



## **PARKS AND RECREATION COMMISSION REGULAR MEETING AGENDA**

**Wednesday, September 26, 2012 at 6:30 p.m.**  
**701 Laurel Street, Menlo Park, CA 94025**  
Arrillaga Family Recreation Center  
Cypress Room

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### **CALL TO ORDER**

**ROLL CALL** – J. Cebrian (Chair), C. Carlton (Vice Chair), K. Blythe, T. Cecil, A. Kirkpatrick, N. Naclerio, J. Tooley

#### **A. PUBLIC COMMENT #1 (Limited to 30 minutes)**

Under “Public Comment #1”, the public may address the Commission on any subject not listed on the agenda and items listed under the Consent Calendar. Each speaker may address the Commission once under Public Comment for a limit of three minutes. Please clearly state your name and address or political jurisdiction in which you live. The Commission cannot act on items not listed on the agenda and, therefore, the Commission cannot respond to non-agenda issues brought up under Public Comment other than to provide general information.

#### **B. CONSENT CALENDAR**

**B1.** Approval of minutes dated June 20, 2012

#### **C. STUDY SESSION**

**C1.** Menlo-Atherton Performing Arts Center Overview (Staff Report)

#### **D. REPORTS AND ANNOUNCEMENTS**

**D1.** Review of Parks & Recreation Commission Annual Calendar (attachment)

**D2.** Presentation of Plaque to Andy Kirkpatrick for service on the Commission

#### **E. INFORMATION ITEMS**

**E1.** Department Update (memo)

#### **F. PUBLIC COMMENT #2 (*This item is optional*)**

Under “Public Comment #2”, the public may address the Commission on any subject not listed on the agenda and items listed under the Consent Calendar. Each speaker may address the Commission once under Public Comment for a limit of three minutes. Please clearly state your name and address or political jurisdiction in which you live. The

Commission cannot act on items not listed on the agenda and, therefore, the Commission cannot respond to non-agenda issues brought up under Public Comment other than to provide general information

## **G. ADJOURNMENT**

Agendas are posted in accordance with Government Code Section 54954.2(a) or Section 54956. Members of the public can view electronic agendas and staff reports by accessing the City website at <http://www.menlopark.org> and can receive e-mail notification of agenda and staff report postings by subscribing to the "Home Delivery" service on the City's homepage. Agendas and staff reports may also be obtained by contacting the Community Services Department at (650) 330-2200. Copies of the entire packet are available at the library for viewing and copying. (Posted: 9/20/12)

At every Regular Meeting of the Commission, in addition to the Public Comment period where the public shall have the right to address the Commission on any matters of public interest not listed on the agenda, members of the public have the right to directly address the Commission on any item listed on the agenda at a time designated by the Chair, either before or during the Commission's consideration of the item.

At every Special Meeting of the Commission, members of the public have the right to directly address the Commission on any item listed on the agenda at a time designated by the Chair, either before or during consideration of the item.

Any writing that is distributed to a majority of the Commission by any person in connection with an agenda item is a public record (subject to any exemption under the Public Records Act) and is available for inspection in the Arrillaga Family Recreation Center, 700 Alma Street, Menlo Park, CA 94025 during regular business hours.

Persons with disabilities, who require auxiliary aids or services in attending or participating in Commission meetings, may call the City Clerk's Office at (650) 330-6620.



**PARKS AND RECREATION COMMISSION  
MINUTES**

**Wednesday, June 20, 2012**

**6:30 p.m. – 700 Alma Street, Menlo Park, CA 94025**

Arrillaga Family Gymnastics Center,  
Multi-Purpose Room

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Meeting was called to order at 6:30 p.m.

**PRESENT** – K. Blythe (Chair), C. Carlton, T. Cecil, J. Tooley (Vice Chair)

**ABSENT** – J. Cebrian, A. Kirkpatrick, N. Naclerio

Staff Present – Cherise Brandell, Community Services Director

**Minutes:**

**A. PUBLIC COMMENT #1:**

**B. CONSENT CALENDAR**

1. Approval of minutes dated April 18<sup>th</sup>, 2012

**ACTION:** Motion and second (Blythe/Cecil) to approve the minutes of April 18. Motion passes unanimously with all present members in favor.

**C. REGULAR BUSINESS**

1. Election of Chair and Vice Chair

**ACTION:** Motion and second (Tooley/Blythe) to nominate James Cebrian as Chair person, and Catherine Carlton as Vice Chair. Motion passes unanimously with all present members in favor.

2. Discussion of possible date change for meetings (Requested by Commissioner Carlton)

**ACTION:** Motion and second (Carlton/Blythe) to move the commission meetings to every forth Wednesday of a month, beginning July 25<sup>th</sup>, 2012. Motion passes unanimously with all present members in favor.

3. Department Reorganization Overview

**D. REPORTS AND ANNOUNCEMENTS**

1. Joint Operating Agreement with Menlo-Atherton High School for Performing Arts Center  
The commission member requested:

- Review PAC in more detail at the July meeting.
- Tinker Park improvements progress report

**E. INFORMATION ITEMS**

1. Director's update ([attached](#))

**F. PUBLIC COMMENT #2**

**G. ADJOURNMENT:** 7:30 p.m.

Minutes submitted by Jelena Gaines

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# COMMUNITY SERVICES

Commission Meeting Date: September 26, 2012

Agenda Item # C-1

**STUDY SESSION:** Provide feedback and direction on how the City should optimize the usage of the Menlo-Atherton Performing Arts Center as a community resource.

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## RECOMMENDATION:

Staff recommends the Parks & Recreation Commission review the information contained in the staff report and provide feedback and direction on how the City should optimize the usage of the Menlo-Atherton Performing Arts Center (PAC) as a community resource.

## BACKGROUND

During the June Parks & Recreation Commission meeting, staff reviewed the terms of the Joint Use Agreement with the Sequoia High School District for usage of the PAC which was approved by City Council in 2007. Staff presented the original vision that was created prior to the theater being completed as well as the City's usage of the theater during the past three years since the opening in Fall 2009. For more details on the agreement and history, please see [Attachment A](#).

Full use of the City's allotted 55 annual program days at the Menlo-Atherton Performing Arts Center has been not been achieved due to minimal staffing levels and budget allocationssince the PAC opened. The original vision for the City's use of the PAC included events such as a lecture series, city program recitals, youth sports education workshops, gymnastics demonstrations, and theater camps. However, many of these types of events were quickly deemed unfeasible once the building was finalized and the direct costs for using the facility were realized. The average cost for a basic single day rental for the City range from \$500-\$1000. Often these direct costs are too high for local community groups. The size of theater, with 492 seats, has also proven to be too large for these types of events as well. Staff has been working on finding other solutions that would be more appropriate options for this community resource.

