



Item No. 19 Town of Atherton

CITY COUNCIL STAFF REPORT – REGULAR AGENDA

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

FROM: ROBERT OVADIA, PUBLIC WORKS DIRECTOR

DATE: JUNE 16, 2021

**SUBJECT: AWARD OF CONTRACT FOR EVENT MANAGEMENT SERVICES AT
HOLBROOK-PALMER PARK**

RECOMMENDATION

The City Council award a professional services agreement for event management services at Holbrook-Palmer Park, including provisions for exclusive catering services for major events at Holbrook-Palmer Park; Authorize the City Attorney to prepare the agreement; and authorize the City Manager to execute the agreement.

BACKGROUND

Holbrook-Palmer Park, the Town's only recreation site, is a lovely, municipally owned 22-acre garden setting with indoor and outdoor facilities, including a ball field, tennis courts, playground, and gardens and walking paths. Significant structures available for rental include the Main House, Jennings Pavilion, and Carriage House.

The Main House is a classically designed home which consists of a 700 square foot meeting room with a fireplace, two smaller rooms for breakout sessions or small conferences, and a fully equipped kitchen. The Jennings Pavilion was constructed at the Park in 1977 to accommodate larger groups for weddings, receptions, dinners, meetings and lectures. The room comfortably seats up to 150-theatre style and 80-100-classroom style. Dinner for 120-130 is served at round tables. The Carriage House provides a point of interest for Park visitors. The Carriage House is available for classes, dances, meetings, bridge and workshops. It seats 80 for lunch or dinner and 90 for meetings. The Meadow and Patio areas can be reserved with the building for outdoor events.

Catering by Dana (CBD) had been successfully providing event management services for the Town since 2014. The services contract was for an initial term of three (3) years and allowed for two individual 2-year extensions. The contract with CBD was set to expire on March 17, 2021 following the end of the second contract extension. In October of 2020, the City Council authorized the assumption of the Catering by Dana contract by Karunia (Nia) Harianto, who has been

managing the events at Holbrook-Palmer Park since June 2019.

At its February 17, 2021 meeting, the City Council Authorized the release of a Request for Proposals (RFP) for Event Management Services at Holbrook-Palmer Park. Following that approval, staff published the RFP on the Town's website, advertised the release of the RFP in the local newspapers, sent notifications to local Chambers of Commerce, professional Event management Organizations and reached out to neighboring jurisdictions for partnering opportunities. One company attended the non-mandatory pre-bid site tour and staff provided another company with a similar tour on a different date.

During the proposal period, Nia provided her notice of termination of the event management contract assumed from Catering by Dana. With the gradual lifting of COVID-19 related restrictions, public gatherings and facility rentals at the park have been increasing. Though staff has been temporarily assuming some of the duties associated with facility rentals and event coordination, it has been impacting regular work loads and a long-term solution is needed.

ANALYSIS

Proposals were due by 2 pm on May 4, 2021. Only one (1) proposal was received (Catered Too, Inc.) by the due date.

Catered Too, Inc. has been in business since 1992 and has a team of personnel with extensive experience event management, catering and restaurant operations. In the last five (5) years Catered Too has executed over 4,000 events ranging from corporate events, luncheons, dinners, weddings, meetings, receptions, conferences, holiday parties, and fundraisers, and includes various functions and events at Holbrook-Palmer Park.

Catered Too's proposal includes the key elements requested in the RFP including servicing customer inquiries, showing and booking of rentals and events, administration, management and staffing of events, monthly reporting on events, bookings and revenue, as well as a substantial marketing effort intended to increase park events and revenues.

Catered Too's proposal (Attachment 1) outlines a financial approach that is substantially different than the Town's previous contracts. Previous management contracts compensated the vendor with a percentage of park rental revenues (between 40% and 50%, excluding administrative charges). Catered Too proposes to forgo any sharing of revenue related to park rental fees – 100% would be retained by the Town - in favor of being the exclusive caterer for major events at the park. Catered Too is also offering to share a portion of their catering revenue with the Town – 10% of food service revenue (minus tax and production fees [estimated at 25%]). Catered Too would allow outside catering for specialty cuisines outside their specialty areas and assess a charge of approximately 10% of the food service charges, which they would retain as compensation for management and oversight of the event. Town sponsored events would be exempted from the exclusive catering provision.

Staff attempted to negotiate with Catered Too regarding their proposal to be the exclusive caterer in favor of a potential arrangement where they would be the preferred caterer and receive compensation via a service charge on other catering vendors and potentially a percentage of the rental revenue. Catered Too advised that the only way that made financial sense to them would be if they were the exclusive caterer for major events at the park.

As the exclusive caterer for major events, Catered Too would have full control and responsibility for events execution, park facilities and equipment. This would allow for consistency of service and quality for clients. They believe that, as exclusive caterer, they can provide consistent, quality services to Holbrook-Palmer Park and leverage events with vendors/suppliers to provide better pricing to clients. Catered Too has a goal to grow the event management services and the revenue it brings to the Park.

The initial contract term, as outlined in the RFP, is three (3) years, which can be extended upon written agreement by both parties for two (2) additional two-year terms for a total of seven (7) years. The scope of services is outlined in Attachment 2. To compensate Catered Too for contract startup and to manage events that have been secured prior to initiation of this contract, the Town would pay Catered Too a service fee of \$3,000 per month for three months. Catered Too has also requested a place for a storage container to keep catering and other service equipment that would be used for park events.

Alternatives:

Should the City Council not approve the contract with Catered Too as the exclusive caterer for large events at Holbrook-Palmer Park, alternate assistance would be needed to support facility tours, event reservations and management. Such assistance could be via hiring additional staff – part-time or full time or by re-releasing the Event Management RFP. As current staff resources are limited, facility tours and taking additional reservations would be placed on hold until the additional staffing or contractor have been secured.

It is unlikely that an alternate arrangement would generate as much revenue for the park as the proposal received from Catered Too.

POLICY FOCUS

The Town Council discussion should focus on the Catered Too proposal to be the exclusive caterer for major events at the Holbrook-Palmer Park, versus hiring of additional staff to manage park events or reissuing the Request for Proposals.

FISCAL IMPACT

The proposed service contract would allow the Town to retain 100% of the facility rental revenue, which was shared with the previous event managers (40% - 50% of rental revenue). Additionally, Catered Too would pay the Town 10% of food service revenues (minus tax and production

charges). This would be a significant increase in Park revenues over previous years. The Town would be obligated to pay \$3,000 per month for three months during the contract startup period.

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. Catered Too Proposal
2. Event Management Scope of Services



CATERED TOO INC. ATTACHMENT 1

HOLBROOK PROPOSAL

Eric Barnachea
CEO/President
Catered Too Inc.
325 Demeter St.
East Palo Alto, CA 94303
(408) 642-8323
eric@cateredtoo.com
Cateredtoo.com

May 3, 2021

Robert Ovadia, P.E.
Director of Public Works
Town of Atherton
150 Watkins Ave.
Atherton, CA 94027
(650) 752-0541
rovadia@ci.atherton.ca.us

Dear Mr. Ovadai,

Catered Too, is formally submitting it's proposal to be considered as the Event Management Services Contractor and Exclusive Caterer for Holbrook-Palmer Park. Attached please find a detailed introduction of our organization, experience, achievements, and management staff. As well as our marketing strategy to promote the park venue. This letter and the report were completed in house by our management group, and I confirm that it is an accurate representation of our company and team.

Primary to our commitment in becoming the Event Management and Services Contractor of Holbrook-Palmer Park is also our request to be the exclusive caterer of Holbrook with the stipulation that we will allow other caterers to cater events when such events call for specialized cuisines that are outside of the expertise of our company, i.e., Indian, Afghan. In return for a such a partnership we would forego any compensation from the rentals of the park revenue and in turn contribute 10% of our gross food revenue (minus tax and production fees) to the park.

Thank you for allowing us the opportunity to submit our proposal. If you have any additional questions, please do not hesitate to contact me anytime at eric@cateredtoo.com or 408-642-8323.

Sincerely,

Eric Barnachea
CEO/President
Catered Too



CATERED TOO INC.

