



HISTORIC
FRANKLIN
TENNESSEE

ITEM #16
WRKS 06/14/2011

MEMORANDUM

June 8, 2011

TO: Board of Mayor and Alderman

FROM: Eric Stuckey, City Administrator 
Lisa R. Clayton, Parks Director

SUBJECT: Eastern Flank Battlefield Hall, 1343 Carnton Lane – Facility Management Proposal

Purpose

The purpose of this memorandum is to facilitate a discussion with the Board of Mayor and Aldermen (BOMA) options to maximize the City's resources for the Eastern Flank Battle Hall (former golf clubhouse) through revenue generating opportunities. Specifically, the City of Franklin is considering exploring public-private partnership(s) for the operational services/facility management of the Eastern Flank Battle Hall.

Background

The clubhouse building constructed in 1993 contains 8,335 gross square feet of space. This building also has a covered front porch and a large covered terrace off its north side measuring approximately 530 square feet. Outdoor access is provided via the former pro shop and the former dining room. Universal access is provided via the former dining room only; this room also opens up to the former pool patio measuring approximately 8,800 square feet.

The first floor measures approximately 5,342 square feet and includes an entry foyer, large central space measuring over 1,200 square feet with views to park open space, the former dining room and kitchen, the former pro-shop, and the men's and women's lockers and restrooms. There is one level change within the first floor of the building, where the floor steps down twelve inches and is connected by both a two riser stair and a ramp. The first floor is (ADA) Americans with Disabilities Act (ADA)-compliant/accessible, with men's and women's restrooms and a changing room (former shower area).

The second floor is a partial floor and contains 2,993 gross square feet. It is framed under the roof with portions having sloped ceilings and dormer alcoves. The finishes on the second floor are simple drywall and carpeting. A portion of the area was used for storage and has unfinished plywood sheathing. Although two sets of stairs are provided in the current arrangement, significant alterations would be required to meet legal egress requirements. The second floor is not ADA accessible and adding an elevator would have a significant impact on the space for both the first and second floor. Depending on the program available, uses which do not require ADA accessibility may be considered for the upper floor.

The former clubhouse building was constructed with light-weight wood framing and its exterior finished in beige stucco, an exterior insulation and finish system. The roof is covered in asphalt shingles. While the wood framing allows relatively easy modifications, material upgrades may be necessary to provide adequate fire separation for assembly occupancies. The potential uses of the building would most likely fall under the Assembly Group A occupancy classification. Use is classified as A-2 occupancy; the code allows use of light weight wood framing with a maximum height of two stories, a maximum area of 11,500 square feet, and maximum occupancy of 300 persons. Preliminary analysis indicates that this building could be successfully used for most projected occupancies, although a more detailed code analysis would be required as programs and plans are further developed.

The building itself emulates "colonial" features, although none of the features—columns, doors, windows, roof trim—reflect the true design characteristics of the historic colonial style. The basic proportions of the structure are also uncharacteristic of occupied space for the historic period, with its large foot print, low eave line, and wide roof spans.



The City Franklin has an expanding economy and population. In the winter months of 2010 and 2011, the Parks Department renovated the entire first floor of the facility. Such improvements were removal of wall paper, fresh paint on all walls, window repair and replacement, new electrical, restroom renovations and new carpet. However, marketing the newly renovated facility could and most likely should be at a minimum a part-time job. The City of Franklin Parks Department currently does not have the full resources to maximize the return on investment with this great facility in 2011.

Options

Over the past three months, various City departments have met to discuss long term goals for Battle Hall. Within those discussions, each department evaluated the concept of event management/catering services within the facility for public use. From those discussions, eight (8) goals were developed:

- Professional Management of the operations
- Aggressive Marketing
- Customer Service
- Quality Control
- Fiscal Services
- Reporting & Accountability
- Operational Services:
 - Event coordination, production, staffing & servicing
 - Facility operation, maintenance, security & parking
- Food Services: food, beverage & catering services

There are several suggestions listed below to achieve the proposed goals listed above. They are as follow:

	FACILITY MGMT	OPERATIONS	FEES
Option 1	Franklin Parks Department	Provide facility management by hiring a part-time employee to promote, market and schedule all events	Permit Fee, Rental Fee & Staff Time
Option 2	Franklin Parks Department	Develop a Request for Proposals for qualified caterers and/or event planners to operate, coordinate and be the point of contact for services related to meetings and/or special events. (Utilize a preferred vendor list of services within the RFP) Must promote, market and schedule all events.	Enter into a multi-year agreement; receive a percentage of all events; &/or contractor handles all monetary transactions
Option 3	Private Business	Develop a Request for Proposals for qualified caterers and/or event planners to operate, coordinate and be the point of contact for services related to meetings and/or special events. Contractor shall choose all vendors, not utilizing a preferred listing. Must promote, market and schedule all events.	Renter(s) of the facility pay city directly all fees, not the contractor or vice versa.
Option 4	Private Business	Develop a Request for Proposals for qualified caterers and/or event planners to operate, coordinate and be the point of contact for services related to meetings and/or special events. Contractor shall choose all vendors or utilizing a preferred listing. Contractor shall keep office hours &/or operate from a prep kitchen onsite. Must promote, market and schedule all events.	Renter(s) of the facility pay city directly all fees, not the contractor or vice versa.

Recommendation

Board feedback is sought on the options offered above. Should we move forward on an option involving private event planners and/or caterers, city staff recommends allowing additional time to research other cities within TN and surrounding states, (i.e. City of Collierville TN), to develop an example of a Request for Proposal and schedule over the next couple of months. City staff will bring it to a work session for further review and discussion.