The City usage of the PAC for the initial three years has included three main categories including 1) community group rentals, 2) city events, and 3) summer theater camp. The most successful usage of the theater thus far has been other community groups using city-sponsored days. Some of these groups are reoccurring (i.e. Music@Menlo) while others were one-time events.

The current fiscal budget for the Performing Arts Center is approximately \$64,000 which includes full-time staff for coordinating with community groups and the high school; fees to use the facilities (high school reimbursement for theater manager and custodian costs); fees to pay for contactors to conduct performances, camps, or additional technical expertise; and minimal expenses to pay for event marketing and part-time staff.

During the recent budget process, staff requested additional funding of \$100,000 to create a comprehensive business plan and/or developed in partnership with the High School and a professional theater management company. The third party contractor specializes in working with municipalities and operating their community theaters. The contractor would be responsible for the following items: finding and negotiating with professional performers; scheduling community rentals; provide technical expertise during the events (sound, lights, box office, etc); organizing community events like a Speaker or Film series; solicit local cultural arts groups to develop community theater or performances; and developing marketing and promotional items for events at the PAC. The benefits of using an existing third party contractor include having existing performance agreements in place at other regional theaters that they managed which can be extended to include events in Menlo Park and the contractor would provide the general expertise of operating a theater. Due to the city's fiscal challenges, this budget alternative was not funded for the YR12-13 fiscal year.

Staff continues to evaluate other options for maximizing the use of the PAC. One strategy has included getting additional resources to assist with this project. Recently one of the City's summer interns was assigned to the assist staff with the PAC project. The intern currently is attending Santa Clara University and working on a degree in Theater.

The intern in collaboration with city staff worked on the following projects between June and the end of August:

- Develop an online community assessment tool to evaluate the community interests in types of future performances at the Performing Arts Theater.
- Research and design a "Community Grant" process that would allow community groups to use the theater with financial assistance from the City of Menlo Park.
- Create a database of other community theaters to determine the role the PAC can play in the Menlo Park community and understand this facility's unique regional appeal and competitive advantage in offering community performances.
- Develop a strategy for identifying, recruiting, and formalize agreements with contractors and performers to offer programs and events during the city's allotted days at the Performing Arts Center within a limited budget.

### **Menlo-Atherton Performing Arts Center Survey Results**

An online survey was distributed on August 7, 2012 to approximately 1,800 people on our special events email distribution list with 107 of them responding. See [Attachment B](#) for the survey.

The survey provided the following results:

- Respondents preferred performances on weekend evenings, weekend afternoons, and weekday evenings. Friday evenings and weekday afternoons were not as preferred.
- Those who have attended events at the PAC enjoyed their experience.
- Respondents have attended several other local performing arts venues in the area.
- Children's Theatre, Full-Length Films, Musicals, Modern Theatre and Rock/Alternative music rated the highest for interest in future events.
- Comedy Groups, Stand-Up Comedy, Short Films, Ballet, Classical Theatre, Author Lectures, Symphonies, Modern Dance, and Community-Made Films were rated in the second tier for preferred events.
- A large percentage (78%) of the community respondents supported the use of taxpayer dollars to increase community use of the PAC.
- A majority (89%) those who supported taxpayer dollars to increase community use of the PAC indicated that they would support and increase of the current budget of \$50,000.
- The most common statements by respondents included a desire for more family-oriented programs geared toward children, PAC is too expensive for community groups to use it, and the need for better promotion of events.

For the entire survey results, see [Attachment C](#).

### **Menlo Park Grant for the Arts (MPGA)**

Staff recognized the barriers preventing local community organizations from using the PAC, and therefore created the Menlo Park Grant for the Arts (MPGA). The grant is designed to allow organizations that might not otherwise have the opportunity to utilize the PAC, due to financial constraints, the opportunity to receive support from the City to perform in the venue. Additionally, this grant is intended to help support the Menlo Park artistic community and programs that benefit our local residents.

Five (5) organizations per year will be selected for the grant to receive \$500-\$1000 to be used for renting the PAC the following year. MPGA applications will be accepted October 1<sup>st</sup> through December 1<sup>st</sup>, or until funds are no longer available. The grants will cover performances held during January 2013 through July 2013. For the next cycle of grants, the MPGA application deadline will moved to May 1<sup>st</sup> through July 1<sup>st</sup> and will cover performances held during September 2013 through July 2014.

Applicants will be judged based on the following criteria: (1) Proximity to the city of Menlo Park (location/services/constituents); (2) If presenting in the PAC would greatly aid the organization; (3) If the planned performance aligns with the goals and values of the City

of Menlo Park, including: fostering human development, connecting people to others, strengthening families, and material appropriate for all ages, races, religions, etc.

Staff also determined local organizations that could potentially benefit from the grant. These organizations were placed in a database and will be sent the grant information and application once all the details are finalized.

For the draft grant packet and application, see [Attachment D](#).

### **Database of Performers**

Staff was also able to identify nearly 100 performers who could potentially be booked as talent to perform at the PAC. After receiving results from the survey data, respondents' preferences became the focus of the research.

The database will serve as a valuable tool to research market rates for potential performers, availability, and booking procedures. Additionally, a number of booking agencies have come forward to provide lists of the other artists they represent and their market rates.

### **Schedule for 2012-2013**

City of Menlo Park has used or confirmed 15 days at the PAC and waiting to confirm an additional 4 days for this school year. The goal is to utilize an additional 4-5 days for new city-sponsored events during the 2013 winter and spring timeframe. Also, with the addition of the Menlo Park Grant for the Arts, 5 or more days will be used by local community organizations.

### **ANALYSIS**

Staff is requesting feedback from the Parks & Recreation Commission on the following items:

- Does the Commission feel these projects provide options for optimizing the usages of the theater? If not, what other projects would the Commission recommend staff consider?
- What other issues or concerns does the Commission have with the City's usage of Performing Arts Center or collaboration with the Sequoia High School District?
- What role would the Commission like to play with further developments of the Menlo-Atherton Performing Arts Center?



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Matt Milde  
Recreation Coordinator

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Katrina Whiteaker  
Recreation Services Manager

**PUBLIC NOTICE:** Public Notification was achieved by posting the agenda, with this agenda item being listed, at least 72 hours prior to the meeting.

## **ATTACHMENTS**

- A. Parks & Recreation Commission [Staff Report June 20, 2012](#) – Work Plan Item #3:  
Develop a plan for better working relationships with the schools in Menlo Park (PAC)
- B. PAC Survey
- C. PAC survey results
- D. Draft Menlo Park Grant for the Arts Information & Application



## COMMUNITY SERVICES DEPARTMENT

June 11, 2012

TO: Parks and Recreation Commission

FROM: Katrina Whiteaker, Recreation Services Manager

RE: Work Plan Item #3 – Develop a plan for better working relationships with the schools in Menlo Park

As part of the Parks & Recreation Commission work plan item #3, staff reviewed the Joint Use Agreements with Menlo Park School District, Las Lomas School District, and Ravenswood School District at the April 2012 commission meeting. These Joint Use Agreements are similar in nature and mainly describe the relationship the City has with the various school districts in regards to sports fields on school campuses as well as adjacent tennis courts and playgrounds.

