



Item No. 16 Town of Atherton

CITY COUNCIL STAFF REPORT – REGULAR AGENDA

TO: HONORABLE MAYOR AND CITY COUNCIL

FROM: GEORGE RODERICKS, CITY MANAGER

DATE: DECEMBER 18, 2019

SUBJECT: ACCEPTANCE OF DONATION NAMING REQUESTS AND REPORT, DISCUSSION AND FURTHER DIRECTION ON CONTACT WITH ATHERTON NOW REGARDING DONORS

RECOMMENDATION

Accept the naming requests from the specified donors and receive a report on discussions with Atherton Now regarding donors and provide staff with any further direction.

BACKGROUND | ANALYSIS

Café Terrace

The Town is in receipt of a written commitment from Bob and Connie Lurie to donate \$500,000 in exchange for naming rights to the Café Terrace area (the outdoor deck in front of the Library). The Café Terrace was released in fundraising material, approved by the Council and released via Atherton Now, as a naming opportunity at \$1 million.

At Council direction, staff circled back with the Lurie's with respect to increasing their donation amount for the naming opportunity at the café terrace. The Lurie's opted to maintain their funding level and asked that the Council consider acceptance at that level.

Specific direction and/or acceptance of the donation naming request is required.

K-9 Corner

The Town has received notification from Atherton Now that they received a donation from a donor in the amount of \$50,000 in exchange for naming rights to the K9 Corner. The specified donor is the same donor that provides annual donations to the Town in support of the K9 Program. The K9 Corner was released in fundraising material, approved by the Council and released via Atherton Now, as a naming opportunity at \$50,000.

Specific direction and/or acceptance of the donation naming request is required.

Technology Hub

The Town is in receipt of information from a donor that contributed via Atherton Now in the amount of \$100,000. Originally, that specific contribution was earmarked with conditions related to the provision of Electric Vehicle Charging Stations at the project. However, those conditions were not timely relayed to the Town. The donor has requested that the donation be provided in exchange for naming of the Administrative and Police Building Technology Hub. The Technology Hub in the Administrative and Police Building was released in fundraising materials, approved by the Council and released via Atherton Now, as a naming opportunity at \$100,000.

This particular naming request discussion will require recusal by a member of the Council. Specific direction and/or acceptance of the donation naming request is required.

Donor Recognition

The nature of each naming opportunity (i.e. recognition on the donor wall, plaque at sponsored location, name on the plaque, etc.) will be discussed with each specific donor once the project is further along. The Council has final approval authority over the specific design considerations for all donor recognition.

Report on Recent Communication(s) with Atherton Now

At Council direction, staff and a member of the Council attempted to contact Atherton Now to gather information on donors and interest in specific naming opportunities. Council Member Widmer was able to speak with representatives from Atherton Now and can report on the details and status of those conversations.

Following that report, staff is seeking any further specific direction on next steps for contacting donors and/or donors specific to Atherton Now.

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.

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

1. Naming Opportunities from Atherton Now



Atherton Now – Building Community Capital Campaign

Naming Opportunities for Fundraising

The following naming opportunities have been vetted and approved by a sub-committee named by the Town Council, after discussion with Town Staff, Council and members of the *Atherton Now* campaign committee. These names and values represent the most current available information from the site drawings by architects, WRNS, and may change from time to time as further details emerge. *Thank you for your interest.*

TYPE OF AREA	LOCATION	NAMING	INVESTMENT
INDOOR/OUTDOOR SPACE			
	Lobby Entrance	Donor Wall	\$100,000 - \$10 MILLION
	New Road	New road that connects Ashfield & Fair Oaks	\$10 MILLION
	Former Council Chambers	“Historic” Town Hall	\$5 MILLION
	“Historic” Town Hall	Café & Catering Kitchen	\$1 MILLION
	Admin. Services & Police Wing	Technology Hub (Server Room)	\$100,000
	Police Secure Parking	Canine Corner	\$50,000
OUTDOOR SPACE			
	Off new Council Chambers	Civic Court	\$3 MILLION
	Roof area	Photovoltaics	\$2 MILLION
	Near Library	Reading Garden (fenced)	\$1 MILLION
	Near Library/Café	Library Terrace	\$1 MILLION
	Near Library	Redwood Grove	\$500,000
	Between Library/Council Chambers	Cedar Play Area	\$500,000
	At Admin. Services & Police Wing	Water Feature/Entry Court	\$250,000
	Near Parking Area	Native Species Garden	\$250,000
		Librarian’s Garden	\$100,000

LIBRARY	
Children’s Room	\$1 MILLION DOLLARS
Young Adult Space	\$750,000
Adult Space	\$500,000
Adult Space (quiet)	\$500,000
Digital Maker’s Space	\$500,000
Tech Center	\$500,000
Heritage Room (Historian)	\$500,000
Conference Rm.1-Legends of Atherton	\$500,000
Conference Rm. 2	\$250,000
Conference Rm. 3	\$250,000
Makers Outdoor Workshop	\$250,000
Environmental Dashboard	\$100,000-250,000
Display Cases	TBD

Imagine if the renovated Historic Town Hall had a catering kitchen so groups of all ages could enjoy meals from local restaurants and chefs featuring farm-to-table recipes, and other specialties that could accompany meetings, and social gatherings.

Imagine if the renovated Library would commemorate our Atherton ‘Legends’ in the areas of Sports, Authors, Entrepreneurs, or Technology.

Imagine if the new Atherton Civic Center had a children’s play area that featured recycled trees, with local artists’ input.

Imagine if the new Atherton Civic Center had an outdoor deck where friends and children could meet, talk, play and plan for the future.

Imagine if the new Atherton Civic Center had a café where friends and colleagues could meet for coffee, tea, and meaningful conversation.

In addition, in the ‘community phase’ of the capital campaign we will offer donors, and donor families, naming opportunities such as:

- “in honor of” and “in memory of” garden areas (\$25-\$50,000 each)
- Benches
- Bricks
- Path and wayfinding markers/signage
- Other friendly and appropriate signage (dog friendly area, etc.)