



Item No. 17 Town of Atherton

CITY COUNCIL STAFF REPORT – REGULAR AGENDA

TO: HONORABLE MAYOR AND CITY COUNCIL

FROM: GEORGE RODERICKS, CITY MANAGER

DATE: SEPTEMBER 15, 2021

SUBJECT: CONSIDERATION OF BUDGET FOR TOWN CENTER GRAND OPENING

RECOMMENDATION

Review tentative planning and approve a preliminary budget for the Grand Opening of the new Town Center.

BACKGROUND

An Ad Hoc Subcommittee (Lewis/Hawkins-Manuelian) was established to discuss and plan events for the Grand Opening of the new Town Center. At this time, it is expected that staff will be relocating to the new facilities during the month of October and into early November. It is expected that all facilities and grounds will be open by the 3rd week of November 2021 (week of November 15).

The Ad Hoc Subcommittee has been discussing plans for an event in the mid- to late-afternoon on Wednesday (17th), Thursday (18th), Friday (19th) or Saturday (20th) of that week.

ANALYSIS

In addition to the basics for any event, the Subcommittee discussed the following:

Is there a need for an event planning committee?

The Ad Hoc Subcommittee supports such a committee as it would provide added support up to and including the day of the event.

What is the best time and date for the event?

Preliminary planning settled around 3 pm to 6 pm on event day.

Where is the primary assembly for the event? Lobby, Civic Court, Council Chambers, Library?

It was suggested that attendees move through the building from Fair Oaks to the Civic Court to the Library.

Will there be a refreshments? Food? Beverages?

It is estimated that attendance could range between 300 to 500 people. Providing light snacks, water, and coffee could be reasonable. There could also be a hosted coffee cart in the Civic Court or on the Library Deck. On the Deck might simulate the potential of a future café in the space.

Will there be event Memorabilia/Mementos/Printed Program?

Several options here, to include a memorable keepsake, such as a photo-puzzle with the dedication year, to a keepsake program for the event.

The Council will also need to consider community notification about the event – separate mailer (~\$2500), digital only, etc.



Will there be live or broadcast music?

There could be live or broadcast music in the Civic Court or on the Library deck.

Donor Wall and Other Donor Recognition

If the Donor Wall is complete, the Wall could be unveiled at the Project. If not, there could be special recognition of donors during the event.

Facility Tours?

Staff and/or representatives from the Project Team could conduct tours of City Hall, Police, and Library.

What VIPs will be invited?

It is anticipated that there will be various VIP invites to the event, to include, but not be limited to elected officials in San Mateo County, County Supervisors, Congressional Members, State Assembly and Senate Representatives, County Library Board, etc.

Will there be thank you gifts? Contractor? Architect? Project Management?

Perhaps the Council would like to consider special gifts on behalf of the Town to the Contractor? Project Architect? Project Management?

How will the Library be involved?

The Library Grand Opening would occur concurrently with the Town Center. The Library could host various activities for kids, to include but not limited to, demonstrations at the Makers' Space and Digital Lab, kids play areas, unveiling of themed rooms, etc. The Library would organize and fund their activities in coordination with the Town.

City Council Feedback

The Subcommittee requests Council feedback on the scale and expectation for the event. At a minimum, it is recommended that the Council authorize a preliminary budget of \$25,000 such that the Subcommittee (and staff) can begin moving forward with reserving or ordering what will be necessary based on Council expectations for the day.

FISCAL IMPACT

It is recommended that the Council allocate \$25,000 from the Town's Unallocated General Fund toward the Town Center Grand Opening.

POLICY FOCUS

Consideration of the size and scale of the Grand Opening event.

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.

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

None