In order to continue evaluating work plan item #3, staff will be providing information on the Joint Use Agreement for the Menlo-Atherton Performing Arts Center located at Menlo-Atherton High School ([Attachment A](#)). This relationship was formed after the repairs needed at the Burgess Theater, formerly located on the civic center campus, became too significant to continue to operate this older facility. Therefore, the City explored options to offer a community theater with limited financial resources.

After an extensive community process, the result included the City entering into a formal written agreement with the Sequoia Union High School District which defines how the City will jointly use the Menlo-Atherton Performing Arts Center. The agreement was approved by the City Council in August 2007 and included the following parameters:

1. The agreement specified that the City would contribute \$2.6 million toward construction of the facility.
2. The District has first priority of the facility for district programs and activities. After those dates are scheduled, the City has second priority and first right of refusal against all interested outside parties who would like to use or rent the facility.
3. The City has first priority to designate six weeks during the summer for full use of the Facility.
4. The City has the right to schedule six one-day events during the school year during school hours, twenty-four days during the school year after school hours when the facility is not in use by the high school for their own activities/programs.
5. Two times a year, the school staff and City staff shall meet to agree upon the event scheduling for the facility. In addition, the City will have

- opportunity to schedule use of the facility at any time with reasonable lead-time and subject to availability after the schedule is established.
6. The City shall pay the custodial fees for usage of the facility, and according to the District's facilities use policy.
  7. The District shall provide available technical support for the City's lighting and sounds needs and at cost when requested.
  8. The term of the agreement is 25 years after the completion of the facility construction. The agreement will automatically extend for an additional term of twenty-five years with all the same terms and conditions unless the City elects to terminate the agreement at the end of the initial term.

The M-A Performing Arts Center finished construction and opened in the fall of 2009. There were several initial challenges due to economic climate in 2009 coupled with limited resources within the Community Services Department. This new program area was added as an additional responsibility to existing staff with limited theater experience. In addition, there was a very small operating budget provided during the first year.

The original vision (Attachment A [Exhibit B](#)) for the City's use of the M-A Performing Arts Center included events such as lecture series, city program recitals, youth sports education workshops, gymnastics demonstrations, and theater camps. However, many of these types of events were quickly deemed unfeasible once the building was finalized and the direct costs for using the facility were realized. The average costs for a basic single day rental for the City ranges from \$500-\$1000. Often these direct costs are too high for local community groups. The size of theater, with 492 seats, has also proven to be too large for these types of events as well. Therefore, the City has been working on finding other solutions that would be more appropriate options for this community resource.

During this initial "start-up" period, Menlo Atherton High School and City of Menlo Park have been working on refining the communication and procedures to ensure improved operations and higher utilization of this new facility. There have been challenges navigating this new agreement and some trial and error with successfully executing events. However, increased utilization has been seen this past year compared to the two previous years. A summary of the City usage in the past three years is shown in [Attachment B](#).

The City plans to continue our efforts to provide quality community programs at the M-A Performing Arts Center with the following strategies:

- Assisted with the hiring of the new theater manager (Menlo Atherton High School staff member)
- Improved communication procedures for scheduling and billing
- Included a more sizable budget for community performances in YR12-13
- Researched contractors for providing assistance with producing performances and/or creating a community-driven business plan for the facility

- Continuously building relationships with community groups who could utilize the M-A Performing Arts Center including leveraging more events with the Library

Staff provided the Joint Use Agreement and brief history of the current working relationship with Sequoia Union High School District for further discussion of work plan item #3. Staff recommends the Commission discuss what outcomes they would want to see from “better working relationships with the schools” in order to develop strategies to achieve those results.

# Menlo Park PAC Survey

## 1. In the past year, have you attended one or more performances at the Menlo-Atherton Performing Arts Center (PAC)?

☐ Yes

☐ No

## 2. Please rate your personal experience of the event(s) you attended at the PAC.

	strongly agree	agree	neutral	disagree	strongly disagree
1. I had an enjoyable experience at the PAC.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. The event(s) at the PAC were worth the price of admission.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I feel connected to the community as a result of attending the PAC.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. The PAC gave me an opportunity to socially engage with the community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. I was entertained by the event(s) at the PAC.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. I would attend events at the PAC in the future.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. As a result of attending the PAC, I have a greater appreciation for living in Menlo Park.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## 3. How did you hear about the event(s) at the PAC?

4. In the past year, at which other venues have you attended performances?

- ☐ None of the above/I don't attend performances
- ☐ Lucie Stern Theatre, Palo Alto
- ☐ Mountain View Center for the Performing Arts
- ☐ San Jose Repertory Theatre
- ☐ Dinkelspiel Auditorium, Stanford
- ☐ Fox Theatre, Redwood City

Other (please specify)

5. Which event(s) did you attend?

# Menlo Park PAC Survey

## 6. Please rate your interest in the following types of events at the PAC.

	Extremely Interested	Interested	Somewhat Interested	Not Interested
Symphonies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jazz	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Blues/R&B	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rock/Alternative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Opera	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Classical Theatre (Shakespeare, Voltaire, Greek theatre)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Modern Theatre (David Mamet, Ken Ludwig, Rajiv Joseph)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community-Submitted Plays	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Children's Theatre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Musicals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ballet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Modern Dance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stand-Up Comedy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comedy Groups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Short Films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Full-Length Films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community-Made Films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Author Lectures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

## 7. When would you be most inclined to attend a performance at the PAC?

- ☐ Weekday afternoons
- ☐ Weekday evenings
- ☐ Friday evenings
- ☐ Weekend afternoons
- ☐ Weekend evenings

## Menlo Park PAC Survey

### 8. Do you support the use of taxpayer dollars to increase community use of the PAC?

☐ Yes

☐ No


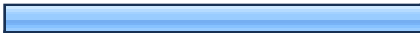


**9. If yes, would you increase or decrease the current budget of \$50,000? (Rental of the PAC for one day costs about \$1000, plus the cost of the performance.)**

- ☐ Increase
- ☐ Decrease

**10. Any additional feedback that will help us improve community use of the PAC?**

**1. In the past year, have you attended one or more performances at the Menlo-Atherton Performing Arts Center (PAC)?**

		Response Percent	Response Count
Yes		37.4%	37
No		62.6%	62
		answered question	99
		skipped question	8