HOLBROOK PROPOSAL

ATTACHMENT 1

325 Demeter St. East Palo Alto CA 94303
650-240-2300

www.cateredtoo.com

Catered Too is registered as a
corporation in California since January 8, 2014
Fed Tax ID: 46-4627233

Owner
Eric Barnachea
eric@cateredtoo.com
Cell: 408-642-8323

GM
Joe Lobo
joe@cateredtoo.com
Cell: 916-247-8315

Controller
Shelly Demko
shelly@cateredtoo.com
650-240-2300 ext 141

Introduction

Experience and Qualifications

Catered Too has been the premier caterer in the bay area since 1992. We have served small events for government officials, fortune 100 CEOs and large corporate single day events of upwards of 10,000 people. A noteworthy accomplishment is our long-standing relationship with The Umbrella Entertainment Group who is responsible for the yearly San Francisco Fleet Week event. For the past 13 years we have been their caterer of choice providing food and beverage service to their flight deck and VIP tents. We also service Stanford University, Google, Apple, Facebook and Gilead Sciences, hosting homecoming, holiday, corporate events and weddings.

Catered Too houses a 22K square foot facility with a large catering kitchen, 10 transport vehicles, a large stock of décor and a sizable linen inventory. We are a certified Green Business and 100% minority owned, dedicated and committed to hiring staff who reflect the communities where we operate. Additionally, we also reinvest into our community an average of \$100k a year supporting various local community programs. We regularly employ over 100 employees which include chefs who have honed their skills in Michelin Star restaurants. We employ a multitude of operation and sales industry professionals which include the owner who has over 35 years of culinary and large-scale production kitchen experience.

Some of our Awards and Achievements:

Catered Too's founder Greg Casella was awarded top LGBTQ company by San Francisco Business Times, Silicon Valley Business Journal, Rainbow Chamber and was also inducted into [NACE \(National Association for Catering & Events\) Hall of Fame](#).

2018 – Silicon Valley Concierge Association –
2018 - Golden Gate Business Association –
2017 – Silicon Valley Business Journal -
2017 – Rainbow Chamber Silicon Valley –
2017 – Golden Gate Business Association –
2016 - Golden Gate Business Association –
2015 – Green Business Certificate.
2014 – Recology BizSMART@Work –

Best Caterer
Top 50 LGBTQ Owned Business
Top 25 LGBTQ List Maker
Small Business of The Year
Top 50 LGBTQ Owned Business
Top 50 LGBTQ Owned Business
Since 2015
Recycling & Composting Gold Award



- Catered Too has a large network of working business partnerships such as:
Computer History Museum Mt. View, *(in this venue we are the in-house caterer, executing 90% of their events)* Wente Vineyards Livermore, Club Auto Sports San Jose, Blanco Urban Venue San Jose, Bloom house EPA, Stanford University, Gilead Sciences, Villa Montalvo, JCC Palo Alto, Holbrook Palmer Park Atherton, San Jose Women's Club, Hiller Aviation Museum San Carlos, Madame Tussauds SF, JCC Los Gatos.
- A "Gold Standard" of experienced culinary "Chef Driven" large food production kitchen staff, with a highly rated professional customer service department and an adaptable and innovative logistics team.
- A cohesive diversified team of industry professionals who are passionate about food and service.
- A company that fosters family inclusiveness.
- A Minority owned company leading large groups to success.
- A 22K sq feet of operational working area, solar powered, and Green Certified since 2015.
- A+ BBB rating.

NAICS#	DUNS#	CAGE#	HEALTH#	BUSINESS LIC#	PACA
624230	117545770	6PEP4	PTP0007926	2013-2106	20210023
722310					
722320					

Note: We are proud to report that in its 29 – year history, Catered Too has never had or has been alleged to have or currently has any ongoing contract failures.

History of Events

In the last 5 years Catered Too has executed over 4000 events ranging in types from Corporate Events, Luncheons, Dinners, Weddings, Meetings, Receptions, Conferences, Holiday Parties, and Fundraisers.

Key Personnel Bios

Eric Barnachea – Has a long pedigree of culinary background going back to his grandfather who was the personal chef for Admiral Halsey during WWII. Eric has been a working professional for 30 years in the bay area. He has experience in hotel, corporate dining, and large offsite catering events.

Joe Lobo (General Manager) –20 years of restaurant and operations management experience.

Shelly Demko (Controller) – 32 years of experience, with 12 years specifically in the event / catering industry.

Karen Walters Catering (Event & Staffing Manager) – 26 years of experience in corporate and social event management, production, and logistics.

Susan Richard-Arrighi (Sales & Venue Manager) – Catered Too employee since 2012, performed many job functions as Event Lead, Corporate Meal Manager, Warehouse Supervisor, Venue Operations and Production Manager.



Our Intent

Catered Too is formally submitting our proposal to be the Event Management Services Contractor and Exclusive Caterer for Holbrook-Palmer Park. Catered Too is qualified to act as the Event Services Management because of our collective industry experience, 29 years in business, and our proficiency of working and adapting at various venues throughout the bay area. But the main key to our success has been our focus on service customization and customer satisfaction. Our company has been in operation since 1992 and we have developed ourselves to be the premier caterer in the Bay Area through customer recommendations. We feel we can bring our team, industry knowledge and service commitment to Holbrook-Palmer Park and assist in developing a cohesive plan of action which will result in satisfied clients and increased revenue for both of our institutions.

Operational Procedures

The following is a list of procedures which addresses the scope of services listed in the RFP. Although we will try to be as thorough as possible, we acknowledge that a working relationship requires the understanding that we need to be flexible to accommodate the unknowns and be creative enough to improvise and resolve challenges and expectations as they develop. So, while we will try to be as comprehensive as possible this outline is a framework from which we will continue to build as the situation deems necessary.

- Appendix A – Outlines a Preliminary Move in Check List of the necessary equipment, software and contacts necessary for the Events Manager to execute the requirements of their job description and of the Parks expectations.
- Appendix B – Outlines our Marketing Plan – We have a very aggressive but realistic expectation of what can be accomplished at Holbrook.
- Appendix C – Lists our Business License, Green Business Certificate, County Health Permit, Serv Safe Management Certificates, W9.
- Appendix D – CAL / OSHA COVID-19 INDUSTRY GUIDANCE: Private Venues & Events.

Key to creating a solid business model is establishing a foundation of operational policies, procedures, and communications. We created a preliminary list of operational protocols which addresses the points outlined in the RFP.

Operational Protocols Check List

As Per Part A Section II Scope of Services

1. Operations Administration - Preparing scheduling, operations and financial records and reports that conform to requirements under Section III of the RFP, Records and Reports will be administered as follow:
 - a. List of all park events will be first logged in our event cloud system software, Total Party Planner by Catered Too's Event Manager. An aggregate report can be compiled and exported weekly and monthly as either a PDF or an Excel sheet and loaded into a Google Drive account which will be shared with the Park representatives.



- b. A comprehensive list of all immediate current employees and subcontractors providing services to the Park will be uploaded into a Google Drive account and shared with the Park representatives. If required, Catered Too can also make available a list of the same prior to individual events. Please note that in some cases when temporary help is required to execute events, it may not always be reasonable or practical to provide exact names of employees sourced prior to the event. As situations deemed necessary, Catered Too will outsource hourly professionals through Instawork.
 - c. A monthly Holbrook Park income statement will be prepared by Catered Too's Controller, detailing event rental plus the allocated food percentage revenue minus expenses. Her contact information is listed at the top of this proposal. Please note that, it is unclear whether Catered Too will be responsible for processing payments for event rentals.
 - d. A log of any warnings, citations, violations received from any governmental agency pursuant to services provided by the RFP agreement will be recorded and dated in Word format, the reports will be scanned and loaded onto a Google Drive account and then shared with Park representatives.
 - e. A log of written complaints received from clients and all other stakeholders, i.e., neighbors, vendors, employees, and subcontractors will be recorded and dated in Word format and loaded onto a Google Drive account and the shared with Park representatives.
2. Advertising - Developing, placing advertisements in appropriate print and online media as well as distributing promotional material for the facilities will be the responsibility of Catered Too's Event Manager and Catered Too's operational team. Catered Too creates all their marketing media in house through team collaboration.
3. Minimum Hourly Management Onsite Requirement – Catered Too is committed to investing any hours necessary to accomplish the goals of increasing event sales and satisfying the needs of the client. However, we would suggest a different schedule than the one requested in the RFP. Initially the Event Manager would only be present at Holbrook two times a week for four hours a day, to a total of 8 hours a week and increasing proportionally as the events demand. The remainder of the time the Event Manager would be present at Catered Too where we can actively cooperate to achieve the goals outlined in the Marketing Plan. The Event Manager would of course make themselves available at the facility as requested by clients and events.
4. Event Monitoring - Catered Too's Event Manager will receive all Incoming calls for venue rental estimates and respond to such within 24 hours of receipt. Every call will be documented in Catered Too's event planner software, Total Party Planer as a client lead. A comprehensive list of these client leads will be exported into an Excel spread sheet and uploaded into a Google Drive account to be shared with the Park representatives
5. Showing Facilities - The Event Manager will show facilities to prospective clients at pre-agreed dates and times.
6. Production - Booking, scheduling, and staffing events including Town sponsored non-revenue generating meetings and events will be the responsibility of the Event Manager assigned to Holbrook Park. All staff required to execute the events will be sourced by Catered Too. All event production, including logistics of events will be managed and coordinated through



Catered Too and the Event Manager. All catering food services requested for events including Town sponsored non-revenue generating meetings and events will be organized, billed, charged, and processed by Catered Too.

