

RESOLUTION NO. B14-591

A RESOLUTION TO AMEND THE PRICE STRUCTURE AND SCHEDULE FOR THE MERLE MANDERS CONFERENCE CENTER

WHEREAS, the Merle Manders Conference Center ("MMCC") opened in 2002 as an amenity and service for the community, and to bring visitors in the City; and

WHEREAS, the MMCC is currently used for weddings, corporate meetings, conferences, special events, and most City training events and workshops; and,

WHEREAS, based on recent research, the MMCC has lower rental rates, while offering better or similar space.

THEREFORE, THE CITY COUNCIL OF THE CITY OF STOCKBRIDGE HEREBY RESOLVES:

SECTION 1. Public Record. This document shall be maintained as a public record by the City Clerk and shall be accessible to the public during all normal business hours of the City of Stockbridge.

SECTION 2. Approval of Execution. The Council approves the amended Pricing Schedule and Booking Guidelines as shown attached, and the Mayor is hereby authorized to sign all documents necessary to effectuate this Resolution.

SECTION 3. Attestation. The City Clerk is authorized to execute, attest to, and seal any documents which may be necessary to effectuate this ordinance, subject to approval as to form by the City Attorney.

SECTION 4. Effective Date. This resolution shall become effective immediately upon its adoption by the Mayor and City Council of the City of Stockbridge as provided in the City Charter.

SO RESOLVED this 12th day of May, 2014.

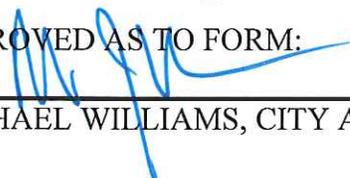

TIM THOMPSON, Mayor

ATTEST:

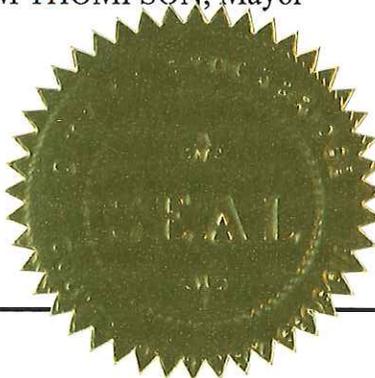


(SEAL)
STEPHANIE TIGNER, INTERIM CITY CLERK

APPROVED AS TO FORM:



MICHAEL WILLIAMS, CITY ATTORNEY





Stockbridge City Council
4640 North Henry Boulevard
Stockbridge, GA 30281

SCHEDULED

AGENDA ITEM (ID # 1479)

2.8

Meeting: 05/12/14 06:00 PM
Department: Administration
Category: Agenda Request
Prepared By: Hugh Austin
Initiator: Hugh Austin
Sponsors: Supervisor Miranda Allen
DOC ID: 1479

Merle Manders CC Rates Increase

Reviewed at May 6th, 2014 Work Session. Attached are 3 support documents. The first is a comparison report with the areas competing conference centers rates. The second is the revenue history of the MMCC. And the third is the suggested rate changes. After the first two months of the adopted budget, the MMCC revenues are at 20.7% of projected revenues, +4% of pace. We can expect this pace to increase with the busy wedding season starting.

Event Facility: Main Room Rental Comparison Report

Facility Name	Morrow Center	Riverdale Center	Douglasville Conference Center	Locust Grove Center	Newnan Center	MMCC
Owned By	City of Morrow	City of Riverdale	City of Douglasville	Henry County	City of Newnan	City of Stockbridge
Sq. footage of main ballroom	5000	5100	3500	5500	6060	6000
Number of Rental Hours	7	NA	12	8	8	12
Saturday Pricing	\$2,650	\$1,450	\$2,800	\$1,200	\$2,500	\$1,500
Kitchen rental	\$500 with approved; not option for other	No fee, but have to use approved catering list	Must use their caterer	No fee, but have to use approved catering list	No fee, but have to use approved catering list	\$300 with approved caterer; \$600 without
Additional amenities	Bartending/Alcohol service	NA	Dance floors, AV	Flatscreen TV's	NA	Dance Floor- \$300
Staffed during event	Yes	Yes	Yes	Yes- Additional \$165 charge	Yes	No
Number of meeting rooms	3	3	4	NA	6	5; one a combo room
Meeting room closest in comparison to MMCC MR 123 (Name & Sq. Footage)	NA	Meeting Room B; 1895	Meeting Room 1; 1000	NA	Atkinson; 1800	MR 123 & 1950
Number of rental hours	8	NA	12	NA	8	8
Weekday Pricing	\$300	NA	\$500	NA	\$800	\$450