## 2. Please rate your personal experience of the event(s) you attended at the PAC.

	strongly agree	agree	neutral	disagree	strongly disagree	Response Count
1. I had an enjoyable experience at the PAC.	<b>73.9% (34)</b>	19.6% (9)	4.3% (2)	2.2% (1)	0.0% (0)	46
2. The event(s) at the PAC were worth the price of admission.	<b>51.1% (24)</b>	23.4% (11)	21.3% (10)	0.0% (0)	4.3% (2)	47
3. I feel connected to the community as a result of attending the PAC.	27.7% (13)	<b>42.6% (20)</b>	25.5% (12)	2.1% (1)	2.1% (1)	47
4. The PAC gave me an opportunity to socially engage with the community.	19.6% (9)	<b>47.8% (22)</b>	17.4% (8)	10.9% (5)	4.3% (2)	46
5. I was entertained by the event(s) at the PAC.	<b>48.9% (23)</b>	40.4% (19)	6.4% (3)	4.3% (2)	0.0% (0)	47
6. I would attend events at the PAC in the future.	<b>67.3% (35)</b>	28.8% (15)	1.9% (1)	1.9% (1)	0.0% (0)	52
7. As a result of attending the PAC, I have a greater appreciation for living in Menlo Park.	<b>46.8% (22)</b>	31.9% (15)	14.9% (7)	2.1% (1)	4.3% (2)	47
answered question						52
skipped question						55

## 3. How did you hear about the event(s) at the PAC?

	Response Count
	49
answered question	49
skipped question	58

#### 4. In the past year, at which other venues have you attended performances?

		Response Percent	Response Count
Mountain View Center for the Performing Arts		37.8%	34
Lucie Stern Theatre, Palo Alto		34.4%	31
Dinkelspiel Auditorium, Stanford		30.0%	27
Fox Theatre, Redwood City		37.8%	34
San Jose Repertory Theatre		14.4%	13
None of the above/I don't attend performances		17.8%	16
Other (please specify)			24
		answered question	90
		skipped question	17

#### 5. Which event(s) did you attend?

	Response Count
	49
answered question	49
skipped question	58

## 6. Please rate your interest in the following types of events at the PAC.

	Extremely Interested	Interested	Somewhat Interested	Not Interested	Response Count
Symphonies	23.3% (20)	<b>36.0% (31)</b>	26.7% (23)	14.0% (12)	86
Jazz	16.5% (13)	<b>31.6% (25)</b>	24.1% (19)	27.8% (22)	79
Blues/R&B	16.0% (13)	<b>30.9% (25)</b>	28.4% (23)	24.7% (20)	81
Rock/Alternative	<b>30.5% (25)</b>	29.3% (24)	20.7% (17)	19.5% (16)	82
Opera	10.1% (8)	25.3% (20)	24.1% (19)	<b>40.5% (32)</b>	79
Classical Theatre (Shakespeare, Voltaire, Greek theatre)	26.5% (22)	<b>38.6% (32)</b>	22.9% (19)	12.0% (10)	83
Modern Theatre (David Mamet, Ken Ludwig, Rajiv Joseph)	34.9% (30)	<b>37.2% (32)</b>	18.6% (16)	9.3% (8)	86
Community-Submitted Plays	18.2% (14)	24.7% (19)	<b>37.7% (29)</b>	19.5% (15)	77
Children's Theatre	<b>57.4% (54)</b>	18.1% (17)	11.7% (11)	12.8% (12)	94
Musicals	<b>52.7% (48)</b>	25.3% (23)	12.1% (11)	9.9% (9)	91
Ballet	29.5% (26)	<b>35.2% (31)</b>	20.5% (18)	14.8% (13)	88
Modern Dance	<b>27.7% (23)</b>	<b>27.7% (23)</b>	20.5% (17)	24.1% (20)	83
Stand-Up Comedy	27.5% (22)	<b>37.5% (30)</b>	22.5% (18)	12.5% (10)	80
Comedy Groups	28.4% (23)	<b>35.8% (29)</b>	21.0% (17)	14.8% (12)	81
Short Films	22.9% (19)	<b>38.6% (32)</b>	26.5% (22)	12.0% (10)	83
Full-Length Films	<b>39.5% (34)</b>	34.9% (30)	23.3% (20)	2.3% (2)	86
Community-Made Films	14.8% (12)	29.6% (24)	<b>44.4% (36)</b>	11.1% (9)	81
Author Lectures	31.4% (27)	<b>43.0% (37)</b>	20.9% (18)	4.7% (4)	86

Other (please specify)

9




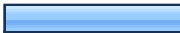

**answered question**

**98**



**skipped question**

**9**



### 7. When would you be most inclined to attend a performance at the PAC?

		Response Percent	Response Count
Weekday afternoons		4.2%	4
Weekday evenings		16.7%	16
Friday evenings		8.3%	8
Weekend afternoons		27.1%	26
<b>Weekend evenings</b>		<b>43.8%</b>	<b>42</b>
answered question			96
skipped question			11

### 8. Do you support the use of taxpayer dollars to increase community use of the PAC?

		Response Percent	Response Count
Yes		78.1%	75
No		21.9%	21
answered question			96
skipped question			11

### 9. If yes, would you increase or decrease the current budget of \$50,000? (Rental of the PAC for one day costs about \$1000, plus the cost of the performance.)

		Response Percent	Response Count
Increase		88.9%	56
Decrease		11.1%	7
answered question			63
skipped question			44

10. Any additional feedback that will help us improve community use of the PAC?

Response Count	
23	
answered question	23
skipped question	84

**Page 1, Q3. How did you hear about the event(s) at the PAC?**

1	Internet	Aug 19, 2012 4:01 PM
2	Internet	Aug 19, 2012 4:01 PM
3	Palo Alto times newspaper	Aug 16, 2012 8:19 PM
4	through the local schools	Aug 15, 2012 8:52 AM
5	Would like to hear more about opportunities at PAC, especially ones that are friendly to small kids.	Aug 9, 2012 8:32 PM
6	Local advertisements	Aug 9, 2012 12:19 AM
7	saw that dancers from Africa. Heard about the event in local paper.	Aug 8, 2012 10:35 PM
8	online	Aug 8, 2012 8:05 PM
9	Through M-A High School	Aug 8, 2012 8:03 AM
10	I haven't heard about them.	Aug 8, 2012 7:53 AM
11	What events? I heard about one via the city updates email re: summer concert shows	Aug 8, 2012 1:17 AM
12	newspaper	Aug 7, 2012 10:31 PM
13	newspaper	Aug 7, 2012 9:25 PM
14	Menlo park email	Aug 7, 2012 9:22 PM
15	e-mail	Aug 7, 2012 9:10 PM
16	Bill board outside of school and one private show by one of my children.	Aug 7, 2012 8:34 PM
17	Through my daughter's ballet school. By the way, you have two columns labeled "agree". I figured the one on the right probably means "disagree".	Aug 7, 2012 8:11 PM
18	A friend	Aug 7, 2012 7:38 PM
19	Daughter's recital	Aug 7, 2012 7:28 PM
20	Flyers around town	Aug 7, 2012 6:09 PM
21	from presenter	Aug 7, 2012 5:43 PM
22	library event email.	Aug 7, 2012 5:39 PM
23	Newsletters, friends, schools	Aug 7, 2012 5:28 PM
24	email	Aug 7, 2012 3:56 PM
25	Was invited by friends.	Aug 7, 2012 3:42 PM
26	neighbor selling tickets	Aug 7, 2012 2:43 PM



