



HISTORIC
FRANKLIN
TENNESSEE

ITEM #17
WRKS 07/26/2011

MEMORANDUM

TO: Board of Mayor and Alderman

FROM: Lisa R. Clayton, Parks Director
Catherine Powers, Planning & Sustainability Director
Tom Marsh, Building & Neighborhood Services
Kristen Corn, Law Department
Anna Shuford, Parks Department
Brian Wilcox, Purchasing Manager
Andy King, Fire Marshal
Rodney Escobar, Risk Manager
Vernon Gerth, ACA Community & Economic Development
Eric Stuckey, City Administrator

DATE: July 15, 2011

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

Purpose

The purpose of this memorandum is to discuss the possibilities of exploring how to maximize the City's resources for the Eastern Flank Battle Hall (former golf clubhouse) through various ways to generate revenue. Should the City of Franklin seek public-private partnership(s) for the operational services/facility management of the Eastern Flank Battle Hall?

Background

In June, the various city departments presented the idea of exploring a public-private partnership(s) for the operational services/facility management of the Battle Hall. The City Departments moved forward and spoke with several cities in TN regarding City facility owned but not operated by the municipality. The City of Nashville, Brentwood, Collierville, Kingsport, Johnson City, etc...all have some type of agreement with a private and/or non-profit organization to operate or cater within a municipal facility.

A second request from the June discussion was the amount of revenue received for events within the facility. The Parks Department began renting the facility in 2008 (see attachment). The total Parks Department renovation cost completed in 2010-2011 fiscal was \$12,760.53 for supplies from the Parks General Fund.

Options

Over the past few 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



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Recommendation:

In order to allow for natural competition, city staff recommends allowing time to develop a Request for Proposal (RFP) and schedule over the next couple of months. After the RFP has been approved by the City Administrator(s), request from the City Administrator and/or Mayor to appoint a Task Force to assist in evaluating the RFP's. The Task Force should consist of (2) two citizens/business owners, (1) one Alderman) along City staff shall invite and conduct interviews of potential firms before making a recommendation to the Board of Mayor and Alderman. This process would work similar to the RFP process the city conducted with The Park at Harlinsdale Farm master plan. The timeline of this process should take place in the remaining year of 2011 with a signed agreement between parties effective January 1, 2012.

Eastern Flank Battlefield Park - User Groups 2008-2011

Event Name	Group Classification	Attendance	Dates	Park Used	App Fees	Rental Fees	Misc. Comments
2011							
TRPA Board meeting	WC Non profit	0	Jan.20, 2011-cancelled snow	EFBP	\$ -	\$ -	general meeting
TRPA Maintenance School	WC Non profit	100	1/24, 25, 26, 2011	EFBP	\$ -	\$ -	Maint. Meeting/Training and food
Under Repair	n/a	0	2/1/2011-3/31/2011	EFBP	\$ -	\$ -	building being refurbished
Private GRAD Party/Saharski	WC Resident	200	Friday, May 13, 2011	EFBP	\$ 100.00	\$ 500.00	Graduation Party
TRPA Board meeting	WC Non profit	25	5/18 & 19/2011	EFBP	\$ -	\$ -	meeting
Franklin Tomorrow	WC Non profit	0	5/20.11-CANCELLED	EFBP			strategic planning meeting
Private- Grad Party-/Traxler	WC Resident	100	Friday, May 20, 2011	EFBP	\$ 100.00	\$ 500.00	Graduation Party
Nationwide	WC Non Resident	58	June 14-15, 2011	EFBP	\$ 100.00	\$ 600.00	Sales Training
WC Emergency Communications Training	WC Non profit	80	June 24-26, 2011	EFBP	\$ -	\$ -	volunteer training
Private-Batpism celebration	WC Resident	60	Saturday, July 23, 2011	EFBP	\$ 100.00	\$ -	employee- pvt
Heritage Foundation	WC Non profit	650	Sept. 19-26 set up and clean up	EFBP	\$ 100.00	\$ 1,650.00	Heritage Ball
Private Wedding	WC Resident	125	Saturday, October 22, 2011	EFBP	\$ 100.00	\$ 500.00	
Total to date		1398			\$ 600.00	\$ 3,750.00	
2010							
TRPA BOARD MEETING	WC Non profit	40	Thursday, January 21, 2010	EFBP	\$ -	\$ -	Meeting
COF LEGAL	COF	5	Tuesday, March 02, 2010	EFBP	\$ -	\$ -	DEPOSITIONS
COF LEGAL	COF	5	Thursday, March 04, 2010	EFBP	\$ -	\$ -	DEPOSITIONS
COF EMPLOYEE APPRECIATION DAY	COF	300	Friday, May 21, 2010	EFBP	\$ -	\$ -	LUNCHEON FOR CITY STAFF
WC EMERGENCY COMMUNICATIONS	WC Non profit	85	Thursday, June 24, 2010	EFBP	\$ -	\$ -	FIELD OPS DAY/24 HRS/DAY
WC EMERGENCY COMMUNICATIONS	WC Non profit	85	Friday, June 25, 2010	EFBP	\$ -	\$ -	FIELD OPS DAY/24 HRS/DAY
WC EMERGENCY COMMUNICATIONS	WC Non profit	85	Saturday, June 26, 2010	EFBP	\$ -	\$ -	FIELD OPS DAY/24 HRS/DAY
COF HR TRAINING	COF	50	Tuesday, July 27, 2010	EFBP	\$ -	\$ -	TRENCHING & SHORING
COF HR TRAINING	COF	50	Wednesday, July 28, 2010	EFBP	\$ -	\$ -	TRENCHING & SHORING
LEADERSHIP FRANKLIN	WC Non profit	30	Wednesday, September 01, 2010	EFBP	\$ -	\$ -	
FREEDOM INTERMEDIATE	SCHOOL	100	Tuesday, September 28, 2010	EFBP	\$ -	\$ -	H2O FIELD TRIP/ COF EMPLOYEES INSTRUCTED
FREEDOM INTERMEDIATE	SCHOOL	100	Thursday, September 30, 2010	EFBP	\$ -	\$ -	H2O FIELD TRIP/ COF EMPLOYEES INSTRUCTED
HERITAGE BALL	WC Non profit	650	Saturday, October 02, 2010	EFBP	\$ 100.00	\$ 1,650.00	1525 + 125(STAFF)/RENTAL FEES
FREEDOM INTERMEDIATE	SCHOOL	100	Tuesday, October 05, 2010	EFBP	\$ -	\$ -	H2O FIELD TRIP/ COF EMPLOYEES INSTRUCTED
FREEDOM INTERMEDIATE	SCHOOL	100	Thursday, October 07, 2010	EFBP	\$ -	\$ -	H2O FIELD TRIP/ COF EMPLOYEES INSTRUCTED
TRPA MEETING	WC Non profit	40	Thursday, November 04, 2010	EFBP	\$ -	\$ -	
ILLUMINATION	COF	500	Saturday, November 20, 2010	EFBP	\$ -	\$ -	PLANNING & BPC
Total to date		2325			\$ 100.00	\$ 1,650.00	
2009							
COF Legal/ Depositions	COF	10	5-Jan	EFBP	\$ -	\$ -	COF
COF Legal /depositions	COF	10	2/23, 2/24	EFBP	\$ -	\$ -	COF