7. Applications - Completing and submitting the Town's facility rental permit applications with all corresponding documentations and fees in a timely manner will be assigned to Catered Too's Event Manager.
8. Fees - Catered Too will follow the Town's master fee schedule for all fees.
9. Bookings - Catered Too's Event Manager will record all bookings and tentative reservations in the Town's electronic calendar so it can be viewed by Town Staff and coordinate with other planned Town activities.
10. Processing Payments - It is not clear from the RFP if processing payments will be run through Catered Too or through a Holbrook account. Catered Too can accept credit card payments and will agree to any procedures and guidelines for accepting and processing payments for event rentals. However, if Catered Too is required to accept credit payments then all assessed bank processing fees will be charged to the Park.
11. Set Up & Clean Up - Setting up Events Facilities for events and cleaning up Events Facilities following events.
 - a. Non-Catered Events - Catered Too will be responsible for setting up of event facilities and outdoor areas and for cleaning up facilities and outdoor areas following the events. A fee for this service will be discussed in advance with the customer and charged to the customer. Fees for such service requests will depend on the totality of breath and scope of the service requested calculating variables such as party rentals and labor.
 - b. Catered Events by Catered Too – Catered Too will be responsible for the setting up of event facilities and outdoor areas and for cleaning up facilities and outdoor areas following events. Proposals of food and services are negotiated in advance between the client and Catered Too and it is an inclusive package that calculates fees for setup and cleanup.
 - c. Catered Events by Outside Caterers – With the prior approval by Catered Too, outside caterers may be permitted to provide food and catering services at Holbrook Park. In these instances that designated caterer will be responsible for the setting up of event facilities and outdoor areas and for cleaning up facilities after an event. Catered Too will be responsible for managing that designated caterer to ensure that procedures of setting up, safety and clean up are followed. A fee charged by Catered Too will be negotiated with that designated caterer prior to the event to cover labor costs associated with managing the event by Catered Too.
 - d. Town Sponsored Non-Revenue Generated Meetings – Catered Too will be responsible for setting up and staffing event at no cost to the city. Any catered food service for these meetings will be priced and a VIP customer percentage will be discounted from the total bill.
12. Repairs & Maintenance - Catered Too agrees to promptly inform Town's Contract Manager of maintenance, any maintenance and repair needs. A monthly inspection or as needed, will be performed by Catered Too's Event Manager, and logged and uploaded to a designated Google Drive account. As per the RFP's Part A Section IV, The Town of Atherton will be responsible



for making interior repairs and improvement and for maintaining, repairing, and improving building exteriors and grounds, excluding set up, operating and cleaning premises used for event activities. The Town's janitorial contractor will perform scheduled service for the Main & Carriage Houses.

13. Capital Improvements – Catered Too wants to be partners in the improvement of any Holbrook Park's event facility to enhance the ability for greater revenue streams. Discussions of recommended improvements and of investment capital needed for such projects will be discussed on annual basis between Eric Barnachea, The CEO and representative of Holbrook and The Town.
14. Coordinating Provisions – Goods and services such as rentals, flowers, catering, music, photography and/or videography, security, clean-up, and disposal will be the responsibility of Catered Too's Event Manager who will lead in organizing the events and be assisted by the Catered Too team.
15. Health & Sanitation – Catered Too and its Event Manager will manage all COVID industry safety and sanitation guidelines as well as The San Mateo County's Health & Sanitation codes.
16. Representation - Catered Too will act as Holbrook Park's Event Manager and also as The Exclusive Caterer of the park, with the stipulation that we may permit other caterers to cater events when such events call for specialized cuisines that are outside of the expertise of our company, i.e. Indian, Afghan.

Cost Share Proposal

We are waving any proposed compensation for providing all-inclusive event services as it pertains to expressed percentage of rental fees collected. Our cost share proposal is to contribute 10% of our food revenue (minus tax and operational fees) to the Town of Atherton. Catered Too will pay The Town on net 45-day terms.

In recognition of the investment and operations by Catered Too, as well as services for no-fee groups and a per the RFQ's Part A subsection VI, the Town will guarantee a minimum monthly payment to Contractor of \$3,000 for the first three (3) months of the contract.

Conclusion

Thank you for allowing Catered Too the opportunity to partner with Holbrook Park and The Town of Atherton. Our philosophy has always been to create long term partnerships by continuously delivering on expectations and earning the respect of our clients. We want to continue building on this tradition with Holbrook Park by being the partner you can trust.



References

Sydney Camille Events
Lauren Hutton
Owner
707.299.9096
sydneycamilleevents@gmail.com
sydneycamilleevents.com

Montalvo Arts Center
Caitlin Dieni
Manager Sales and Events
Phone: 408.961.5829
CDieni@montalvoarts.org

Wente Vineyards
Ann Ogden
Senior Director of Hospitality
925.456.2441
ann.ogden@wentevineyards.com
www.wentevineyards.com

Computer History Museum
Gary Matsushita
General Manager
gmatsushita@computerhistory.org
<https://computerhistory.org/>

Appendix A

Preliminary Move In Check List

1. Hire Event Manager.
2. Set up a secured internet and wifi line.
3. Set up hardware: computer, printer, phone line, desk, filing cabinet.
4. Set up software: Microsoft (Word and Excel) and Google Suites, set up Gmail box and Google docs.
5. Set up a Total Party Planner seat (Total Party Planner is cloud-based event management software). This is an all-in-one platform which will assist in accessing a comprehensive set of features to streamline operations.
6. Establish communication protocols with The Town and Park Services.
7. Create a list of park contacts, i.e. park managers and technicians.
8. Create a list of all park communication sources, i.e. electronic calendars, email boxes and or portals.
9. Conduct an on-premises inventory list of functional park equipment.
10. Conduct an inspection of electrical, plumbing and equipment maintenance.
11. Review all previous county sanitation reports.
12. Create workman's comp binder.
13. Review of our Catered Too's company handbook.
14. Review The Parks schedule of fees.
15. Review The Parks perimeters.
16. Review the facilities rental permit applications.
17. Source a contact list of all previous client contacts.
18. Lastly, to facilitate our ability to streamline events and increase productivity we are requesting a space to install a 30' x 8' x 8' equipment storage container. We will paint the container with a Park approved color to maximize visual appeal.



Appendix B

Holbrook Palmer Park

Marketing Plan Overview

A PICTURESQUE VENUE IN THE HEART OF THE PENINSULA



MARKETING OBJECTIVES

- Provide exceptional Customer Service
- Increase social media engagement.
- Increase awareness of the park amenities through social media.
- Introduce C2 to previous client base as the facility event partner.
- Reconnect with established client base.
- Increase park rental revenue by 100% in 2022.
- Increase park wedding venue rentals.
- Increase park corporate venue rentals.
- Cross sell catering amenities as added service



WEDDING BUYER

BUYER PROFILE

- Brides and grooms to be, parents of brides and wedding planners who are planning a wedding a year or less in advance and who are searching for a wedding venue and or an outdoor space for celebrations.

DEMOGRAPHICS

- Age: 25 - 65.
- Gender: Females, males, parents of the bride, and LGBTQ community members. searching for wedding venues.
- Status: Single and married parents.
- Income: Min combined income \$100,000.
- Location: Residing in the peninsula and SF.