**Page 1, Q3. How did you hear about the event(s) at the PAC?**

27	M-A communications, Music @ Menlo web site	Aug 7, 2012 2:39 PM
28	word of mouth	Aug 7, 2012 2:21 PM
29	by email	Aug 7, 2012 2:06 PM
30	Local newspaper, friends	Aug 7, 2012 2:06 PM
31	m-a school newsletter	Aug 7, 2012 1:54 PM
32	MP City School District publicity of speaker series	Aug 7, 2012 1:50 PM
33	Almanac newspaper	Aug 7, 2012 1:33 PM
34	M-A teacher	Aug 7, 2012 1:28 PM
35	Hillview	Aug 7, 2012 1:21 PM
36	Email	Aug 7, 2012 1:20 PM
37	Almanac	Aug 7, 2012 1:04 PM
38	article in newspaper	Aug 7, 2012 12:59 PM
39	I haven't. I would like to see something advertised in the menlo park activity guide.	Aug 7, 2012 12:51 PM
40	email	Aug 7, 2012 12:51 PM
41	Have never heard of any events at the location	Aug 7, 2012 12:50 PM
42	Did not hear about any events	Aug 7, 2012 12:42 PM
43	school district	Aug 7, 2012 12:40 PM
44	have not heard of them!	Aug 7, 2012 12:39 PM
45	Drive by	Aug 7, 2012 12:25 PM
46	Friend	Aug 7, 2012 12:23 PM
47	students at MA	Aug 7, 2012 12:19 PM
48	Postal mailings	Aug 7, 2012 12:18 PM
49	menlo music brocher	Aug 7, 2012 12:17 PM

**Page 1, Q4. In the past year, at which other venues have you attended performances?**

1	I am not sure where to find information about any performance.	Aug 10, 2012 4:04 PM
2	SF ballet and SF symphony	Aug 9, 2012 4:50 PM
3	Woodside High Performing Arts Center	Aug 8, 2012 4:49 PM
4	ACT, San Francisco	Aug 7, 2012 11:47 PM
5	Cirque in San Jose	Aug 7, 2012 9:29 PM
6	St.Bedes	Aug 7, 2012 9:25 PM
7	Shoreline, Stern Grove, AT&T park, Orpheum Theater	Aug 7, 2012 9:10 PM
8	SF Ballet; UC Berkeley Music	Aug 7, 2012 8:34 PM
9	various around bay area	Aug 7, 2012 5:43 PM
10	Fox Theater in Oakland, Shoreline	Aug 7, 2012 3:59 PM
11	Woodside school	Aug 7, 2012 2:22 PM
12	A concert at Mountain Winery, and the California Pops Orchestra shows	Aug 7, 2012 2:03 PM
13	Mountain Winery, Shoreline Amphitheater	Aug 7, 2012 1:49 PM
14	theaters in SF (Curran, Orpheum), ACT in SF	Aug 7, 2012 1:28 PM
15	SF symphony, SF Opera	Aug 7, 2012 1:04 PM
16	Little Fox, Redwood City	Aug 7, 2012 12:59 PM
17	Woodside Theatre, Montgomery Theatre, Bayside Performing Arts Center	Aug 7, 2012 12:59 PM
18	San Francisco	Aug 7, 2012 12:58 PM
19	Sonoma, Weill Hall	Aug 7, 2012 12:50 PM
20	Shoreline, De Anza, Redwood City Courthouse Square	Aug 7, 2012 12:42 PM
21	Many of these in previous years, but none last year.	Aug 7, 2012 12:40 PM
22	Woodside highschool performance hall	Aug 7, 2012 12:27 PM
23	SF Symphony Hall, SF Opera House, Geary Theatre	Aug 7, 2012 12:18 PM
24	Various venues in San Francisco	Aug 7, 2012 12:18 PM

**Page 1, Q5. Which event(s) did you attend?**

1	Bands/concerts at Fox Theatre Plays at Lucie Stern	Aug 26, 2012 11:05 PM
2	Musicals	Aug 19, 2012 4:01 PM
3	Musicals	Aug 19, 2012 4:01 PM
4	Will Kurl - political comedian	Aug 16, 2012 8:19 PM
5	Music at Menlo	Aug 11, 2012 10:03 AM
6	children's theater	Aug 9, 2012 7:38 AM
7	music, children's plays, theatre	Aug 8, 2012 11:12 PM
8	numerous plays with my son: Cinderella Annie Madeline's Xmas	Aug 8, 2012 10:35 PM
9	Children's programs, concerts	Aug 8, 2012 9:06 PM
10	Ballet and Dance Recitals; plays, musicals, educational talks, music recitals	Aug 8, 2012 4:49 PM
11	"The Music Man"	Aug 8, 2012 8:03 AM
12	speakers, plays	Aug 8, 2012 7:53 AM
13	Cornel West talk	Aug 8, 2012 1:17 AM
14	Theatreworks performances guest musician	Aug 7, 2012 10:31 PM
15	Jazz, kids' show, Mikado, Cirque	Aug 7, 2012 9:29 PM
16	MPChorus Concert	Aug 7, 2012 9:25 PM
17	Movie screenings	Aug 7, 2012 9:22 PM
18	Concerts, shows, plays	Aug 7, 2012 9:10 PM
19	Music, dance, theater performance	Aug 7, 2012 8:34 PM
20	stanford jazz festival concerts author event	Aug 7, 2012 5:55 PM
21	Theater Works performances	Aug 7, 2012 5:22 PM
22	Holiday ballet event (with kids in cast).	Aug 7, 2012 4:11 PM
23	Elvis Costello concert, Bridge School benefit concert, 4th of July event at Shoreline	Aug 7, 2012 3:59 PM
24	concert	Aug 7, 2012 3:56 PM
25	Dora Live!	Aug 7, 2012 3:12 PM
26	kids chamber music performance	Aug 7, 2012 2:43 PM
27	concerts, dances, plays	Aug 7, 2012 2:22 PM

