

INFORMATION



May 16, 2017

Issue: Replacement of the Event Tent located behind the Lodge Restaurant & Pub

Background:

The event tent located behind the Lodge Restaurant & Pub during our summer and fall season has been due for replacement since 2015. The original tent was purchased in 2004, when the Lodge was first opened. It has seen 12 years of service, and is reaching the end of its useful life. The tent has been subject to quite a bit of wear and tear throughout the years due to weather, usage, multiple installations and break downs, general storage and transport. By replacing components of the tent such as the lower window panels and interior white dress liners, staff has been able to extend the tent's useful life by several years. However, damage and repairs far exceed simple fixes, resulting in the need to replace the entire tent.

A few objectives have been established, based on a variety of feedback, in considering a replacement structure (1) lower the overall profile of the tent, without losing the grand interior vaulted ceiling feel for customers renting the tent and to (2) consider the color of the tent for optimal benefit.

The current tent is made up of three main spires that are 21 feet tall. The desired new model for a tent would have more of a horizontal profile being uniformly 18 feet tall. By lowering the overall profile of a new tent by 3 feet, it will assist in opening the view from the dining room windows at the Lodge.

Staff has researched numerous color options for a new tent, in addition to the color white, but have concluded that a white colored tent continues to be the most popular desire of our clients. Regionally, most tent rental companies are utilizing white tents for 99% of their rentals. The model that staff is interested in, will have clear panels on 3 sides of the tent facing the golf course. In addition, the new tent will be surrounded by new landscaping (medium trees and/or tall shrubs) between the tent and the Lodge, to further obscure some of the visibility of the tent roof for dinners. Staff has also reviewed tent cover-up options for when the tent is not being utilized to dampen the glare of the tent for some during daylight hours.

In 2016, the Banquets department at the Lodge Restaurant & Pub, which receives revenue from events in the events tent, was budgeted for \$350,000 in expected revenue, with actual results of \$429,000, which is \$79,000 or 23% favorable to budget, which was \$50,000 or 13% over the 2015 actual banquet revenues. For 2017, the Lodge has been budgeted for a revenue of \$2,194,000, which is up 11% from the 2015 budget. The Banquets department specifically, is budgeted for \$420,000 or 19% of the Lodge's revenue for 2017.

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From a business perspective, while the event tent is a very important offering for the Banquets department at the Lodge, it is a very important offering for our membership who regularly book it. Regarding revenue, staff estimates that 60% of the banquet events in the tent are for members, members' guests, clubs and committees and 40% are for the public. With regards to guest count, staff estimates that 70% of the banquet events are for members, members' guests, clubs and committees, and 30% is for the public. Total guest count for banquet events at the Lodge in 2016 was 5,897. Thus, the overall revenue far exceeds the cost of banquets, with high yields, being the highest margin area for operations at the Lodge.

Below, per Board direction, are mock up drawing of different color options for a new tent, as well as drawings for a potential permanent banquet facility instead of a tent. Staff plans to make available from June 27th to June 29th a replica of a potential new event tent, for further feedback from the membership in considering a final replacement solution for the current structure. Question and feedback regarding a new event tent, can be directed to Mike Peters, the Director of Food and Beverage. Email: mpeters@tahoedonner.com. Phone: (530) 587-9481.

Update:

Staff has created a presentation board for membership to view regarding current proposals for a new special event tent. This presentation board was placed in the lobby of the Lodge Restaurant & Pub on June 4, 2017. As well, sample books have also been placed on the host stand and are accessible to anyone who inquires. Mike Peters, Director of Food and Beverage, has received 12 e-mail responses since June 21, 2017, following the e-blast from mid-May and the placement of the presentation board on June 4, 2017. Staff will be installing the proposed demo tent for viewing next week from June 27, 2017 – June 29, 2017. A town hall meeting will be held at 11 a.m. on Wednesday, June 28, 2017. Staff has researched potential trees to purchase and place in between the tent and the Lodge. Recommendations from the Tahoe Tree Company, have been to use maples.

