



Item No. 6 Town of Atherton

CITY COUNCIL STAFF REPORT – ACTION ITEM

TO: HONORABLE MAYOR AND CITY COUNCIL

FROM: GEORGE RODERICKS, CITY MANAGER

DATE: JULY 7, 2021

SUBJECT: REVIEW AND APPROVAL OF CORRESPONDENCE TO TOWN CENTER DONORS AND ATHERTON RESIDENTS

RECOMMENDATION

Review, modify as needed, and approve correspondence to donors to the Town Center Project as well as Atherton residents for prospective donations.

BACKGROUND/ANALYSIS

At the June 16 meeting, the City Council discussed the possibility of sending a letter to donors to the Town Center Project inviting them to increase the level of their donation should they desire to be recognized on the Donor Wall, at a higher level on the Donor Wall or on a Donor Pathway Brick. It was noted that the Town could send a letter out to all Atherton residents as well advising that this was one of the last opportunities to donate to the Project and receive recognition on the Wall or Path.

The representatives from the Donor Recognition Subcommittee advised that Atherton Now committed to providing the Town with the names of the donors and would assist the Town with jointly reaching out to them. However, further conversation with Atherton Now revealed that a joint letter would not be acceptable and that they would reach out to their donors with the request, without the Town's participation. The rationale provided was that there were donors to the Project via Atherton Now that advised that they did not wish to contribute at a higher level and Atherton Now knew the identity of those donors and did not wish to inundate them with such requests. It was also noted that Atherton Now would provide the names and levels of contribution to the Town for the Donor Wall at the time that the Town was ready to complete the Wall.

Because time is of the essence in connecting with donors to obtain the details of their recognition for the Donor Brick Pathway as well as confirming their level of donation for the Donor Wall, it was suggested that the Town craft two letters. The first letter would be distributed to all Atherton residents advising them of the progress of the project, recognition opportunities for the Donor Brick Pathway and Donor Wall and advising that now would be their opportunity to contribute to the project and receive recognition. The second letter would be more specifically addressed to the list of donors to the project, both those that contributed to Atherton Now and those that contributed

directly to the Town, asking them to confirm their level of donation, how they wished to be recognized (verbiage for the brick or wall), and asking if they wished to increase their level of contribution to be recognized at a higher level if desired.

Attached are the two letters for the Council's review.

POLICY FOCUS

The Town can correspond with all Atherton residents regarding the progress of the Town Center Project as well as the potential for contributions and recognition. In addition, Atherton Now has placed the names of sponsors/donors on the Atherton Now website. This list is publicly accessible. The Town can connect with each of these donors and solicit the information noted above or the Town can wait for this information from Atherton Now.

Contributions to the Town Center Project via Atherton Now come from Atherton Now as the donor and not the individual donors to Atherton Now. Therefore, the Town does not have nor is the Town entitled to the detailed information regarding the donors to Atherton Now unless Atherton Now or the donor themselves choose to provide it.

Issues regarding promised forms of recognition and conditions of donations are issues between Atherton Now and their donors. There were no specific conditions formally provided to the Town when Atherton Now provided donation checks to the Town for the Project. Over the course of the Project, the Town has reviewed and approved specific naming requests from Atherton Now via its donors.

FISCAL IMPACT

None

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.

ATTACHMENTS

Attachment A – Letter to All Atherton Residents

Attachment B – Letter to Project Donors



**Town of Atherton
Office of the Mayor
150 Watkins Avenue
Atherton, California 94027
Phone: (650) 752-0500**

July 8, 2021

Atherton Resident
Address
Atherton, CA 94027

SUBJECT: TOWN CENTER PROJECT

The Town Center Project is nearing completion! This milestone project is the single largest public undertaking in the Town’s nearly 100-year history. The hard work, dedication, and financial support of many in this community have brought this project to reality. At long last, there will be a “there” there when visiting City Hall.