**Page 1, Q5. Which event(s) did you attend?**

28	MA fashion show, Dance Expressions show	Aug 7, 2012 2:21 PM
29	Plays, Taiko drumming (Stanford)	Aug 7, 2012 2:06 PM
30	Blues at the Fox, Michael Franti concert, and the Pops Orchestra--All shows (in Los Gatos)	Aug 7, 2012 2:03 PM
31	Nutcracker	Aug 7, 2012 1:50 PM
32	Comedy and music events/benefits	Aug 7, 2012 1:49 PM
33	Music@Menlo concert at M-A	Aug 7, 2012 1:33 PM
34	Once Upon a Mattress, M-A choral performance	Aug 7, 2012 1:28 PM
35	Summer jazz festival	Aug 7, 2012 1:21 PM
36	MA play	Aug 7, 2012 1:20 PM
37	Children's plays	Aug 7, 2012 1:14 PM
38	Smuin ballet. Menlowe ballet	Aug 7, 2012 1:04 PM
39	Hawaiian concerts; comedy concerts At PAC: Will Durst, comedian (he was great!!!)	Aug 7, 2012 12:59 PM
40	Menlowe Ballet - multiple shows, two locations Children's Musical Theatre San Jose - multiple shows Stanford Jazz concerts Twas the Night Before Christmas (Dancers Repertory Theatre) Menlow Park Academy of Dance recitals	Aug 7, 2012 12:59 PM
41	Nutcracker	Aug 7, 2012 12:58 PM
42	Dance, music and plays; and private events at the venues above.	Aug 7, 2012 12:51 PM
43	Musicians, Speaker events	Aug 7, 2012 12:50 PM
44	jazz, rock, blues, symphony music shows	Aug 7, 2012 12:42 PM
45	Children's play Ballet recital	Aug 7, 2012 12:27 PM
46	SF Symphony, SF Ballet, ACT	Aug 7, 2012 12:18 PM
47	Jazz music presentation for kids	Aug 7, 2012 12:18 PM
48	free student concert	Aug 7, 2012 12:17 PM
49	Who Too, cover bands	Aug 7, 2012 12:16 PM

**Page 2, Q6. Please rate your interest in the following types of events at the PAC.**

1	Community children's talent show	Aug 10, 2012 4:08 PM
2	Poetry slams for youth, youth open mike nights!!!!	Aug 8, 2012 1:19 AM
3	MP Chorus	Aug 7, 2012 9:29 PM
4	local vocal groups; community music	Aug 7, 2012 8:37 PM
5	Author lectures would be terrific	Aug 7, 2012 4:01 PM
6	Chorus concerts	Aug 7, 2012 3:29 PM
7	poetry readings	Aug 7, 2012 3:19 PM
8	California Pops Orchestra (see their website)	Aug 7, 2012 2:06 PM
9	Hawaiian Music	Aug 7, 2012 1:02 PM

**Page 3, Q10. Any additional feedback that will help us improve community use of the PAC?**

1	leave budget the same	Sep 6, 2012 11:35 AM
2	#9 is difficult to answer without more information regarding the state of Menlo budget and cost of performance	Aug 11, 2012 10:07 AM
3	Please amplify the performance offerings most effectively to residents. It's vague what is currently in production and when. Thank you.	Aug 8, 2012 9:09 PM
4	Advertise better	Aug 8, 2012 7:56 AM
5	Please consider seriously how we can provide -through this opportunity - a chance to include youth, the elderly, and address the east/west divide that is very much raced /classed. We have an amazing opportunity to engage a different sector than we traditionally have in the past!	Aug 8, 2012 1:22 AM
6	Better marketing of events.	Aug 7, 2012 11:50 PM
7	Does the city of Atherton contribute \$\$ to the PAC? Does the school district contribute \$\$ to the PAC?	Aug 7, 2012 9:36 PM
8	The programs I come across usually seem like they appeal to a retiree audience. I always scan the offerings but don't see anything that would be of interest to me as an adult or family fare with children. It would be great to have a more vibrant mix of offerings to choose from.	Aug 7, 2012 9:33 PM
9	Community groups MUST have access to the theater at a reduced rate. It is lovely and is also there to fill a gap for seniors in the san mateo county esp menlo park	Aug 7, 2012 8:38 PM
10	consider coordinating any author events with Kepler's vision for their future.	Aug 7, 2012 5:57 PM
11	Much better outreach to both local residents and tie in local business as sponsors.	Aug 7, 2012 5:49 PM
12	The PAC is a nice facility but it's simply too expensive for community groups to use it.	Aug 7, 2012 3:30 PM
13	Would be GREAT to have mid-afternoon (e.g. start at 3:30 or 4pm after most preschooler naptimes) children friendly performances on the weekends, particularly in the winter when parents are always looking for something to do with kids. Puppet theatres, children's plays, music, kids movies - we would go all the time. We also drive up to SF to see the symphony and opera sometimes, would love to NOT drive up there. This could be weekday nights, or weekends.	Aug 7, 2012 3:22 PM
14	We are so fortunate to have such a comfortable, high quality performance space in town!	Aug 7, 2012 2:42 PM
15	Depends on what is being offered and if it is relevant to me.	Aug 7, 2012 2:24 PM
16	The California Pops Orchestra needs a new home and they are one group that doesn't get the big corporate dollars so they would be very grateful to have a low cost community center to play that has great sound. Most places that have great sound are very expensive and since they have a large senior audience the cost would be prohibitive to their audience. And so they have had to change venues	Aug 7, 2012 2:10 PM

**Page 3, Q10. Any additional feedback that will help us improve community use of the PAC?**

every year. please consider the Cal Pops orchestra. Talk to conductor Kim Venas (a local guy). Thanks

17	There are many children in Menlo Park who would welcome a Children's Theater Company. Parents could pay the full cost of this.	Aug 7, 2012 1:52 PM
18	The side entrance (L-1) is poorly designed with a narrow door and the bottom steps of the staircase in the pathway of patrons who are trying to enter or exit. I heard several complaints from elderly audience members about the dangerous placement of the stairs and several comments about the narrowness of the door in the event of a fire or other emergency.	Aug 7, 2012 1:36 PM
19	I drive past the auditorium almost every day, but there is no real opportunity to read the signs while driving. I mostly learn about things online. Email and social media work :)	Aug 7, 2012 1:16 PM
20	We are big fans of Bill Maher, he would be great to see locally.	Aug 7, 2012 12:52 PM
21	A calendar of events, sent out by both postal mail and email would be very helpful.	Aug 7, 2012 12:20 PM
22	Subsidize use of PAC for community groups, so that they do not need to pay as much as \$1000	Aug 7, 2012 12:20 PM
23	PUBLICIZE!! I have no idea what performances are being held there.	Aug 7, 2012 12:18 PM

# COMMUNITY SERVICES DEPARTMENT

## Menlo Park Grant for the Arts Guidelines

701 Laurel Street, Menlo Park, CA 94025 (p) 650.330.2223 (f) 650.330-2242



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### CITY AND VENUE INFORMATION

Menlo Park is a city of roughly 30,000 people located in the South Bay Area, with San Francisco and Oakland to the north and San Jose to the south. In 2009, the City constructed the Menlo-Atherton Performing Arts Center (PAC) in conjunction with Menlo-Atherton High School. This facility is available to the City of Menlo Park 55 days out of the year including six weeks during the summer.

