



## Item No. 6 Town of Atherton

### **CITY COUNCIL STAFF REPORT – CONSENT AGENDA**

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

**FROM: ROBERT OVADIA, PUBLIC WORKS DIRECTOR**

**DATE: FEBRUARY 21, 2024**

**SUBJECT: REQUEST FOR PROPOSALS FOR EVENT MANAGEMENT  
SERVICES AT HOLBROOK-PALMER PARK**

### **RECOMMENDATION**

It is recommended that the Council review and authorize release of the attached Request for Proposals (RFP) for the provision of event management services at Holbrook-Palmer Park.

### **BACKGROUND**

Catered Too, Inc. had been providing event management services for the Town since September 2021. The services contract was for an initial term of three (3) years, with a 30-day termination clause. Catered Too's compensation was based on revenue generated through catering services associated with events at the park. On November 1, 2023, Catered Too advised the Town that they would stop providing event management services starting December 31, 2013. They stated in their letter that since COVID-19, they have not seen the volume of business at the park needed for profitability.

Prior to the contract with Catered Too, Catering by Dana (CBD) had successfully provided event management services for the Town from 2014 until September 2020, when they closed permanently. CBD's compensation was based on a percentage of facility rental fees associated with events at the park.

Following receipt of Catered Too's notice, staff attempted to retain Catered Too by suggesting alternative compensation options including sharing of rental revenues (similar to CBD's contract) a percentage of revenue or extending the termination date by paying for staff time. Catered Too advised that with limited rentals, a share of facility fees would not generate enough revenue for support and that they could provide up to 3 months of support at a cost of \$6,000 per month for up to three months but that they had other priorities for the staff that were managing park events. Due to cost, staff did not accept the offer for interim staff support from Catered Too.

At its January 10, 2024, Study Session, the City Council reviewed various options regarding event

management at Holbrook-Palmer Park and provided to prepare release of a Request for Proposals for Event Management Services for review and approval prior to release. The City Council also directed staff to secure temporary help to manage tours, bookings, and events at Holbrook-Palmer Park in the interim, until a permanent vendor is secured.

**ANALYSIS**

Since the January 10, 2024. Study Session, Staff has secured temporary help to assist in managing tours, bookings and events. Staff has also incorporated Council feedback on the draft RFP as follows:

- Indicating an openness to a variety of revenue share models, with a preference for linked catering services
- Clarifying need for compliance with Town ordinances, including those related to noise
- Adjustments to the scoring matrix
- Other minor changes

The initial contract term proposed in the RFP is three (3) years with two (2) optional two (2) year terms. The total term of the proposed contract, including extensions, is seven (7) years.

The recommended scoring criteria outlined in the RFP are as follows:

CRITERION	MAXIMUM NUMBER OF POINTS
Information/Background	15
Key Personnel/Staff Qualifications	15
Experience/Reference	15
Quality of Work Plan Submitted	20
Cost Share Proposal	35
Total	100

The tentative milestone dates for the RFP are as follows:

- |                         |   |
|-------------------------|---|
| March 1, 2024           | RFP available on Town of Atherton website |
| April 3, 2024, 10:00 am | Pre-proposal site walkthrough             |
| May 7, 2024, 2:00 pm    | Proposals due                             |
| June 19, 2024           | Recommendation to City Council            |

**FISCAL IMPACT**

The costs related to preparation and distribution of an RFP are limited.

**GOAL ALIGNMENT**

This Report and its contents are in alignment with the following Council Policy Goals:

- Goal Area A – Maintain Fiscal Responsibility
- Goal Area B – Preserve Small Town Character and Quality of Life
- Goal Area F – Be Forward-Thinking, Well-Managed, and Well-Planned

### **POLICY FOCUS**

Policy focus should be on the intent to maintain facility rentals at Holbrook-Palmer Park and the means by which the Town selects an event management services provider.

### **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 Protection District, service providers (water, power, and sewer), and regional elected officials.

### **COMMISSION/COMMITTEE FEEDBACK/REFERRAL**

This item has not been before a Town Committee or Commission

### **ATTACHMENTS**

1. Draft Request for Proposals for Event Management Services at Holbrook-Palmer Park