



To: Board of Parks and Recreation
From: Mark Heintz – Director of Parks and Recreation
Date: February 2, 2021
Re: Centennial Park Clubhouse Update

Since arriving I have looked for ways that we can make operations at the Centennial Park clubhouse more efficient. In talking with Town staff and Indigo Golf Partners, there are two areas that I am recommending we improve for more efficient and profitable operations of the facility.

Banquet Room Kitchen Update:

The banquet room kitchen has a hood that is not big enough for the cooking demands for the banquets in the facility. Frequently the Chef must cook in the banquet room kitchen as well as the kitchen in The View to use both ventilation hoods. This is an inefficient use of his time and does not allow him to properly oversee his staff as food preparations are made in two locations. We are suggesting that we add a second hood to the banquet room kitchen which will cover the recently purchased deep fryer and grill top, so all cooking items would be in one room. This work is estimated at \$35,000 which includes separate agreements with HVAC (includes a state permit for a fire hood), roofing, fire suppression, plumbing, electric, and carpentry. No one agreement would exceed \$20,000.

The View Remodel:

The View has had a decline of revenues for the last four years. The facility, once desired to operate as a restaurant or café, has generated falling revenues from \$43,000 in 2017, to \$40,000 in 2018, to \$31,000 in 2019 to nothing in 2020. Various reasons can be attributed to this decline. The coronavirus pandemic most recently. Other options in the business community near Centennial Park as there are fifteen places to eat or get food within one mile of the park. Many park users are there for fitness reasons and are changing to be healthier food consumers. Inconsistent customers have led to inconsistent hours.

The banquet facility staff also runs this facility. Giving that staff, who has a very good grip on serving food to scheduled events and banquets is in line with what they do best. Having an on-demand restaurant with staff standing by with the hope customers will visit is difficult to properly plan and adds to expenses. The longer the restaurant was open, the more money was lost to expenses. Rebranding and remodeling The View into a small banquet room within the Clubhouse will give Indigo Golf Partners, as our Centennial Park management firm, another option to utilize for meetings, banquets, celebrations of life and the like. It is also expected to be a much better revenue generator.

To make this room more of a banquet room than a café it will require some updates. These will include closing off the roll up serving window and removing the permanent counters. Putting in a new glass wall with doors behind the 'barn doors' so these banquets can have privacy when necessary. Removing the carpeting and tile and replacing with a laminate style floor as in the existing Salon banquet room. The update would also require some electrical, carpentry and painting work to provide an updated space. This work is anticipated to cost \$51,000 total through various agreements with each contractor for their specified work. No one vendor would exceed \$20,000.

These two improvements together will allow greater flexibility and the potential for simultaneous use should the need arise. Initial projections are that the remodeled View facility would generate revenue over \$100,000 annually (assuming no pandemic restrictions) which is based upon two rentals a week at \$1,000 per rental. It will also allow our Centennial Park Clubhouse to offer more options to prospective customers as one of top banquet facilities within the region.

Recommendation:

I am recommending and seeking your approval of these proposed updates to the Centennial Park clubhouse and to allow me to enter into agreements with the necessary vendors for these improvements – none of which would be more than the \$20,000 threshold that a department head can approve. These would be paid for using bond issue balances from previous outstanding park bond issues. They would pay for the improvements of 1) adding a ventilation hood to the banquet room kitchen estimated at \$35,000 and 2) remodeling The View into a dedicated rental room as described above at an estimated cost of \$51,000.