The Performing Arts Center seats 492 and contains professional-quality sound and lighting, an orchestra pit accommodating up to 80 musicians, and a full lobby and box office. Organizations may also rent the 150-seat multi-purpose space or other locations around the school during certain days.

The venue has mainly been used for musical performances. It has also hosted touring dance companies, author lectures, and live chamber music. The venue is available for a wide variety of performances including dance, theatre, musicals, film screenings, and many other art forms.

### GRANT INFORMATION

The Menlo Park Grant for the Arts (MPGA) is a grant designed for organizations looking to perform in a professional-grade theater. This grant is intended to help subsidize the cost of rental for new or small organizations in an effort to support the Menlo Park artistic community. Five (5) organizations will be selected each year and will be awarded \$500-\$1000 to be used toward subsidizing the rental cost of the PAC. Organizations that are not awarded the grant can still use the PAC at its normal rate either by contacting the City or the Menlo-Atherton High School.

This grant was created to increase the accessibility of the PAC by members of the community and to encourage the development of local artistic groups by providing a high-quality venue at a subsidized cost.

Groups utilizing the facility will be listed on the PAC and City of Menlo Park website. Additionally, the city can provide some resources to assist in marketing efforts to help promote the event(s).

**MPGA applications will be accepted October 1<sup>st</sup> through December 1<sup>st</sup>, or until funds are no longer available.** Grants expire one year after they are awarded. No applications will be accepted once all funding is awarded, but any organization can reapply the following year.

### QUALIFICATIONS

Applicants will be judged based on the following criteria:

1. Proximity to the city of Menlo Park (location/services/constituents).
2. If presenting in the PAC would greatly aid the organization.
3. The planned performance aligns with the values of the City of Menlo Park, including:
  - a. Fostering human development
  - b. Connecting people to others
  - c. Strengthening families, community, and providing a sense-of-place
  - d. Material appropriate for all ages, races, religions, etc.

The MPGA may not be used for:

- Any religious purpose
- Political advocacy efforts
- Programs, projects or events not accessible to the public
- Receptions and social activities



## RULES & REGULATIONS

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**Hours:** Any time in the building, including set-up and clean-up, is chargeable to the renter. Facilities will be opened at a designated opening time and need to be vacated by an arranged closing time. Should it be necessary to extend the time beyond what is specified on the application, special permission can be obtained from the administrator in charge of the facility before the event convenes. In such instances, additional charges may be applied.

**Fees:** All renters will work with city staff and theater staff to complete a *Tech Worksheet* to determine the rental fees. If additional equipment or staff hours are needed for the rental, the renter will be invoiced for those charges or will be paid for by the grant.

**Admission Fees:** Facility users may charge an admission fee or entrance fee but require prior approval. Please note any entrance fees in the MPGA application.

**Facility Attendant:** A city-staff attendant will be on duty for the duration of your event. They will ensure the building is unlocked and locked, inform the renter of equipment location, answer any questions, and enforce the rules of the facility. The attendant is there to assist the renter; however the renter is responsible for their own set-up and clean-up. Please report any facility issues to the attendant.

**Ushers/Lobby Attendants:** The renter will be responsible for providing all of the required ushers, box office, and lobby attendants. At least one person must remain in the lobby area for the entire rental time. The renter will be asked to complete a *Staffing Worksheet* to ensure the appropriate numbers of staff or volunteers will be available for the size and type of event.

**Renter Conduct:** The renter is responsible for any and all accidents or injuries to persons or property resulting from the use of the facility. The renter is responsible for the control and supervision of all people in attendance. The renter shall take care that no damage is done to the facility and that all of the attendees conduct themselves in an orderly manner in and around the facility, including the surrounding areas and parking lot. If damages or behavior of the group are deemed inappropriate or unsafe for any reason, the function may be stopped in progress and denied further use of the facilities. In addition, if it becomes necessary during the course of the function to summon the police for any reason, all or part of the security deposit will be forfeited. Groups composed of minors (under the age of 18) must be supervised by 1 adult for every 20 minors. Minors must be under adult supervision at all times.

- **Decorations:** There is no adhering anything to the walls, doors, windows or other parts of the building without permission of the Theater Manager. If permission is granted, only blue painters tape will be permitted. Use gaffers or appropriate stage tape only on or around the stage area (absolutely no duct tape, scotch tape, screws or other unauthorized fasteners will be allowed). No open flames, candles, or pyrotechnics are allowed. The renter is responsible for taking down all decorations and removing trash to the proper area.
- **Damages:** Any damage incurred to the walls, windows, tables, chairs, stage, lights, AV or sound system, or any of the property will be deducted from the deposit and is the responsibility of the renter. This includes litter in the parking lot, patio area, and lobby or any excessive cleaning done by our staff. Renter will be billed for damages, cleaning expenses, and staff overtime in excess of the deposit or for total damages.
- **Storage:** Storage may be available either before or after the rental; however, requires prior approval by the school.

- **Opening/Closing Checklist:** If the renter finds anything to their dissatisfaction upon entering the building, staff should be notified immediately so that prompt action can be taken to correct the situation. Failure to do so may result in all or partial withholding of the security deposit. In addition, the renter must check with staff before leaving and after cleaning up to ensure everything on the checklist has been completed.
- **Hours of Reservation:** In the event that the renter has not exited the building within the time parameters noted on the contract, a penalty will be assessed. It is not an option for the renter to add additional time to their reservation on the day of the event itself. Any and all time changes must be made at least one week in advance. There are no partial refunds/prorated fees if an event ends earlier than the scheduled time.

**Food & Drink:** No food or drink is allowed in the theater. Food and drinks may be served in the lobby or patio areas but requires prior approval. Menlo-Atherton Arts Program reserves the right to run the concession area for events as fundraising for their department.

**Alcohol:** No alcohol will be allowed at any time on school premise.

**Smoking:** Smoking is not allowed on any premises, including patios and entry areas.

**School District:** All renters are subject to comply with all of the Sequoia Union High School District rules and regulations.

#### FACILITY FEE SCHEDULE

ITEM	FEE	REQUIRED/OPTIONAL
Theater Manager	\$25/hr	<b>Required</b>
Custodial Personnel	\$55/hr + 1 hr	<b>Required</b>
City Staff Coordinator	Varies	<b>Required</b>
Student Technicians	\$10/hr	Optional
Wireless, Hanging, or Boundary Microphones	\$50 each	Optional
LCD Projector	\$75	Optional
VCR/DVD with screen	\$25	Optional
Laptop	\$50	Optional
Overhead projector	\$25	Optional
Rehearsal Stairs	\$50 each	Optional
Choral Risers	\$20 each	Optional
Chairs	\$1 each	Optional
Tables	\$5 each	Optional
Dance Flooring	\$65 per roll(installed) \$40 per roll (uninstalled)	Optional
Band Shell	\$1200	Optional
Follow Spot	\$50 each	Optional

Please Note: These fees are subject to change.