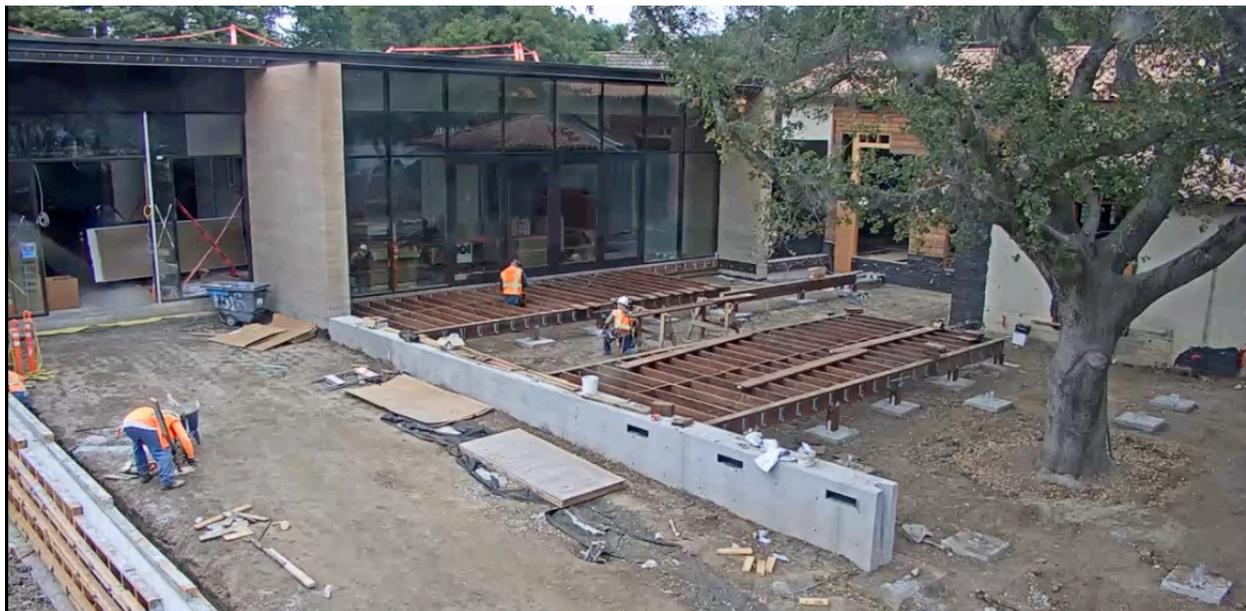
The Civic Court will be a welcoming community gathering space designed to serve multiple functions. There are possibilities for plein air art shows, farmer’s markets, community fairs, and small-Town events as the community learns to use this new and exciting space.

Letter to Residents – Town Center Project Recognition

July 8, 2021

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The new Library with a community deck, indoor/outdoor Maker's Space, Children's Library and more round out the opportunities for public use and enjoyment.



The soft opening of the facilities will begin in July and August as staff moves in and the contractor shifts work to finalize the site work of the new Town Center area. There will be a Grand Community Opening in October/November where the entire community will be invited to come see and tour these new public facilities. At that Grand Opening, the Town will unveil a Donor Recognition Wall in the Lobby of City Hall and a Donor Brick Pathway in the Civic Court. These are the two the primary means of recognition to the remarkable donors that have helped make this project successful. There are also still opportunities for naming throughout the Town Center and within the Library. The most significant naming opportunity is the opportunity to put your name on the new road created as part of the project.

It's not too late to get your name on the donor wall or your name on a brick!

Donors that have contributed \$10,000 or more will be singularly recognized on the Donor Wall that occupies a nearly 25-square foot wall in the new Lobby of the Town Hall building. Recognition levels are set at \$10,000 to \$50,000, \$50,000 to \$100,000, \$100,000 to \$1 million, and \$1 million. There are already three donors at the \$1 million plus mark! Donors below \$10,000 will be recognized as a group in alphabetical order at the base of the Donor Wall.

Letter to Residents – Town Center Project Recognition

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All donors who have contributed \$1,000 or more will also receive recognition on a brick in the Donor Brick Pathway. This pathway will connect the Historic Town Hall Council Chambers, through a portion of the Civic Court to the new Council Chambers in the new building.

If you would like to be a part of this Project and have your name forever etched into the history of the Town, now is your chance! All contributions are tax-deductible when made directly to the Town of Atherton, solely for the public purpose of this Project. The Town’s Federal Tax ID Number is 94-60011430. The opportunity window closes on September 3, 2021. If you would like more information, please feel free to reach out to George Rodericks, City Manager at (650) 752-0504 or via email at grodericks@ci.atherton.ca.us.

We truly look forward to seeing your name become a part of the Town’s history through this Project! If, by chance, you have already contributed to this Project via Atherton Now or directly to the Town Center project, you are more than welcome to increase the level of your donation to reach a higher level of recognition.

Sincerely,

Atherton City Council

Elizabeth Lewis
Mayor

Mike Lempres
Vice Mayor

Rick DeGolia
Councilmember

Diana Hawkins-Manuelian
Councilmember

Bill Widmer
Councilmember

Yes! I would like to contribute to this Project! Enclosed is my tax-deductible donation.

Amount: _____

Name/Form of Recognition: _____

Address: _____

Contact/Phone/Email: _____



**Town of Atherton
Office of the Mayor
150 Watkins Avenue
Atherton, California 94027
Phone: (650) 752-0500**

July 8, 2021

Atherton Resident – Known Donor
Address
Atherton, CA 94027

SUBJECT: TOWN CENTER PROJECT

The Town Center Project is nearing completion! This milestone project is the single largest public undertaking in the Town’s nearly 100-year history. The hard work, dedication, and financial support of many in this community – including YOU! – have brought this project to reality. At long last, there will be a “there” there when visiting City Hall.



