

Legislation Details (With Text)

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Title: Consideration of Resolution 2017-63, A Resolution Adopting the Policies, Fees, and Rental Application for Eastern Flank Event Facility. (08/10/17 Finance 4-0)

Sponsors: Lisa Clayton

Indexes:

Code sections:

Attachments: 1. 2017-11 RES Pavilion Reservation Process_with attachment.Law Approved.pdf

Date	Ver.	Action By	Action	Result
8/22/2017	1	Board of Mayor & Aldermen	approved	Pass
8/10/2017	1	Budget & Finance Committee	referred as a Consent Item	Pass

DATE: July 19, 2017

TO: Board of Mayor and Aldermen

FROM: Eric Stuckey, City Administrator
Mark Hilty, ACA Public Works
Lisa Clayton, Parks Director
Paige Cruse, Parks & Recreation Superintendent
Suzanne Carter, Recreation Foreman

SUBJECT: Consideration of Resolution 2017-63, A Resolution Adopting the Policies, Fees, and Rental Application for Eastern Flank Event Facility. (08/10/17 Finance 4-0)

Purpose

The purpose of this memorandum is to provide information to the Franklin Board of Mayor and Aldermen (BOMA) concerning the proposed fee changes for Eastern Flank Event Facility (EFEF).

Background

In 2006, the City purchased the property which is now known as Eastern Flank Battlefield Park. By 2009, the Parks Department began renting to the general public the former club house, which became known as Eastern Flank Event Facility. In 2009, the fees for the facility were set low due to the overall condition of the facility. The Park Department internally began a renovation plan in 2009 with numerous renovations inside and outside of the facility. Today, the overall offering of the facility has increased dramatically. A main draw of the facility is the outdoor event space, as a result, rentals have increased significantly.

To remain competitive with the market and cover expenses, the fees for this facility need to be adjusted closer to market value. Staff has researched the standard fees for the area and proposes the attached schedule for fees. Primary points of comparison were Carnton Plantation, CJ's Off the Square, Private/Public Facilities in Davidson/Williamson County and The Barn at Sycamore Farms.

The proposed fee structure recommended will cover all fees, including staff hours and post tear-down/clean-up. This makes the structure of the application easier to read and gives the applicant a better sense for the total amount of the rental.

Financial Impact

The current fees for EFEF are \$750 for a weekend and \$500 for a weekday, but this can change based on staffing and other factors at the request of the applicant. The new structure changes the fees to \$1,100 for a weekday and \$1,400 for a weekend. With the option for a weekday rental during business hours for \$100/hour with a four (4) hour minimum. The application fee of \$100 remained the same. The increase allows for better coverage of staff hours and maintenance fees.

Recommendation

Staff recommends approval of the new fee structure in the proposed updated application.