CORPORATE BUYER

BUYER PROFILE

- Business owners, Executive Assistants, Project Managers, Corporate Event Planners
- Human Resource Managers and Community Engagement Managers searching for an Indoor and outdoor venue for company picnics, team building activities, conference meetings and business celebrations.

DEMOGRAPHICS

- Business: Sole Proprietor, partnerships and corporations.
- Size: 25 or more employees, small, mid size and large corporations.
- Income: Minimum of 2 Million.
- Location: Companies doing business and residing in SF and peninsula.



MARKETING STRATEGY

PRODUCT

- Large picturesque park venue offering beautifully landscaped grounds.
- Offers quiet, private setting for weddings and corporate events.
- Offers three unique indoor facilities as well as outdoor.
- Guest Capacity 300+.
- Main House up to 100 people (indoor and outdoor).
- Jennings Pavilion up to 250 people (indoor and outdoor).
- Carriage House up to 70 people (indoor).
- North Meadow up to 800 people (outdoor).
- Offers chef inspired menu creations for small and large capacity crowds.

PRICE

- Rental fees set by Holbrook.
- Offer competitively priced customized chef inspired menus.

PROMOTIONS

- Partner with the city's website designer to create a more dynamic website for the venue.
- Purchase lead lists of event planners, bridal and corporate event planners, within a 60 mile radius.
- Use an SEO plan to increase visibility of the website.
- Use existing customer base from previous client space rentals for email and newsletter introductions.
- Create a monthly newsletter campaign highlighting current events and offers.
- Create weekly social media content.
- Create partner relations with photographers.
- Create an event blog.
- Create video content.

Featured Service & Promotional Added Value

- Introduce Catered Too as the inhouse caterer with 29 years of experience.
- Offer Chef driven, unique and delicious cuisine menus.
- Offer varied food styles featuring Fine Dining, BBQ, Street Food, and Individual Custom Menus.

PLACES TO MARKET

- Product visibility on Facebook, Google, Instagram, Thumtack, Here Comes the Guide, The Knot, LGBTweddings.com, Wquallywed.com, Youtube, YELP reviews., Google ads, Wix website development, Constant Contact.
- Optional Bridal Guide Magazines - The Knot Magazine, Magnolia Journal, Victoria Magazine, Martha Stewart Weddings, Muna Luchi Bride, The Pretty Pear Bride, Inside Weddings, Dancing With Her, Men's Vows, Equally Wed.
- Create links from website to photographers websites.
- Create links to event planner websites.



CUSTOMER SERVICE

- To provide beyond the basic needs of the client by ensuring that they are satisfied and happy with the service and product.
- Respond to customer questions and requests within 24 hours.
- Acknowledge and respond to customer complaints within 24 hours.
- Acknowledge repeat customers by sending notes of appreciation.
- Send customer satisfaction surveys and respond to them within 24 hours.
- Acknowledge and respond to social media feedback.



ANNUAL MARKETING PLAN BUDGET

SOCIAL MEDIA ADVERTIZING

- Total Annual Budget - \$34,800.
- Website content (photography, videography and narratives) - \$6,000.
- Website design - \$4,000.
- Website maintenance - \$2,000.
- Lead lists - Rough estimate of .26 cents per lead and general estimate of 30K leads - \$7,800.
- Web Advertising - Google Ads, Facebook Ads, Wedding Wire,
- Constant Contact The Knot - \$10,000 per year.
- Print Advertising - Magazines, flyers, stationary - \$5,000.



CATERED TOO INC

HOLBROOK PROPOSAL

ATTACHMENT 1

Appendix C

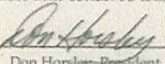
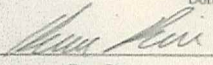
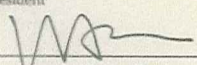
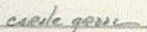
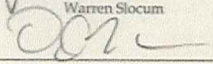
BUSINESS REGISTRATION CERTIFICATE		RENEW BY DATE 05-31-2021	EXPIRATION DATE 06-30-2021
FY 2020-21	BUSINESS ACCOUNT NUMBER 1104941	LOCATION ID 1229637-08-191	
	TRADE NAME (DBA) CATERED TOO	BUSINESS LOCATION 325 DEMETER ST	
	BUSINESS CATERED TOO, INC.	THIRD PARTY TAX COLLECTOR	
	☐ PARKING TAX ☐ TRANSIENT OCCUPANCY TAX		
CITY AND COUNTY OF SAN FRANCISCO OFFICE OF THE TREASURER & TAX COLLECTOR			
CATERED TOO, INC. 325 DEMETER ST EAST PALO ALTO CA 94303-1306		José Cisneros Treasurer	David Augustine Tax Collector

Read reverse side. To update addresses or to close a business, go to www.sftreasurer.org/accountupdate.

POST CLEARLY VISIBLE AT THIS BUSINESS LOCATION

City of East Palo Alto		Sales or use tax may apply to your business activities. You may seek written advice regarding the application of tax to your particular business by writing to the nearest State Board of Equalization office.
2415 University Avenue - East Palo Alto, CA 94303 (650) 853-3108		
BUSINESS LICENSE		
EXPIRATION 12/31/2021	EFFECTIVE DATE 01/01/2021	LICENSE NUMBER 2013-2106
TYPE OF BUSINESS Catering Business		BUSINESS ADDRESS 325 Demeter Street East Palo Alto, Ca 94303
OWNER Catered Too		
MAILING ADDRESS Catered Too, Inc. 325 Demeter Street East Palo Alto, CA 94303		

This license evidences that the person(s), firm corporation named herein has paid the applicable tax required by the City of East Palo Alto Code for the period indicated above. No License issued under the provisions of the City of East Palo Alto Ordinance shall be construed as authorizing the conduct or continuance of any illegal or unlawful operation in violation of the said City Ordinance relating thereto.

Green Business Certificate	
The Board of Supervisors, County of San Mateo, State of California recognizes	
Catered Too	
325 Demeter Street, East Palo Alto, CA 94303	
July 27 th , 2015	
for successfully meeting the criteria for certification by the San Mateo County Green Business Program. Therefore this certificate is issued for outstanding efforts to reduce pollution and solid waste and conserve water, energy and other natural resources.	
 Don Horsley, President	
 Dave Pine	
 Warren Slocum	
 Carole Groom	 David Canepa



CATERED TOO INC

HOLBROOK PROPOSAL

ATTACHMENT 1



SAN MATEO COUNTY HEALTH
**ENVIRONMENTAL
HEALTH SERVICES**

Environmental Health Services
Food Program
2000 Alameda de las Pulgas, Suite #100
San Mateo, CA 94403
Phone (650) 372-6200 / Fax (650) 627-8244

PASS

FACILITY NAME: CATERED TOO
ADDRESS: 325 DEMETER STREET, EAST PALO ALTO

This facility was inspected by County of San Mateo Environmental Health Services in accordance with the California Retail Food Code and has satisfactorily PASSED.

INSPECTED BY: E. Ip ON 1/14/2020
ENVIRONMENTAL HEALTH SPECIALIST DATE

PREVIOUS INSPECTION RESULT ON: _____ DATE _____

☐ PASS ☐ CONDITIONAL PASS ☐ CLOSURE



Heather Forshey

Heather Forshey, MS, REHS
Director, Environmental Health Services
COUNTY OF SAN MATEO

Visit smchealth.org/foodinspections for inspection results. A copy of the most recent inspection report is available at this location upon request.

THIS PLACARD IS THE PROPERTY OF COUNTY OF SAN MATEO ENVIRONMENTAL HEALTH SERVICES AND SHALL NOT BE REMOVED, COPIED OR ALTERED IN ANY WAY.

San Mateo County Ordinance Code Section 4.56.070



CATERED TOO INC

HOLBROOK PROPOSAL

ATTACHMENT 1



SAN MATEO COUNTY HEALTH
**ENVIRONMENTAL
HEALTH SERVICES**



Retail Food Inspection Program
2000 Alameda de las Pulgas #100
San Mateo, CA 94403
(650) 372-6200 FAX (650) 627-8244
smchealth.org/food

INSPECTION REPORT

Facility Name: CATERED TOO		Program Identifier:		Inspection Date: 01/14/2020	FACILITY STATUS PASS
Address: 325 DEMETER ST		City/Zip: EAST PALO ALTO, 94303		Suggested Re-Inspection Date: 05/14/2020	
Owner/Permittee: BARNACHEA, ERIC		Person in Charge:		Phone #: 6502402300	
E-mail Address: ERIC@CATEREDTOO.COM;manny@cateredtoo.com		Time In:	Time Out:	Alternate Phone #:	
Certified Food Manager: Joe Lobo		Exam Provider: Servsafe		Date Expired: 12/6/2023 12	
Program Record ID: (PR,SR,CO): PR0089386		PE: 1550		Service: 003	

A \$198.00 (1hour minimum) fee will be charged for verified complaints, to reopen facilities ordered closed, or when violations noted during inspection are not corrected prior to reinspection. Any or all violations may be posted at the Environmental Health web site.