Annual Comparison Report

Year	Number of meetings/ events held	Number of visitors	Ballroom Cost	Total Income	Number of staff	Staff Details	Notes
2002	118	17,000	\$ 1,500	\$ 94,329	1	1 MA	Opening year. Didn't open until March of this year.
2003	275	25,000	\$ 2,000	\$ 181,135	2	AB was moved from PW to MMCC; Assisted with more than just setups	
2004	350	29,000	\$ 2,000	\$ 217,497	3	HH was moved from PW to MMCC; Assisted with more than just setups	
2005	400	33,000	\$ 2,400	\$ 215,055	3	No change	Started Women's Conference (promotional event held with Chamber of Commerce and Henry Medical Ctr.)
2006	600	55,000	\$ 3,100	\$ 238,195	4	Added additional office person	Held Women's Conference
2007	416	31,200	\$ 2,990	\$ 265,673	4	MA left in Oct.	Held Women's Conference
2008	186	15,870	\$ 2,990	\$ 192,616	4	MA gone until Sept; HM started in Feb.	Lost real estate classes due to them opening their own facility; No Women's Conference. Staff person cancelled because of time.
2009	139	19,200	\$ 2,500	\$ 148,700	4	No change	Last year for Women's Conference.
2010	202	23,470	\$ 2,500	\$ 175,098	4		Ted Strickland Community Center was added in Feb of this year;
2011	211	23,970	\$ 2,500	\$ 172,357	4	MA out for 5 months due to pregnancy- Left 10/31; HM received no assistance	11 NEW major events were added to the schedule and duties

2012	153	20,205	\$ 1,500	\$ 120,046	4	MA returned in April of this year; HM had no assistance	Elimination of memberships; 12 major City events continued
2013	269	31,390	\$ 1,500	\$ 175,003	2	AB & HH were removed in Feb of this year; HM in Oct; MA out for 2 months due to pregnancy; DJ (PT-temp) started in Oct.	9 major City events removed.
2014					1	DJ here	

Merle Manders Conference Center Suggested Price Modifications

Miranda Allen, CMP
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mallen@cityofstockbridge-ga.gov

Description of Project.

To amend the price structure and schedule for the MMCC, as well as recognize operational issues.

Background.

The center opened in March of 2002. It was built as an amenity and service for the community, as well as to bring visitors into the city, resulting in increased bed tax revenue. Its original mission was not as an income builder for the city, but as an economic development avenue to bring in visitors, bed tax, businesses, etc. The center is used for corporate meetings, conferences, special events, weddings, receptions and other large social events, as well as used for most City trainings and events. The center is available for rental Monday-Sunday from 6:00am until 12:00am.

Sample list of MMCC Clients:

- | | |
|----------------------------------|----------------------------------|
| Norfolk Southern | Benton Express |
| Georgia Power | Georgia Virtual Academy |
| Statefarm | University of Georgia |
| QuikTrip | Ingles Supermarkets |
| Vulan Materials | Mercer University |
| Bright from the Start | Henry County Schools |
| FedEx | Georgia Urban Forest Council |
| GMAC | Haven House |
| Aflac | United Way |
| Curves International | March of Dimes |
| Piedmont | Henry County Cancer Services |
| Walgreens | Georgia Outdoor Network |
| Integrity Foods | Ducks Unlimited |
| Board of Regents | Wild Turkey Federation |
| Delta Sigma Theta | Ferst Foundation of Henry County |
| Kabobs | |
| Henry County Chamber of Commerce | |

Memberships and Partnerships:

Memberships and association participation is extremely important in the meeting/event/tourism industry. It provides value to the center and increased visibility through relationship building.

