



Item No. 18 Town of Atherton

CITY COUNCIL STAFF REPORT – PUBLIC HEARING

TO: HONORABLE MAYOR AND CITY COUNCIL
GEORGE RODERICKS, CITY MANAGER

THROUGH: MICHAEL KASHIWAGI
COMMUNITY SERVICES DIRECTOR

FROM: STEVE TYLER
PUBLIC WORKS SUPERINTENDENT

DATE: APRIL 20, 2016

SUBJECT: ADOPTION OF FEE RESOLUTION AMENDING FEES AND
CHARGES RELATED TO RENTAL FEES AT HOLBROOK
PALMER PARK

RECOMMENDATION:

Review and approve the attached Fee Resolution amending Fees and Charges related to rental fees at Holbrook Palmer Park.

BACKGROUND:

In 2012 the Town conducted a full-cost allocation plan. The Plan calculated productive hourly rates for each staff and contract position and using that data, developed a cost for each fee.

As part of that study, fees for Park rentals were determined. Unlike fees for other Town services, fees associated with the rental of facilities within Holbrook Palmer Park are not required to be based upon actual Town costs. Fees related to the rental of Park facilities can be based upon market conditions and are set at the discretion of the City Council.

Over the past 2 years, Catering by Dana (CBD) has managed facility rentals at the Park. During this time, they have gained valuable experience in terms of the demand and use of facilities at Holbrook Palmer Park. Utilizing this knowledge along with their understanding of the rental market of similar facilities in the region, CBD has worked with staff to identify recommended adjustments to our current fee schedule to improve the town's competitive position and increase revenues.

ANALYSIS:

CBD is suggesting the following fee additions and modifications to existing facility rental fees to improve utilization and revenues, adjust fees to reflect compatibility with the current rental market, and add a fee to improve management and use of the Park.

PROPOSED FEE CHANGES 2016			
LOCATION	TYPE	CURRENT	PROPOSED
MAIN HOUSE	RATE PER HOUR (Sat, Sun only)	1500 for all day rental	\$250 per hour (2 hr. minimum)
CARRIAGE HOUSE	Mon-Sun/half day	\$400	over 100 people \$700
	Mon-Sun/full day	\$700	over 100 people \$1000
DAY USE PERMITS	Groups 1-12	Approved but not currently included in the schedule.	Free
	Groups 13-25	Approved but not currently included in the schedule.	\$100 (non-resident)
	Groups 13-25	Approved but not currently included in the schedule.	\$75 (resident)
	Groups 13-50	Approved but not currently included in the schedule.	200 (non-resident)
	Groups 13-50	Approved but not currently included in the schedule.	\$150 (resident)
PHOTO-SHOOT PERMITS	1 DAY		\$100
	SEASON		\$500
	PENALTY		\$100
BASEBALL FIELD		\$25 PER HOUR	\$30 PER HOUR

Main House: Currently, the Main House is a popular venue during the week for business meetings, small social gatherings and training. The Main House is rarely, if ever, utilized on weekends. The primary use on weekends would be associated with weddings as a place for the bride/groom parties to dress for their event.

Currently, the Pavilion is the primary venue rented for weddings in the Park. Staff believes the Main House would be an attractive use for weddings, however the current fee structure of \$1,500 for rental of the Main House is a deterrent. Staff believes modifying the rental of the Main House from a fixed fee of \$1,500 to an hourly fee of \$250 per hour would be much more attractive and result in increased revenue and use of the Main House on weekends.

Carriage House: Currently rental of the Carriage House comes with the use of the North Meadow picnic area. Staff believes there is a growing demand for the Carriage House for larger corporate events such as picnics and business meetings. The current fee schedule for the Carriage House is a fixed fee regardless of the number of people. Due to the additional staffing resources required for larger events, staff believes increasing the rental fees for groups greater than 100 is appropriate.

Day Use Permits: Day Use Permits were re-instated in the Park in February 2014. Since then, those fees have been listed on our Park website but have not been added to our current Master Fee Schedule. This change only adds them to the Master Fee Schedule.

Photo Shoot Permits: Due to the scenic qualities of Holbrook Palmer Park, it is a popular site for professional photographers. Staff has observed that photographers will set up and schedule photo shoots for multiple clients all day long. The Town has looked at what other cities do to control this type of “take over” in their parks and what fees are charged for this type of usage. The City of San Jose charges \$100 for these types of permits.

Staff recommends requiring a permit and fee for this activity to improve our ability to regulate the commercial use of the Park. In addition, as staff looks to amend the Town’s Business License Ordinance, these types of transient commercial operations will be incorporated.

Baseball Field: Due to the efforts that have gone into rebuilding the Little League field into a premier baseball facility, staff believes a small increase in price is appropriate for non-little league groups who are interested in renting the field for summer/fall camps and clinics.

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. 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

Fee Resolution

RESOLUTION NO. 16-XX

**A RESOLUTION OF THE CITY COUNCIL OF THE TOWN OF ATHERTON
AMENDING CERTAIN PARK FEES WITHIN THE MASTER FEE SCHEDULE
FOR THE TOWN OF ATHERTON**

WHEREAS, the City Council approved a Master Fee Schedule for the Town on September 4, 2013;

WHEREAS, Fees related to the rental of Park facilities are being adjusted based upon current market conditions;

WHEREAS, staff is recommending fee additions and modifications to existing facility rental fees to improve utilization and revenues, adjust fees to reflect compatibility with the current rental market, and add a fee to improve management and use of the Park;

NOW, THEREFORE, BE IT RESOLVED, that the City Council of the Town of Atherton does hereby approve amending the September, 2012 Master Fee Schedule to allow for the changes specified in Exhibit A attached hereto.

* * * * *

I hereby certify that the foregoing Resolution was duly and regularly passed and adopted by the City Council of the Town of Atherton at a regular meeting thereof held on this 20th day of April, 2016, by the following vote:

*AYES: Council Members:
NOES: Council Members:
ABSENT: Council Members:
ABSTAIN: Council Members:*

Elizabeth Lewis, Mayor

ATTEST:

Theresa N. DellaSanta, City Clerk

APPROVED AS TO FORM:

William Connors, City Attorney