MEASUREMENTS	DOCUMENTATION REQUIRED FOR ALL FACILITIES WITH PHF	NO PHF
No Temperature/Sanitizer Observations		
OBSERVATIONS AND CORRECTIVE ACTIONS See reverse side for the code sections and general requirements that correspond to each violation listed below.		
No.	Violation Comment	Comply By Date

Overall Comments:

Dishmachines were tested at the time of inspection.
Chemical dishmachine: 50ppm
High temp dishmachine: 150.5F
Provide at least 160F of hot water for high temp dishmachine.
Dishwasher daily log was available.
For ROP/ Vacuum Packaging: Facility will maintain food less than 48 hours within 41 F. Food will be labeled with production date and time; discard date and time. Food will be discarded after 48 hours. SOP was written for vacuum packaging. Discussed with person in charge about the SOP. After revision of the SOP and the labeling, please send a copy to this office by 1/21/2020.
Did not observe any vacuum packaged product in facility.
Hand wash sinks were assessable.
CO2 tanks were secured.
Fridge fans were cleaned.
Quaternary ammonia sanitizer bucket solution was measured at 200ppm.
Please continue to correct all the violations dated on 1/6/2020

Received by: Manuel Gallardo Director of Operations

Manuel Gallardo

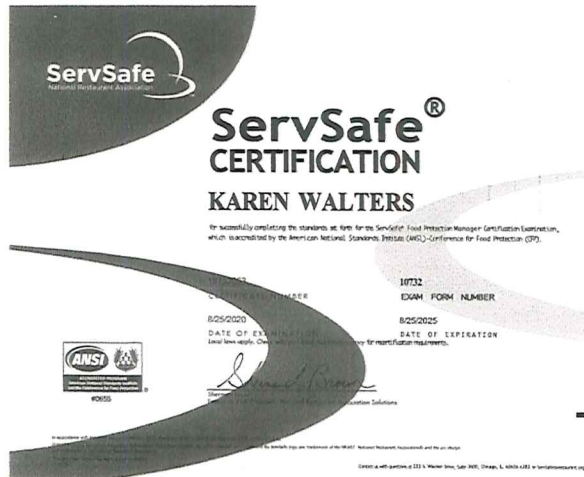
Specialist: YUEN KI IP, REHS 650-372-6200



CATERED TOO INC

HOLBROOK PROPOSAL

ATTACHMENT 1



Susan Richard-Arrighi
Catered Too Inc.
169 Via Linarte
San Lorenzo, CA 94580

www.123PremierFoodSafety.com
(714) 451-0075



CATERED TOO INC

HOLBROOK PROPOSAL

ATTACHMENT 1

Form W-9 (Rev. October 2018) Department of the Treasury Internal Revenue Service	Request for Taxpayer Identification Number and Certification ▶ Go to www.irs.gov/FormW9 for instructions and the latest information.	Give Form to the requester. Do not send to the IRS.																																													
1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. Catered Too, Inc.																																															
2 Business name/disregarded entity name, if different from above																																															
Print or type. See Specific Instructions on page 3.	3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes. ☐ Individual/sole proprietor or single-member LLC ☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____ Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner. ☐ Other (see instructions) ▶ _____																																														
	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from FATCA reporting code (if any) _____ (Applies to accounts maintained outside the U.S.)																																														
	5 Address (number, street, and apt. or suite no.) See instructions. 325 Demeter Street																																														
	6 City, state, and ZIP code. E Palo Alto, CA 94303																																														
7 List account number(s) here (optional)																																															
Part I Taxpayer Identification Number (TIN) Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see <i>How to get a TIN</i> , later. Note: If the account is in more than one name, see the instructions for line 1. Also see <i>What Name and Number To Give the Requester</i> for guidelines on whose number to enter.																																															
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Part II Certification Under penalties of perjury, I certify that: 1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and 2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and 3. I am a U.S. citizen or other U.S. person (defined below); and 4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct. Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.																																															
Sign Here	Signature of U.S. person ▶	Date ▶ 1/29/2021																																													
General Instructions Section references are to the Internal Revenue Code unless otherwise noted. Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9 . Purpose of Form An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following. • Form 1099-INT (interest earned or paid) • Form 1099-DIV (dividends, including those from stocks or mutual funds) • Form 1099-MISC (various types of income, prizes, awards, or gross proceeds) • Form 1099-B (stock or mutual fund sales and certain other transactions by brokers) • Form 1099-S (proceeds from real estate transactions) • Form 1099-K (merchant card and third party network transactions) • Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition) • Form 1099-C (canceled debt) • Form 1099-A (acquisition or abandonment of secured property) Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN. <i>If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.</i>																																															

Cat. No. 10231X

Form W-9 (Rev. 10-2018)



COVID-19 INDUSTRY GUIDANCE: Private Venues and Events

April 14, 2021

Effective April 15, 2021

This guidance is designed to address sectors and activities opening statewide. However, local health officers may implement more stringent rules tailored to local epidemiological conditions, so employers should also confirm relevant local opening policies.





OVERVIEW

The COVID-19 pandemic continues to impact the health of Californians. Reported illness ranges from very mild (some people have no symptoms) to severe illness that may result in death. Certain groups, including those with serious underlying medical conditions, such as heart or lung disease or diabetes, are at higher risk of hospitalization and serious complications. In addition, the risk of more severe disease and death increases with increasing age. As the pandemic has unfolded, we have learned that many organs can be affected by COVID-19 and there are many ways the infection can affect someone's health.

While most persons with COVID-19 recover and return to their baseline level of health, some people can have symptoms that can last for weeks or even months after recovery from acute illness. Even people who are not hospitalized and who have mild illness can experience persistent or late symptoms.

Transmission is most likely when people are in close contact or in a poorly ventilated area with an infected person. Transmission can occur when the infected person has symptoms, is without symptoms, or has not yet developed symptoms. Virus particles can travel more than six feet in indoor spaces and remain suspended in air even after an infected person has left the room. Indoor settings pose a much higher risk of transmission than outdoor settings. When an infected person does certain activities, such as singing or chanting, loud talking, or heavy breathing, for example with exercise, it can further increase risk compared to normal breathing and talking.

Therefore, it is essential that all possible steps be taken to ensure the safety of workers and the public.

Key prevention practices include:

- ✓ physical distancing to the maximum extent possible,
- ✓ use of face coverings by workers (where respiratory protection is not already required) and customers/clients,
- ✓ for indoor locations, ensuring adequate ventilation in all spaces,
- ✓ frequent handwashing and regular cleaning and disinfection,
- ✓ training workers on these and other elements of the COVID-19 prevention program.

On November 30, 2020, the California Division of Occupational Safety and Health (Cal/OSHA) implemented mandatory [emergency temporary standards](#) (ETS) to prevent worker exposures to COVID-19 in most workplaces where workers are not covered by Cal/OSHA's [Aerosol Transmissible Diseases standard](#). Under the ETS, employers have obligations including to develop and implement policies and procedures to prevent disease transmission in the workplace; to identify new disease cases if they occur; and, when they are identified, to intervene quickly and work with public health authorities to halt the spread of the virus. The ETS covers topics that are also addressed by this guidance. The guidance has been updated to clarify any instances where public health guidance imposes additional requirements beyond those mandated by the ETS and to highlight additional recommended practices for public health purposes beyond those mandated by the ETS.



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Purpose

This document provides guidance for Private Venues and Events to support a safe, clean environment for workers, guests and customers. Private Venues and Events are distinguished from Gatherings in that Private Venue and Events must have defined guest lists and the ability to assign seating for guests. In order for private event operators to increase capacity limitations based on 100% testing or proof of full vaccination for all attendees, they must have the ability to verify testing or vaccination status. Attendance at private venue and events shall be limited according to the County Risk Level. For the most updated information on county status, visit [Blueprint for a Safer Economy](#). Please note that local health departments can have more restrictive criteria and different closures. Find [your county's local information](#). Stay current on changes to public health guidance and state/local orders, as the [COVID-19](#) situation continues.