Current involvement:

- Henry County Chamber of Commerce
- Henry County Convention & Visitors Bureau Board- Miranda

Attachment: Merle Manders Suggested Rate Changes (1479 : Merle Manders CC Rates Increase)

Former involvement: (not renewed based on variety of reasons)

Atlanta Occasions- Currently, does not hold as many networking events

Henry County Chamber of Commerce- Media Relations Committee- Heidi was a committee member and she is no longer in our department

Henry County Chamber of Commerce- Ambassador- Heidi was on this committee and she is no longer in our department

Georgia Meeting Professionals International (GAMPI)- Was denied membership request based on "not necessary or needed". Miranda had to pay for own CMP recertification because it was deemed "not applicable".

FROG- Facility Rental Organizers Group- Was regularly attended, but now unable to attend due to time away from office.

Major Challenges.

- Visibility- No signage at the end of Burke Street
- No booking software. We are using antiquated systems, which require more staff time to properly execute rentals.
- Staffing- Staff was reduced; however, duties were not.
- No hotel. The term "conference center" is somewhat misleading to meeting planners because a lot of centers are residential, meaning they have sleeping rooms. We need a hotel within walking distance. We cannot attract multi-day conferences because of hotel options.
- Create and implement a green initiative. Most government offices and even some corporations are making it part of their internal policies to only use "green" centers. We cannot even establish a recycling plan without the city's assistance.

*Other challenges are represented in the "Yearly Comparison" spreadsheet.

Purpose of Price Increase and Structure Change. (Reports Attached)

- Research has been conducted on local conference centers comparable to Merle Manders with results showing we are charging less than other centers, while having better or similar space.
- Detailed spreadsheet is included that shows some of the structure and prices of other facilities.
- If price increase and structure change is approved, the following process will be used:
 - Update internal price sheets
 - Update online information

Suggested Price Increase and Structure Change.

- The suggestion is to increase prices to be comparable with other facilities.
- Two phase price increase and structure change.
 - First Phase- Includes increasing base rentals.
 - Second Phase- Includes reintroducing package plans and up charging for additional services, including corporate F & B, linen and chair cover service, etc. (This cannot be introduced with current staffing, as it takes time to implement and execute.)
- Recommend keeping same blocks of times for Meeting Room rentals, which is a 4 hour block and 8 hour block of time.
- Recommend keeping 12 hour block of time for Friday, Saturday and Sunday rental, with a 6 hour option on Sunday.
- Recommend the following price changes:

Room	Current Price	Suggested Price	Notes
Meeting Room 1	\$150.00	\$150.00	No need to increase
Meeting Room 12 or 3	\$250.00	\$250.00	No need to increase
Meeting Room 4	\$350.00	\$350.00	No need to increase
Meeting Room 123	\$450.00	\$450.00	No need to increase
Training Room	\$350.00	\$200.00	This room used to be rented with computers in it. It is a smaller space and can be better marketed with a lower rate.
Ballroom	\$1500.00	\$2000.00	Gets center closer to other facilities, but is not a huge increase.
Kitchen Fee	\$300.00 w registered caterer; \$600.00 w/out registered caterer	No charge for registered caterer; \$500.00 w/out registered caterer	Center would rather client use a registered caterer because we have their business license, food service permits and insurance. Lower rate encourages them to use registered.
Dance Floor	\$300.00	\$300.00	No need to increase
PA system with microphone	\$200.00	\$200.00	No need to increase unless we have updated equipment.

Recommend the following “Booking Guidelines”.

1. City Resident/Business Discount: City of Stockbridge residents and businesses are eligible for a 20% discount off the rental amount. A current City of Stockbridge address is necessary from the person signing the contract in order to receive the discount. Discounts are not transferable.
2. Non-profit Discount: Valid non-profits are eligible for a 20% discount off of the rental amount. A current 501C3 is necessary to receive the discount. The meeting/event must be booked in the name of the non-profit.
3. Extended Booking Discount: A 20% discount is available for any client wishing to book 3 or more meetings/events on the same contract. Discount does not apply if any of dates booked are cancelled and additional fees will be applied to make up the discounted difference. Dates can be booked for up to 6 months at a time.
4. Henry County Schools Discount: A 20% discount will be given to all Henry County School System meetings/events.
6. Last Minute Booking: IF the ballroom has not been rented on a weekend and the date requested is less than 30 days away, a 25% discount can be given. This is because we would rather have the space booked, than empty. In this situation, the client MUST use a preferred caterer. No exceptions.

Attachment: Merle Manders Suggested Rate Changes (1479 : Merle Manders CC Rates Increase)