COMMUNITY SERVICES DEPARTMENT

Menlo Park Grant for the Arts Application

701 Laurel Street, Menlo Park, CA 94025 (p) 650.330.2223 (f) 650.330-2242



Organization Name:			
Organization Website:			
Contact Name:			
Address:	City:	State:	Zip:
Phone:	Alternate Phone:		
E-mail:	501(c)(3) Organization: Yes <input type="checkbox"/> No <input type="checkbox"/>		
Estimated Attendance:	Type of Use:		

Proposed Dates/Times for Performance

Priority	Date	Start Time	End Time	Total Hours
1				
2				
3				
4				
5				

Please tell us about your organization.

**What does your organization typically perform, and where?**

**What is your intended use of the PAC if the grant is awarded?**

**What is the target audience for your presentation?**

**How do you intend to market your performance to the Menlo Park community?**

**Will you be charging an entrance fee for your performance? If so, how much?**

**In what ways would your presentation educate the audience?**

**How will performing at the PAC aid your organization?**

**Would you consider using the PAC on an annual basis? If so, how?**

**Any additional information you wish to share?**

**Required Materials:**

- ☐ I have read and understand the Menlo Park Grant for the Arts Guidelines.
- ☐ I have completed the Menlo Park Grant for the Arts Application in its entirety.

**Optional Materials:**

- ☐ I have included a brochure(s), media kit, or information sheet on the organization.
- ☐ I have included sample marketing materials of previous performances with this submission.

I hereby certify and agree that I shall be personally responsible on behalf of myself/organization for any damage sustained by the facility, equipment, or premises as a result of the occupancy of said facility by my group/organization. Approval is dependent upon the intended use, availability and the applicant's agreement to facility rental terms. The City of Menlo Park is not responsible for arrangements made and expenses incurred if your application is not approved. I hereby waive, release, discharge and agree to indemnify, defend and hold harmless the City, its officers, employees, and agents from and against any and all claims by any person or entity, demands, causes of action or judgments for personal injury, death, damage or loss of property, or any other damage and/or liability occasioned by, arising out of, or resulting from this reservation or use of the facilities. I hereby declare that I have read and understand and agree to abide by and to enforce the rules, regulations, and policies affecting the use of the facilities.

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Date



**City of Menlo Park  
Parks and Recreation Commission  
Annual Meeting Calendar September '12 – May '13**

<b>Month</b>	<b>Regular Business</b>	<b>Work Plan Item</b>	<b>Program Presentation</b>
August	NO MEETING	NO MEETING	NO MEETING
September 26, '12	PAC Study Session	PAC "relationships w/ schools" **	NA
October 24, '12	Community Funding Process	Review status of work plan items	Gymnastics Business Plan
November 28, '12	Field User Group presentations	TBD	Belle Haven After School proposals
December 19 <sup>1</sup> , '12*	CIP Input Housing Element PAC grant applications	TBD	NA – full agenda of regular items
January 23, '13	Aquatics User Group report	TBD	Belle Haven Vision process
February 27, '13	Aquatics Contractor annual report	Work Plan item #2 year-to-year comparison	NA – full agenda w/ regular item
March 27, 2013	Rentals v Contracts v City Services	TBD	Preliminary cost recovery results
April 24, 2013	CSD Budget overview	TBD	NA – full agenda of regular items
May 22, 2013	Annual trends in Community Services presentation	TBD	

\* Calendar will be reviewed/updated quarterly at these meetings

1. Meeting on third Weds this month to accommodate the holiday

\*\* Need to designate representative to provide update of work plan at October 23 Council meeting

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# Memo

To: Parks and Recreation Commission

From: Katrina Whiteaker, Recreation Services Manager  
Derek Schweigart, Social Services Manager

Date: 9/19/2012

Re: Director's Update for September 2012

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1. **Summer programming:** The Menlo Park Community Services Department provided four different city-operated summer camp programs for Menlo Park youth covering ages 2-18 at both the Burgess Campus and at Belle Haven. The camps use a weekly or biweekly "session" schedule to meet the needs for flexibility that today's families have. All camp sessions were full or close to full and these programs continue to be popular and a great revenue generating service for us. In addition, the City provides many other contracted special interest summer camps including skate boarding, woodworking, awesome engineering, and more. A new addition this year is a partnership with High Five Sports for a multi-sport camp on the Burgess Campus and in the Arrillaga Gym that has proven to be very popular and had approximately 230 children in their camps.
2. **The Belle Haven pool:** Was used for the Discovery Channels Mythbuster's program as a site in which to test whether or not you can ride a bicycle underwater. The shooting occurred in late August after the pool is closed to regular programming. The film took place over two days. In addition, Menlo Swim and Sport has decided to offer fall swim lessons at Belle Haven Pool as well as rent the pool to local water pool organization on Saturdays only.
3. **Kids Triathlon:** Threshold Racing in partnership with Menlo Swim and Sport and the City of Menlo Park hosted the first annual Kids Triathlon at Burgess Park on July 7<sup>th</sup>. The event was a great success with over 300 participants. The proceeds will provide scholarships for lower-income children to receive free swim lessons.

4. **This year's 4<sup>th</sup> of July event** drew over 4000 residents to downtown and Burgess Park – a new record for us.
5. **State grant for Belle Haven Child Care takes another 7% cut:** Our contract with the State of California Department of Education that helps to subsidize the Belle Haven Child Development Center has been finalized and is a major victim of the State budget crisis. The 7% cut represents a \$42,795 decrease from last year (from \$620,207 to \$577,412); the FY 10-11 grant totaled \$742,162 for a total decrease of \$164,750 over the last two years. In order to keep the City's subsidy within budget we will close one classroom and eliminate 24 subsidized child care slots leaving only 60 in the program (at one time there were 96). The waiting list remains closed at 100 families.
6. **Belle Haven Community Visioning Process:** The Menlo Park Community Services Department recently completed a draft of the Belle Haven Community Snapshot which included conducting community conversations with residents. Highlights of the community snapshot and conversations was presented at the City Council meeting on September 18, 2012 along with staff recommendations to approve and allocate funding for the community visioning process. The City Council approved the visioning process and necessary funding at the meeting.
7. **Gymnastics Program:** With the 2012 Summer Olympics and new facility, fall registration for the gymnastics program is sky rocketing. Current enrollment is up to 1359 participants who are visiting the program each week compared to 992 participants last fall session.