- **Across all Tiers:** Attendance at Private Events and Venues must be limited to a pre-determined attendee list.
 - Employers who have employees working at a private event must develop a worker COVID-19 testing program for weekly optional testing of all workers who may encounter other employees. PCR or antigen are permissible diagnosis tests for workers/performers where the interval between tests is no greater than seven days. For workers returning to work where the interval between a prior test has been greater than seven days after receiving a prior test, only a PCR test is permissible.
 - Workers participating in routine weekly testing or showing proof of full vaccination are NOT counted toward any occupancy capacity limit. All workers not participating in a routine weekly testing program or not fully vaccinated shall count toward any occupancy limit.
 - Use of face coverings is mandatory unless actively eating and/or drinking. Guests who do not comply should be removed from the event immediately. Allow for exemptions identified in the [CDPH Face Covering Guidance](#).
 - Entry and exit should be tightly controlled to prevent concentrations of people at entry and exit.
 - If buffet style dining or bar service is provided, food and drink must be served to guests (no self-service) and all guests must maintain physical distancing and face coverings. Event attendees and workers are only permitted to eat and drink at designated areas.
 - Live entertainment is permitted at events, ceremonies, receptions, etc. but must follow all relevant guidance for [Outdoor Seated Live Events and Performances Guidance](#) or Indoor Seated Live Events and Performances.
 - Private event operators must allow for at least two hours between events to prevent mixing across attendees.
 - Assigned seating is required to control mixing and permit physical distancing of at least 6 feet between people from different households. People who are fully vaccinated do not need to be 6 feet apart in accordance with the Addendum to Blueprint Activity & Business Tiers Chart – Tested and Fully Vaccinated Individuals and Sections.



- Physical distancing between and amongst vendors (e.g. photographers, florists, etc.), officiants, and other event workers and event attendees must be maintained at all times. Photographers should use lenses that allow for physical distancing.
- Refer to [CDPH Travel Advisory](#) for all guests and attendees.
- Refer to the Addendum to Blueprint Activity & Business Tiers Chart – Tested and Fully Vaccinated Individuals and Sections for guidance on testing and vaccination requirements.

Purple – Widespread – Tier 1: Private events can occur in outdoor venues and must follow the modifications in this guidance, including:

- **Outdoor ONLY:**
 - Attendance limited to a maximum of 25 people.
 - If attendees show proof of negative test or full vaccination, then a maximum of 100 people.
 - Attendance limits include all staff and volunteers working at the event.

Red – Substantial – Tier 2: Private events can occur in indoor and outdoor venues and must follow the modifications in this guidance, including:

- **Outdoor:**
 - Attendance must be limited to a maximum of 50 people.
 - If attendees show proof of negative test or full vaccination, then a maximum of 200 people.
 - Attendance limits include all staff and volunteers working at the event.
- **Indoors**
 - Attendance must be limited to a maximum of 100 people. All attendees must show proof of negative test or full vaccination.

Orange – Moderate – Tier 3: Private events can occur in indoor and outdoor venues and must follow the modifications in this guidance, including:

- **Outdoor:**
 - Attendance must be limited to a maximum of 100.
 - If attendees show proof of negative test or full vaccination, then a maximum of 300 people.
 - Attendance limits include all staff and volunteers working at the event.
- **Indoors**
 - Attendance must be limited to a maximum of 150 people. All attendees must show proof of negative test or full vaccination.

Yellow – Minimal – Tier 4: Private events can occur in indoor and outdoor venues and must follow the modifications in this guidance, including:

- **Outdoor:**



- Attendance must be limited to a maximum of 200.
- If attendees show proof of negative test or full vaccination, then a maximum of 400 people.
- Attendance limits include all staff and volunteers working at the event.
- **Indoors:**
 - Attendance must be limited to a maximum of 200 people. All attendees must show proof of negative test or full vaccination.

NOTE: Private event operators have a number of operational aspects and service offerings available in other guidance on the [Industry Guidance to Reduce Risk](#) website. Operators must review this guidance to apply the appropriate protocols to all aspects of their operations, unless otherwise required in this document. Such operations may include:

- Hotels and lodging (see [Hotels, Lodging, and Short-Term Rentals Guidance](#))
- Trams, shuttles, and other transit ([Public and Private Passenger Carriers, Transit, and Intercity Passenger Rail Guidance](#))
 - Limit shuttle service whenever possible and in accordance with obligations to individuals with disabilities.
- Grounds, building maintenance, custodial services ([Limited Services Guidance](#))
- Live Performance (see [Outdoor Seated Live Events and Performances](#) or Indoor Seated Live Events and Performances)
- Places of worship and cultural ceremonies (see [Places of Worship and Cultural Ceremonies](#))

For the most updated information on county tier status, visit [Blueprint for a Safer Economy](#). Please note that local health departments can have more restrictive criteria and different closures. Find [your county's local information](#).

The guidance is not intended to revoke or repeal any worker rights, either statutory, regulatory or collectively bargained, and is not exhaustive, as it does not include county health orders, nor is it a substitute for any existing safety and health-related regulatory requirements such as those of Cal/OSHA.¹ Stay current on changes to public health guidance and state/local orders, as the COVID-19 situation continues. Cal/OSHA has more safety and health guidance on their [Cal/OSHA COVID-19 Guidance](#). CDC has additional guidance for [businesses and employers](#).



Required Use of Face Coverings

Consult the [California Department of Public Health \(CDPH\) Guidance on the Use of Face Coverings](#), which mandates the use of face coverings for both members of the public and employees in all public and workplace settings outside the home. Complete details, including all requirements and exemptions to these rules, can be found in the guidance, which should be checked periodically for updates. Additionally, CDPH provides [advice](#) on effective practices regarding face covering.



Workplace COVID-19 Prevention Program

As required by the Cal/OSHA [COVID-19 prevention standards](#), employers must establish, implement and maintain a written COVID-19 Prevention Program that is available to employees and their authorized representatives (i.e., union). Complete details, including all requirements and exemptions to these rules, templates for model COVID-19 Prevention Programs, and Frequently Asked Questions can be found at the following [link](#). All references and guidance should be checked periodically for updates.



Outbreak and Testing

Employers are also required to comply with Cal/OSHA's regulations for [outbreaks](#) and [major outbreaks](#), including any [relevant testing requirements for employees and reporting requirements](#). They should review [FAQs on Outbreaks](#) for more considerations and explanation of the regulations.

Consult [CDPH's Responding to COVID-19 at the Workplace](#) for specific definitions on what constitutes an outbreak and all required reporting requirements.



Individual Control Measures and Screening

The Cal/OSHA ETS requires employers to develop and implement a process for screening employees for and responding to employees with COVID-19 symptoms, as well as to address several other individual control measures through implementation of the required components of the COVID-19 Prevention Program. See the linked materials for details on those requirements.

In addition to the requirements under the ETS, employers must:

- Take reasonable measures, including public address announcements, posting signage in strategic and highly-visible locations, and in reservation confirmations, to remind the public and workers that they must use face coverings whenever not eating or drinking (unless exempted per the ETS or [CDPH Face Covering Guidance](#)), practice physical distancing, not touch their face, frequently wash their hands with soap and water for at least 20 seconds, and use hand sanitizer.
- CDPH recommends the following additional measures to further mitigate risk of transmission or other health risks:
 - Encourage guests or customers who are sick or exhibiting symptoms of COVID-19 to stay home.
 - Provide resources to promote workers' and customers' personal hygiene. This will include tissues, no-touch trash cans, hand soap, adequate time for handwashing, alcohol-based hand sanitizers, and disposable towels.
 - Consider where disposable gloves may be a helpful supplement to handwashing or use of hand sanitizer, such as when handling commonly touched items.

Ventilation

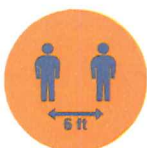


- All businesses permitted to operate indoors must follow the CDPH and Cal/OSHA interim [guidance for ventilation, filtration, and air quality](#) to reduce the spread of COVID-19 in indoor settings. This guidance also addresses ventilation requirements contained in the Cal/OSHA COVID-19 ETS.
- Additional detailed guidance on ventilation is also available from the [CDC](#).