Carnton/Carter House Board Mtg	WC Non profit	25	24-Feb	EFBP	\$ -	\$ -	Meeting
Carnton Boad Mtg	WC Non profit	20	9-Mar	EFBP	\$ -	\$ -	Mrs. Shroer
Youth Leadership Franklin	WC Non profit	25	1-Apr	EFBP	\$ -	\$ -	Heritage Day
National Playground Safety Training	WC Non profit	20	4/7- 4/9	EFBP	\$ -	\$ -	TRPA training
City Battlefield Task Force	COF	60	13-May	EFBP	\$ -	\$ -	Meeting
COF Legal/Mtg	COF	5	12-May	EFBP	\$ -	\$ -	COF
COF Dept Purchasing Agents	COF	35	13-May	EFBP	\$ -	\$ -	COF
Carriage Pk HOA/Annual Mtg	WC Resident	50	5-May	EFBP	\$ -	\$ -	\$62.50 staff costs
Franklin's Charge/STFB	WC Non profit	300	6/20 & 21	EFBP	\$ -	\$ -	Living History/Encampment
COF HR/ Confined Space Training	COF	160	6/8-6/11	EFBP	\$ -	\$ -	COF
Franklin Tomorrow/ Summer Social	WC Non profit	150	14-Jun	EFBP	\$ -	\$ -	Social
Carnton Board Meeting	WC Non profit	25	1-Jun	EFBP	\$ -	\$ -	Mrs. Shroer
COF Legal	COF	15	8/24-8/25	EFBP	\$ -	\$ -	depositions
Leadership Franklin/Becky Caldwell	WC Non profit	30	2-Sep	EFBP	\$ -	\$ -	new class retreat
COF Legal/Depositions	COF	10	1-Sep	EFBP	\$ -	\$ -	COF
Battlefid Task Force/Illumination	COF	175	11/27-11/29	EFBP	\$ -	\$ -	COF
COF Legal	COF	10	16-Nov	EFBP	\$ -	\$ -	COF
COF Legal/Depositors	COF	20	12/16, 12/17, 12/18	EFBP	\$ -	\$ -	COF
Total		1155			\$ -	\$ -	
2008							
COF/Risk Manager	COF	cof emp	1/30 & 1/31	EFPB	\$ -	\$ -	Diversity Training
COF/Risk Manager	COF	cof emp	Feb. 5,6,7,12,26,28	EFPB	\$ -	\$ -	Diversity Training
COF/Risk Manager	COF	cof emp	3/25/2007	EFPB	\$ -	\$ -	Diversity Training
Youth Leadership Franklin	WC Non profit	30	4/2/2008	EFPB	\$ -	\$ -	Heritage Day lunch presentation
58 Reg.BCD Unit	WC Non profit	50	4/12/2008	EFPB	\$ 90.00	\$ 100.00	Orig.schd.at Carnton Mansion-lunch
Franklin's Charge/Symposium	WC Non profit	90	6/20-22/2008	EFPB	\$ -	\$ 250.00	Living History & encampment
COF/Hist.Planning Comm.	COF	?	6/19/11	EFPB	\$ -	\$ -	Training
Tn.Tech./Dr. Combs	WC Non- profit /Non-Resident	?	6/20 & 21	EFPB	\$ -	\$ -	Wetland Plant I.D.
COF/Historic Preserv.Dept.	COF	80	9/19/2008	EFBP	\$ -	\$ -	Camp/Workshop
Wm.Cty.Tourism	WC Non profit	50+	10/8/2008	EFPB	\$ -	\$ -	Mtg/Dinner
Wm.Cty Election Commission	WC Non profit	District Voting	11/3-5/2008	EFPB	\$ -	\$ -	District voting location
COF/ Tree Commission	COF	45	11/6/2008	EFPB	\$ -	\$ -	Regional Mtg/TUFC.
COF/Legal Dept.	COF	???	12/4,9,22,23,29,30/2008	EFPB	\$ -	\$ -	Meetings
Total		??			\$ 90.00	\$ 350.00	