Following the town hall meeting on June 28, 2017, member feedback from this event and recommendations from the Lodge Banquet and Group Sales staff, will be given to the Board of Directors at the July regularly scheduled Board. Until then, the current tent will be utilized for the remainder of the summer and fall season. If the Board approves the purchase of a new tent at the July Board meeting, installation will be scheduled for late fall. The Banquet and Group Sales departments would like to be able to photograph the new tent once installed, as soon as possible, so that future clients can see the tent that they will be holding their event in.

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Brown option



White option



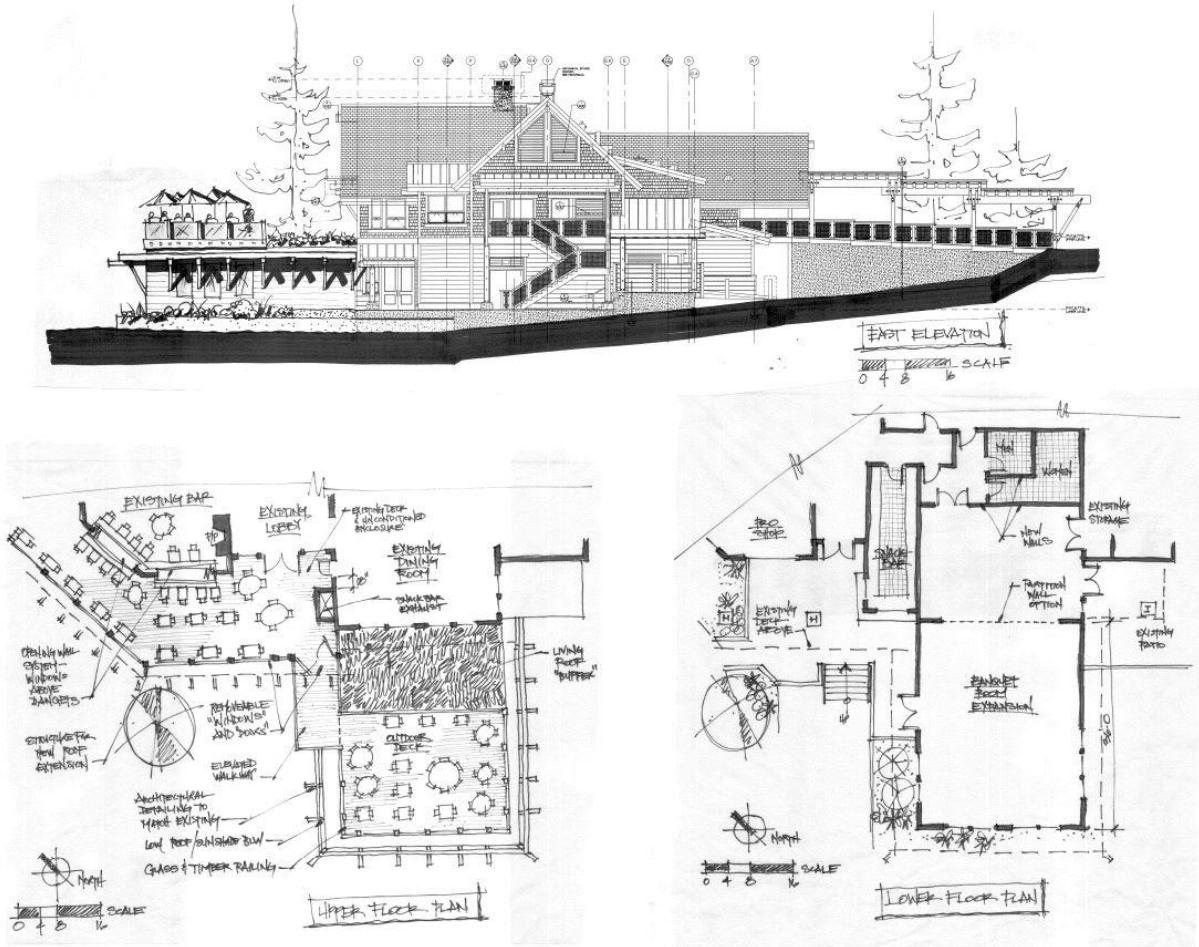
Green option



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Permanent Structure Option #1



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Perminant Structure Option #2

