

DRAFT

MEMORANDUM

TO: LEGACY DECATUR BOARD
FROM: MADELEINE HENNER
RE: WEDDINGS AT MOORE CHAPEL AND LEGACY PARK
DATE: MAY 10, 2021

The purpose of this memorandum is to recommend authorizing the policies and pricing for weddings held at Moore Chapel and Legacy Park. The proposal covers two components: the rules and restrictions presented to couples that sets our maximum capacity at 100 people and outlines expectations to maintain a clean space free of any damages; and the price levels that begin at \$600 for a weekday ceremony, \$800 for a Friday Ceremony, \$1,350 for a ceremony and reception on Friday or Sunday, and \$1,500 for a ceremony and reception on Saturday in 2021. I recommend prices increase slightly in 2022 to \$700 for a weekday ceremony, \$900 for a Friday Ceremony, \$1,700 for a ceremony and reception on Friday or Sunday, and \$2,000 for a ceremony and reception on Saturday for the months of April, May, June, September, October, November, and December. For off season weddings in January, February, March, July, and August, I recommend \$600 for a weekday ceremony, \$800 for a Friday Ceremony, \$1,500 for a ceremony and reception on Friday or Sunday, and \$1700 for a ceremony and reception on Saturday.

This recommendation is based on generating revenue while providing an affordable wedding venue in the community with restrictions that ensure the sustainability of the Legacy Park spaces. Revenue generated from weddings will be allocated to the General Fund. The Moore Chapel at Legacy Park page on Wedding Wire and the Knot has generated 38 leads, and one couple booked their wedding for September 4th, 2021. This recommendation is being presented to the Legacy Board for comment prior to publication on Wedding Wire and the Knot.

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MEMORANDUM

TO: LEGACY DECATUR BOARD
FROM: MADELEINE HENNER
RE: SPECIAL EVENTS AND FESTIVALS AT LEGACY PARK
DATE: MAY 10, 2021

The purpose of this memorandum is to recommend authorizing the policies and pricing for Special Events and Festivals held at Legacy Park. The proposal covers three components: distinguishing an event with 499 people or less as an event from a festival with 500 or more people; differentiating between the policies for an event versus a festival; and setting a limit of one festival per season to account for property wear and tear as well as the impact on the surrounding neighborhoods.

I recommend that we maintain our event rates for events with less than 500 people as follows: the dining room costs Decatur residents \$200 for 2 hours plus \$50 for each additional hour and \$350 for non-residents for two hours plus \$75 for each additional hour; the auditorium costs Decatur residents \$100 for 2 hours plus \$50 for each additional hour and \$200 for non-residents for two hours plus \$75 for each additional hour; Leigh Cottage costs Decatur residents \$300 for 2 hours plus \$50 for each additional hour and \$450 for non-residents for two hours plus \$75 for each additional hour; and the outdoor space costs Decatur residents \$50 for 2 hours plus \$12.50 for each additional hour and \$100 for non-residents for two hours plus \$25 for each additional hour.

In contrast, I recommend Legacy Park charge festivals \$1,500 per day. Furthermore, I recommend that all festivals serve as significant fundraisers benefiting a 501c3 non-profit organization and is associated with a City of Decatur organization, business or management entity. In addition to the event fee, Festival organizers must have an approved festival permit from the the City of Decatur provide sanitation, police staffing, and secure additional off-site parking through Columbia Seminary, the Friends School or Columbia Presbyterian Church.

This recommendation is based on generating revenue for the park while taking into consideration the sustainability of the park. Revenue generated from special events and festivals will be allocated to the General Fund. Legacy Park has tentatively scheduled two

festivals: Barbecue and Blues in August and Kimball House's Landlocked 2021 in October. The park has also received requests for several smaller events, like the Georgia Arborist Association's Tree Climbing Championships and Decatur High School's Booster Club Bash. These requests fall under the "event" category because of the anticipated attendance. This recommendation is being presented to the Legacy Board for comment prior to publication on the Legacy Park Website.