 4 plus hours (until 4pm) Half day \$1315 plus admin fee (over 100 people)

Monday through Thursday evening (5 pm – 12 am) \$837 plus admin fee

Friday, Saturday and Sunday evenings (5 pm – 12 am) \$837 plus admin

Friday, Saturday and Sunday up to 4 hours (until 4 pm) \$478 plus admin fee

Friday, Saturday and Sunday up to 4 hours (until 4 pm) \$956 plus admin fee (over 100 people)

Friday, Saturday and Sunday 4 plus hours (until 4 pm) \$837 plus admin fee

Times listed for the Carriage House rental are comprised of the event itself and set up and cleanup of your event.

The listed fees do not include the following:

Refundable Security Deposit \$598

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

15% of rent for Atherton Residents

\$120 per hour (staff labor) if event begins or ends outside of the rental agreement contract.

The Event Manger is proposing:

- Monday – Sunday, up to 75 people
- Up to 4 hours, ends at 2 pm \$500.00
- Up to 8 hours rental \$850.00
- Monday – Sunday, over 75 people
- Up to 4 hours, ends at 2 pm \$950,00
- Up to 8 hours rental \$1,500.00

Refundable deposit \$600

Additional hour \$125/hour

The Committee can review and discuss the current fees and the new proposal. Things to consider are revenue, margin, community use, and limiting the number or size of events that detract from other park activities. After a discussion next steps can be determined.

Attachment: Proposal from Park Event Management



# PROPOSED NEW PRICING FOR HOLBROOK PALMER PARK

# OBJECTIVE

Simplify the pricing structure that understand by client

Maximize the rentals on Sundays and weekdays

Attractive package prices

# THE PAVILION

- Mainly used for weddings, quinceaneras, bar mitzvahs and corporate events that require presentation/meeting
- Large facility with a lot of additional spaces
  - Water Tower lawn,
  - Patio,
  - Event Garden,
  - Side lawn,
  - Large parking for caterer's trucks and outside kitchen
- New pricing for Friday and Sunday to entice client booking on these days

# Proposed Rate Schedule for Pavilion

- Monday - Thursday
  - Up to 4 hours, ends at 2 (12) pm \$950.00 \$956.00
  - 8 hours rental \$1,450.00 \$1,434.00
- Friday and Sunday
  - Up to 4 hours, ends 2 (12) pm \$1,100.00 \$956.00
  - 8 hours rental\* \$3,500.00 \$4,780.00
- Saturday
  - Up to 4 hours, ends at 2 (12) pm \$1,200.00 \$956.00
  - 8 hours rental\* \$4,800.00 \$4,780.00

Refundable deposit \$1,200 **\$1,195**  
Additional hours \$125/hour **\$120**

# THE MAIN HOUSE

- Mainly used for town's meeting, and small corporate meeting
- Used for small outdoor weddings during the pandemic as the most cost-effective facility
- Modern kitchen with extra TV and podium for presentation
- Bundle with the Pavilion for more attractive wedding package

# Proposed Rate Schedule for Main House

- Monday - Friday
  - Up to 4 hours, ends at 2 (12) pm \$500.00 \$478.00
  - 8 hours rental \$850.00 \$837.00
- Saturday and Sunday
  - Up to 4 hours, ends 2 (12) pm \$1,200.00 \$1,196.00
  - 8 hours rental \$1,800.00 \$1,793.00
- Saturday - Sunday, incorporated with The Pavilion rental \*
  - Up to 4 hours, ends at 7 pm \$750.00
  - 8 hours rental \$1,500

Refundable deposit \$600 **\$598**

Additional hour \$125/hour **\$120**

Hourly rental \$300/hour, minimum 2 hours **\$299.00**

# THE CARRIAGE HOUSE

- The North Meadow is mainly used for corporate picnics, day camps, and the Carriage House is mainly used for small gathering with “rustic” theme
- Outdated but working kitchen

# Proposed Rate Schedule for Carriage House

- Monday - Sunday, up to 75 (100) people
    - Up to 4 hours, ends at 2 (12) pm \$500.00 \$478.00
    - Up to 8 hours rental \$850.00 \$837.00
  - Monday - Sunday, over 75 (100) people
    - Up to 4 hours, ends at 2 (12) pm \$950.00 \$956.00
    - Up to 8 hours rental \$1,500.00 \$1,315.00
- Refundable deposit \$600 \$598.00  
Additional hour \$125/hour \$120.00

# DAY USE PERMIT

- Encourage the community to use it for various reasons
- Facilitate simple events with affordable cost
- Need clear sign in visible location
- DU permit area: North Meadow, Picnic Area, Water Tower lawn (by the Pavilion), Water fountain area (by the front entrance).

# DAY USE PERMIT

Resident : 13 - 25 people	\$90.00
25-50 people	\$120.00
Non resident: 13-25 people	\$175.00 <del>\$180.00</del>
25-50 people	\$225.00 <del>\$239.00</del>
Penalty for not obtaining permit	\$150.00 + permit fee <del>\$120</del>
Photography permit	\$100/day or \$350/month <del>\$120.00 / \$500.00</del>