Cleaning, and Disinfecting Protocols

- Employers must implement cleaning and disinfecting procedures, as defined within the Cal/OSHA [COVID-19 ETS](#). Cleaning and disinfecting must be done in a manner that does not create a hazard to workers.
- CDPH guidance does not impose any additional requirements beyond those under the ETS.
- CDPH recommends the following additional measures to further mitigate risk of transmission or other health risks:
 - To minimize the risk of [Legionnaires' disease](#) and other diseases associated with water, take steps to ensure that all water systems and features (e.g., drinking fountains, decorative fountains) are safe to use after a prolonged facility shutdown.
 - Provide time for workers to implement cleaning practices during their shift. Assign cleaning assignments during working hours as part of the employee's job duties. Procure options for third-party cleaning companies to assist with the increased cleaning demand, as needed.
 - Install hands-free devices, if possible, including motion sensor lights, contactless payment systems, automatic soap and paper towel dispensers, and timecard systems.
 - Encourage the use of debit or credit cards by customers, for example, through signage.
 - When choosing disinfecting chemicals, use products approved for use against COVID-19 on the [Environmental Protection Agency \(EPA\)-approved](#) list and follow product instructions. Choose disinfectants that are less likely to trigger asthma by using products on EPA's "N" list that contain hydrogen peroxide (no stronger than 3%) or ethanol (ethyl alcohol) and that do not contain peroxyacetic acid or peracetic acid. Avoid disinfectant products on the "N" list that contain asthmagens, such as bleach (sodium hypochlorite) or quaternary ammonium compounds (e.g., benzalkonium chloride). Follow the [asthma-safer cleaning methods](#) recommended by the California Department of Public Health and ensure proper ventilation.



Physical Distancing Guidelines

- Physical distancing alone is insufficient to prevent transmission of COVID-19.



- Employers must implement protocols and procedures regarding physical distancing of at least six feet between workers and other persons, as defined within the Cal/OSHA [COVID-19 Prevention ETS](#). More details and examples can be found in [Cal/OSHA's FAQs](#).
- CDPH recommends the following additional measures to further mitigate risk of transmission or other health risks:
 - Avoid in-person meetings and, if they are necessary, adjust them to ensure physical distancing and use smaller individual meetings at facilities to maintain physical distancing guidelines.
 - Provide a single, clearly designated entrance and separate exit to help maintain physical distancing where possible.
 - Install transfer-aiding materials, such as shelving and bulletin boards, to reduce person-to-person hand-offs where possible. Wherever possible, use contactless signatures for deliveries.
 - Where possible, create outdoor break areas with shade coverings and seating arrangements that ensures physical distancing.
 - Sign-in areas should be set-up at multiple stations to maintain physical distancing.
 - All public areas and lobbies should be configured to include wider aisles and orderly queues, where needed. Some walkways should be designated "one way."
 - Dedicate workers during event breaks, mealtimes, etc., to ensure orderly exit from and entrance to facility areas. Use workers to preserve appropriate space in queuing areas and help attendees understand where lines begin as additional space may make it difficult to see where to stand.



Dining and Food Service

- Attendants, bussers, and other workers moving items used by attendees (dirty cups, plates, napkins, etc.) or handling trash bags should wear disposable gloves (and wash hands before putting them on and after removing them) and be provided aprons that are changed frequently.
- Shared items, such as condiment bottles, shakers, etc., should be supplied as needed upon request and hand hygiene should be used before each use.



Entertainment, Audio Visual, Photography/Videography

- Encourage the use of microphones to decrease voice projection. Disinfect all communication technology before and after each use.



- Lavalier microphones should be put on only by the person using it versus the provider, for instance the disc jockey or videographer.
- Disinfect lavalier microphones and transmitters before and after each use, according to manufacturer's directions, and replace lavalier mounting components that cannot be thoroughly cleaned.
- Microphones should not be shared between entertainers and/or event attendees, if possible. If event attendees will be using a microphone for speeches, etc., a separate microphone should be provided.
- It is recommended that entertainment companies purchase microphone covers to help assist with the sharing of microphones during the event.
- An overhead mic or mic stand should be used so that visitors or employees do not have to touch the microphone.
- All high-touch equipment: microphones, mic stands, presentation remotes, and audio/video cables should be disinfected frequently and between use by different persons. Equipment should be dedicated to individual users where possible or disinfected after each use.
- All equipment should be handled by the relevant vendor whenever possible.
- Photo booths should only be used by members of the same household at a given time. Open air photo booths are strongly encouraged.
- Signage indicating only group photos with members of the same household only should be displayed.
- If props are used, ensure hand sanitizer is available for use prior to use.
- After each use, all communal touched surfaces, like touch screens, should be cleaned frequently by the photobooth attendant.

¹ Additional requirements must be considered for vulnerable populations. Event operators must comply with all [Cal/OSHA](#) standards and be prepared to adhere to its guidance as well as guidance from the [Centers for Disease Control and Prevention \(CDC\)](#) and the [California Department of Public Health \(CDPH\)](#). Additionally, employers must be prepared to alter their operations as those guidelines change.



**EXHIBIT B
SCOPE OF WORK**

**TOWN OF ATHERTON
EVENT MANAGEMENT AND CATERING SERVICES**

Following are the basic elements of work required under the Agreement:

- a. Confirming and managing current reservations for park facilities.
- b. Development of administration and coordination policies, procedures, calendars and materials to demonstrate competence in managing and operating Event Services, within 20 days of Notice to Proceed;
- c. Preparing scheduling, operations and financial records and reports that conform to requirements under Section B, Records and Reports;
- d. Developing and distributing promotional material for the facilities;
- e. Developing and placing advertisements in appropriate print and online media, to include working with the Town with respect to such placement on the Town's website;
- f. Presence by the Project Manager in the Park office at least 2 days per week for a minimum of 4 hours per day **and** a total of at least 8 hours per week between the hours of 9 am and 5 pm, Monday - Friday;
- g. Responding to clients within no more than 24 hours of contact (weekend time excluded);
- h. Maintenance of call logs and client leads;
- i. Showing facilities to prospective clients within no more than 48 hours of request (weekend time excluded);
- j. Booking, scheduling and staffing events, including existing Town-sponsored nonrevenue generating (no-fee) meetings and events up to ten (10) hours per month as described below, except that no such bookings or events shall be final until and unless approved in writing or electronically by Town's City Manager or designee;
- k. Maintaining the Events Facilities and equipment (see Exhibit 5 of the Request for Bid) in a safe, clean and attractive condition in accord with high standards expected by the Town and by Event Facility users;
- l. Setting up Events Facilities for events;
- m. Cleaning up Events Facilities following events;

- n. Promptly informing Town's Contract Manager of maintenance and repair needs;
- o. Recommending capital improvements to Town's Contract Manager of Events Facilities to maintain them and to enhance their ability to enhance revenues;
- p. Coordinating provision of goods and services such as rentals, flowers, catering, music, photography and/or videography, security, clean-up and disposal;
- q. For events booked/reserved prior to initiation of the contract, the Contractor may provide catering and/or other services but will not be permitted to be the exclusive provider of these services; and
- r. For events booked/reserved after initiation of the contract, the Contractor may be permitted to provide exclusive catering services and may provide other services but will not be permitted to be the exclusive provider of these other services.

A. DEFINITIONS

Contractor shall mean the person, corporation or business entity contracted by the Town of Atherton to perform event management services.

Contract Manager shall mean the Town of Atherton City Manager or designee responsible for performing Town responsibilities, oversight and resolving all disputes within the purview of managing this agreement.

Event Facilities shall mean interiors of Main House, Park House and Jennings Pavilion, Event Patio and Garden, North Meadow, and Water Tower Lawn

Exclusive Catering Services shall mean provision of food and beverage service for major events reserved and booked through the Contractor through the duration of the contract.

Major Events shall mean rental of event facilities with 50 or more attendees, exclusive of Town Sponsored Events.

Park shall mean Holbrook-Palmer Park, 150 Watkins Road, Atherton, CA.

Request for Bid shall mean the Request for Bid for Events Management Services issued by the Town of Atherton in February 2021 and responded to by Contractor on May 3, 2021. The Exhibits within the Request for Bid are incorporated herein by reference.

Town shall mean the Town of Atherton, CA.

