

INFORMATION



July 17, 2019

Background:

The event tent located behind the Lodge Restaurant & Pub during the summer and fall season was replaced with a new lower profile and off-white color in 2018. The original event tent was installed and operated since 2004. The new tent installation was also married with several visual and sound mitigation measures which are well documented and successful in reducing impact on the community. Several past staff updates and board approvals have taken place over the last two years:

- May 16, 2017 – Replacement of the Event Tent located behind the Lodge Restaurant & Pub
- September 23, 2017 – Board of Directors Meeting PowerPoint Presentation
- October 31, 2018 – Noise level measurement Bollard Acoustical Consultants, Inc.
- February 10, 2018 – 2018-2020 Business Plan
- February 21, 2019 – Board of Directors Meeting Event Tent Update Memo

Banquet Events are at the highest margins in the Food and Beverage business. The greater the Banquet business, the more favorable The Lodge's overall net operating results.

- Buffet style servings are highly efficient; food preparation & cost, and waiter service
- Menu pricing increases for plated service, more than covering the service cost increase
- Unused event inventory can be rolled into regular lodge business

The Lodge's banquet event business is well established, with a significant portion of this business occurring in the event tent. The Tent operates as part of a use permit with the Town of Truckee. This permit was reviewed as part of the 2012 Lodge expansion project, which was completed to meet increased demand of The Lodge's operation as a whole.

Discussion:

The event tent at the Lodge is scheduled for weddings, rehearsal dinners, group meetings, class reunions, TD Charter and Club events, community fundraisers and various other events. The majority of the events are scheduled in the late afternoon to early evening and end at 10pm. The event tent is booked through October 2019 with only 3 weekends available. There are currently 7 weddings scheduled for 2020, five of which are public and two scheduled by TD members. Deposits have been received for the weddings in 2020 in the amount of \$33,123.

The cost estimate to take the tent up and down is approximately \$2,500 and takes two days.

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Total number of 2019 bookings for summer evening events broken down by members, public and community:

Lodge Events	Estimate Revenue		Estimate Guest Count		Number of Events	
Member	\$110,385	24%	1,020	21%	9	17%
Public	\$328,906	72%	3,340	69%	34	64%
Club	\$9,500	2%	370	8%	7	13%
Other/NFP	\$5,000	1%	130	3%	3	6%
Total	\$453,791	100%	4,860	100%	53	100%

There have been two documented complaints in 2019 received in regard to the noise level at the Lodge:

1. 5/18/19 Anonymous caller: call received at 9:57 p.m. via afterhours call service. Caller complaint; the music was too loud and acknowledged that they would probably turn off the music at 10:00 p.m.
2. Member sent email to the board on 6/16/19 recounting experience from 5/18/19 causing member to call complaint line, and experience from 6/15/19 wedding evening. Additional email details provided on 6/22/19.
3. 6/21/19 Member call: call received 7:12 p.m. caller complaint music too loud wanted someone to be notified as soon as possible.

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