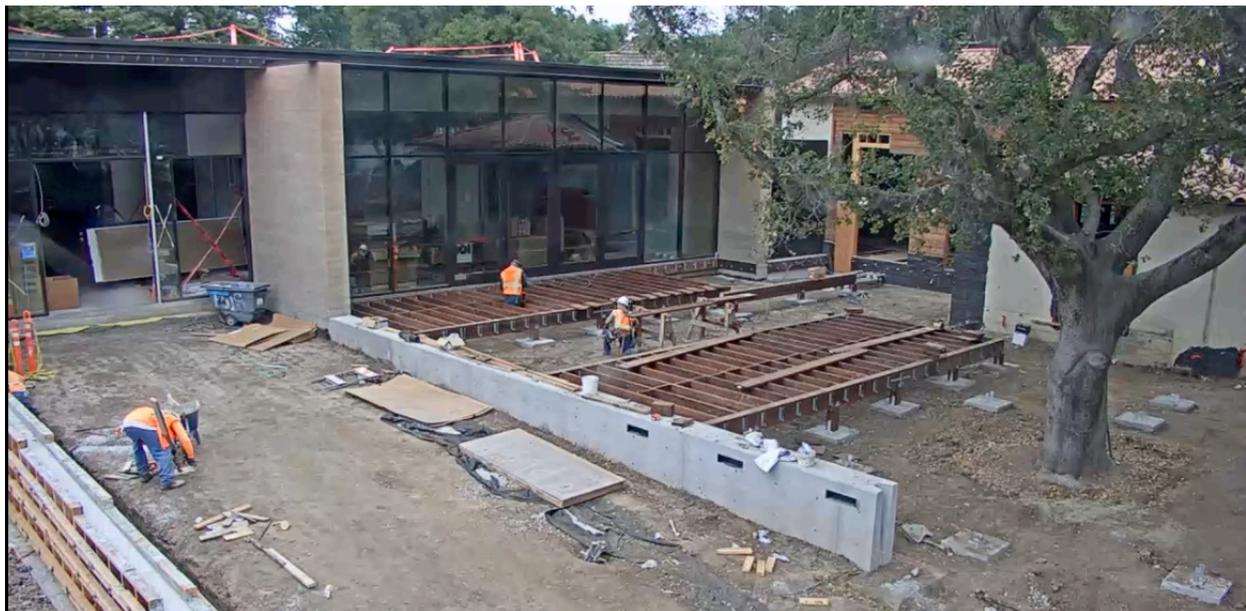
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Letter to Residents – Town Center Project Recognition

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The new Library with a community deck, indoor/outdoor Maker's Space, Children's Library and more round out the opportunities for public use and enjoyment.



The soft opening of the facilities will begin in July and August as staff moves in and the contractor shifts work to finalize the site work of the new Town Center area. There will be a Grand Community Opening in October/November where the entire community will be invited to come see and tour these new public facilities. At that Grand Opening, the Town will unveil a Donor Recognition Wall in the Lobby of City Hall and a Donor Brick Pathway in the Civic Court. These are the two the primary means of recognition to the remarkable donors that have helped make this project successful. There are also still opportunities for naming throughout the Town Center and within the Library. The most significant naming opportunity is the opportunity to put your name on the new road created as part of the project.

As a donor to the project, a contribution of \$1,000 or more secures recognition on the Donor Brick Pathway; and if your contribution is \$10,000 or more, you will also receive singular recognition on the Donor Wall in the Lobby of the Town Hall building. Donors below \$10,000 will be recognized in alphabetical order as a group at the base of the Donor Wall.

The Town needs to finalize details for the Donor Wall by September 3, 2021. Recognition levels are set at \$10,000 to \$50,000, \$50,000 to \$100,000, \$100,000 to \$1 million, and \$1 million. We hope that your donation puts you somewhere on that Wall, but if not or if you would like to be at

Letter to Residents – Town Center Project Recognition

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a higher level, you still have the opportunity to augment your donation to secure your spot by making the donation directly to the Town of Atherton – Town Center Project!

If your contribution was less than \$1,000, you will receive recognition separately, but will not be singularly recognized on the Donor Wall or on the Brick Pathway. This Pathway will connect the Historic Town Hall Council Chambers, through a portion of the Civic Court, to the new Council Chambers in the new building. But, just like the Wall, there’s still time to increase your donation to ensure you get the level of recognition you would like!

As you know, all contributions are tax-deductible whether you made them to Atherton Now or the Town; or if you choose to augment your previous donation with a donation directly to the Town for the Town Center Project. The Town’s Federal Tax ID Number is 94-60011430. This opportunity window closes on September 3, 2021. If you would like more information, please feel free to reach out to George Rodericks, City Manager at (650) 752-0504 or via email at grodericks@ci.atherton.ca.us.

We truly look forward to seeing your name become a part of the Town’s history through this Project! Even if you do not want to augment your donation, we ask that you confirm the specific way that you would like your name(s) to be stated to ensure that we get it right! You can do that by filling out the information requested below and sending it via email as noted above.

Sincerely,

Atherton City Council

Elizabeth Lewis
Mayor

Mike Lempres
Vice Mayor

Rick DeGolia
Councilmember

Diana Hawkins-Manuelian
Councilmember

Bill Widmer
Councilmember

I would like to confirm my form of recognition, my contribution level, and/or increase it! Enclosed is my additional tax-deductible donation.

My Original Contribution Amount: _____ Additional Enclosed: _____

Name/Form of Recognition: _____

Address: _____

Contact/Phone/Email: _____