B. RECORDS AND REPORTS

Scheduling Records

Contractor shall maintain a calendar showing all events scheduled at Park during the term of this contract and for at least 24 months beyond the end of the term. The scheduling record shall be maintained in a complete and accurate manner and shall be made available to Town at all times. A copy in print, or in an electronic format acceptable to Town, shall be provided within 5 business days of the end of each month. Records and reports must be submitted with the Contractor's monthly invoice. The calendar shall show both tentative and approved events, and dates such status attached to the event.

Monthly Activity Report

A monthly activity report in print, or in an electronic format acceptable to Town, shall be provided within 5 business days of the end of each month. The report shall include the following:

- (a) list of all events managed by the Contractor at the Park (a list of typical events as shown in Exhibit 3 of the Request for Bid);
- (b) list of employees and subcontractors providing services pursuant to this agreement
- (c) an accounting of all events and the revenues connected thereto for any Park Event Management and Catering Services. The detailed accounting shall include event rental charges, catering revenues, miscellaneous revenues and calculation of the gross revenue share;
- (d) a log of any warnings, citations, violations received from any governmental agency pursuant to services provided in this agreement;
- (e) a log of written complaints received from clients and all other stakeholders, i.e. neighbors, vendors, employees and subcontractors.

C. MAINTENANCE OF FACILITIES AND EQUIPMENT

The Contractor shall be responsible, at its expense, for set-up, operations and event cleanup of the interior of the Main House, Park House, Carriage House and Jennings Pavilion, and for janitorial service of Jennings Pavilion. The contractor will also be responsible, at its expense, for the management of set-up; takedown, cleaning and storage of tables, chairs, furniture, and all other equipment provided by the Town (as shown on Exhibit 5 of the Request for Bid). The Contractor will also be responsible, at its expense, for cleaning outdoor areas used during events, returning them to their prevent status. A drawing showing areas of contractor responsibility is contained in Exhibit 2 of the Request for Bid. The Contractor shall be responsible, at its expense, for maintaining the building interiors in a neat, clean and presentable condition.

The Town of Atherton will be responsible for making interior repairs and improvements and for maintaining, repairing and improving building exteriors and grounds, excluding set-up, operating and cleaning of premises used for events activities. The Town's janitorial contractor will perform scheduled service for the Main, Park and Carriage Houses.

The Contractor may choose to offer enhanced outdoor garden areas surrounding the facilities and patios including sculptures, potted plants, annual flower gardens or other more high maintenance features. These features will be kept up by the contractor and returned to their original look upon ending of this contract if requested by the Town.

D. GENERAL CONTRACTOR RESPONSIBILITIES

Contractor will be required to provide the Town with all labor, vehicles and equipment, and materials necessary to satisfactorily perform the entire events management functions under this agreement. The Town of Atherton desires that the provision of Event Services be performed to maximize revenue for the operations, maintenance and improvement of the Park without negatively impacting other Park users and Park neighbors. The Town desires that Contractor operate effectively and efficiently while performing services. Contractor is encouraged to provide exemplary services to the Town and to its Park users. Contractor must have the resources and abilities to market, advertise, plan, schedule, manage, operate, and conduct events, including unpaid events approved by Town, in Holbrook-Palmer Park. The services may include, but will not be limited to the following:

1. Development of administration and coordination policies, procedures, calendars and materials to demonstrate competence in managing and operating Event Services, within 20 days of Notice to Proceed;
2. Preparing scheduling, operations and financial records and reports that conform to requirements under Section B, Records and Reports;
3. Developing and distributing promotional material for the facilities;
4. Developing and placing advertisements in appropriate print and online media, to include working with the Town with respect to such placement on the Town's website;
5. Presence by the Project Manager in the Park office at least 4 days per week for a minimum of 2 hours per day and a total of at least 20 hours per week between the hours of 9 am and 5 pm;
6. Responding to clients within no more than 24 hours of contact (weekend time excluded);
7. Showing facilities to prospective clients within no more than 48 hours of request (weekend time excluded);
8. Booking, scheduling and staffing events, including existing Town-sponsored nonrevenue generating (no-fee) meetings and events up to ten (10) hours per month as described, except that no such bookings or events shall be final until and unless approved in writing or electronically by Town's City Manager or designee;
9. Maintaining the Events Facilities and equipment (see Exhibit 5 of the Request for Bid) in a safe, clean and attractive condition in accord with high standards expected by the Town and by Event Facility users;
10. Setting up Events Facilities for events;
11. Cleaning up Events Facilities following events;
12. Promptly informing Town's Contract Manager of maintenance and repair needs

13. Recommending capital improvements to Town's Contract Manager of Events Facilities to maintain them and to enhance their ability to enhance revenues; and
14. Coordinating provision of goods and services such as rentals, flowers, catering, music, photography and/or videography, security, cleanup and disposal
15. The Contractor may provide catering and/or other services but will not be permitted to be the exclusive provider of these services.

E. RENTAL PROCEDURES FOR HP PARK EVENTS

The Town has established rules, regulations, and policies that generally govern events at Holbrook Palmer Park. Contractor is permitted to suggest additional rules, regulations, and procedures in order to meet the objectives of the Town with respect to facilitating events at the Park and minimizing the impacts of those events on the Park and adjacent areas of the community. Additional rules, regulations, and procedures are subject to the approval or rejection by the City Manager or his/her designee. Events are evaluated on a case-by-case basis and conditions may be added to mitigate potential impact. Among the rules approved are the following:

- All rentals require a rental application in order to reserve facilities and the applications require approval by the City Manager or his/her designee.
- Only one large event is permitted per day, and the number of event attendees is to two hundred (200), unless prior approval from the City Manager is obtained based on a parking management plan.
- Insurance coverage as recommended to the Town by the Pooled Liability Assurance Network JPA (PLAN) shall be required.
- The Park will be available every day of the year.
- Renters shall agree to provide other services, such as private security, valet parking, shuttle services, noise attenuation requirements, etc. as required.

Contractor role and responsibilities:

1. Contractor staffs park office M-F for 5 hours a day (minimum). Contractor meets with clients, return all messages in a timely fashion and make themselves available for needs of the event schedule.
2. Contractor maintains master events book and checks to see if date/time requested are open for booking.
Contractor fills out numbered proposed agreement with client and checks for completeness, determines price of event through Master Fee schedule, and accepts check for either rental fee or deposit made out to "Town of Atherton". Contractor stamps check with deposit endorsement in front of customer.
3. Contractor emails or sends booking information to City Manager for review and approval. City Manager approves or denies booking and transmits determination and any conditions to Contractor to finalize arrangements with customer.
4. Contractor issues a receipt to customer, noting type of event, contract number and whether the collection is for hold deposit or facility fee.
5. Contractor issues and collects the following paperwork:

- Rules and regulations
 - Liability insurance
6. Contractor will issue an invoice on a monthly basis for monies owed to them from these bookings.
 7. Contractor will issue an invoice on a monthly basis for monies owed to them from these bookings. These invoices are due within 10 business days of the month billed.
 8. Contractor will staff the events accordingly and follow Town policy that events at the Park always have an attendant in the Park area;
 9. Contractor will work with Town staff and plot any dates/times Town staff need to utilize the Park grounds, Main House, Park House, or Pavilion for meeting(s) and will determine if any set-up is needed or can be handled by Town staff.
 10. Contractor will provide cellular numbers for any event staff to the Town.

At the end of each day, the Contractor brings the following to the Town Administration Office at 80 Fair Oaks Lane no later than 4PM:

1. Checks
2. Yellow copies from receipt book
3. Contracts
1. Pink copies from event held that day and any additional charges that may affect refund.

Contractor and Town staff will both sign the cash deposit log to document the drop off and receipt of cash receipts. Town staff will issue copy of log to event planner.

No cash or credit cards are to be accepted by Contractor for event reservations. If someone wishes to pay with cash or credit, they shall be referred to the Town Administration Office to make those arrangements.

Town administration responsibilities:

1. Town staff will process the cash receipts delivered by event planner and enter the cash receipts into Springbrook.
2. The cash receipts and Springbrook batch proof report will be delivered to Finance Department.
3. Finance Department will route the Springbrook batch proof report to Contract Manager for review and sign off before posting to Springbrook.
4. Contract manager shall audit contracts weekly to insure proper fees are being charged for events.
5. Contract manager shall audit monthly receipt book matches contract numbers.
6. Contract manager shall approve for correctness monthly invoice from contractor. If discrepancies occur, contract manager will immediately contact event planner to correct.