

# Festhalle Oversight Committee

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City of Leavenworth  
Zoom Conferencing  
10:00 AM - 11:00 AM  
August 9, 2021

## Join Zoom Meeting

<https://zoom.us/j/96255174519?pwd=RVNPUWw0eGhaNWlYNDNQc1B4Smg0UT09>

**Meeting ID:** 962 5517 4519

**Passcode:** 965487

Dial by your location

+1 253 215 8782 US

Find your local number: <https://zoom.us/u/auhglxrT1>

Carolyn Wilson – <i>Council</i>
Sharon Waters – <i>Council</i>
Zeke Reister – <i>Council</i>
Margaret Neighbors – <i>Community</i>
Karl Ruether – <i>Community</i>
Shari Day-Campbell – <i>Community</i>
Ana Cortez-Steiner - <i>Chair</i>

## Agenda Items:

1. Approval of the May 10, 2021 and July 12, 2021 Meeting Notes
2. Manager's Update
3. New Pricing – See attached PowerPoint
4. Other
5. Adjourn

# Manager's Report

## August 2021

### 1) Future Events Update

- a) Next upcoming event is a wedding reception happening August 28, 2021

### 2) New Events/Leads

- a) A former client who had a Quinceañera here in 2019, booked a Quinceañera for their younger daughter for September 12, 2021 (This year).
- b) Met with the Chamber of Commerce about Christmas Lighting this year. They are going to rent the Festhalle from December 1<sup>st</sup> to January 3<sup>rd</sup>. Their plan is to have giant walkthrough light displays, utilize the lobby as a secondary welcome center being open 7 days a week, and finish off the month with some kind of New Year's Eve event.
- c) Charter College will be holding their graduation ceremony at the Festhalle on October 22, 2021.

### 3) Cancellations

- a) No new cancellations in the past month
- b) The Governor has made it clear that he can reverse the decisions on reopening if he feels it's needed, so if things change, there could be more, but as I write this on 7/28, I've not seen any new restrictions on events being imposed.

### 4) Mike's leaving

- a) As I announced at last month's Oversight Committee meeting, I'm stepping down from my position as Festhalle manager effective August 1, 2021.
- b) Mayor Florea and Ana are working on my replacement, but as I write this on 7/28, I haven't heard if a decision has been made yet, but my guess is that will be done fairly soon.
- c) I'll still be available to answer questions that the new management may have in regard to the Festhalle. I want to make sure our current clients are taken care of, as well as the City, as I transition out of the role.

It's been a pleasure serving the community of Leavenworth. Thank You – Mike

**Festhalle Oversight Committee**  
**Meeting Notes**  
**10:00 AM - 11:00 AM**  
**May 10, 2021**

**Meeting Notes:**

**Attendance:**

Sharon Waters, Zeke Reister, Karl Ruether, Shari Day-Campbell, Mike Hartnell, Ana Cortez

**Meeting Notes:**

Meeting notes from April 12th, 2021 were approved.

**Manager's Report:**

Mike went through his Manager's report

- Cascade High will hold their Mr. Kodiak talent show next week
- Mike is optimistic about Washington announcing more restrictions being lifted while Ana discussed her pessimism vs. optimism

**Price Changes:**

- Ana/Mike presented price changes to go into effect for 2022 to the committee o Private Event Weekday from \$1150 to \$1,300
  - Private Event Weekend from \$2600 to \$3,000
  - Ticketed Public Event Weekday from \$850 to \$1,000 with a \$1.00 per ticket fee
  - Ticketed Public Event Weekend from \$1400 to \$1,800 with a \$1.00 per ticket fee
  - Non-Profit Free or "by donation Event" Weekday from \$575 to \$500
  - Non-Profit Free or "by donation Event" Weekend from \$1050 to \$1,000
  - Committee approved to bring price changes to City Council

**Next meeting: June 8, 2021 at 10:00 AM.**

**Festhalle Oversight Committee**  
**Meeting Notes**  
**10:00 AM - 11:00 AM**  
**July 12, 2021**

**Meeting Notes:**

Attendance: Carolyn Wilson, Sharon Waters, Zeke Reister, Shari Day-Campbell, Mike Hartnell, Ana Cortez, and Sue Cragun.

**1. Approval of the May 10, 2021 Meeting Notes (June meeting was canceled)**

No Quorum.

**2. Managers Update:**

Mike addressed the recent events, upcoming events, and leads on future events at the Festhalle. The group discussed reopening the Festhalle, tours, and cancelled bookings for this year and 2022. He noted that he is not refunding scheduled events because there are no longer any stipulations placed on events with regard to COVID-19 requirements.

Mike announced that he has tendered his resignation effective early August. He did not note a specific date and said that he would be around to tie up loose ends. Ana and Mike will work together on an exit plan.

Committee members would like to review a Request for Proposal for a Festhalle Manager at the next meeting. It was noted that there will be a gap in management; can the Committee fill the gap? Events can be staffed with Pacific Security staff. There needs to be staff in place to answer phone calls and email. Councilmembers will share this information at the July 13, 2021 Study Session meeting.

**3. New Festhalle Pricing Structure**

Committee members discussed the proposed fees in absence of a quorum. There was discussion about the \$1.00 per ticket fee for ticketed public events; the \$1.00 fee is paid by the guest who purchases the ticket. The group will wait for a quorum at the next meeting prior to making a recommendation to the Council. Members in attendance were amenable with the new fees, without the \$1.00 fee for ticketed public events.

Respectfully Submitted,  
Sue Cragun, Executive Assistant



# FESTHALLE FEE PROPOSAL

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# Fee Change Goals

- Increase Festhalle Revenue
- Go from breaking even to generating a profit quicker
- Still compete with similar venues on price
- Incentivize non-profits and locals for rental use

# Current Prices vs. Proposed Changes

- \*We will also be implementing a fee of \$1 per ticket for ticketed public events.
- Also offering a 10% discount to Leavenworth residents as defined in Chapter 10.10 of Municipal Code.
- To coincide with these price increases, we propose the Festhalle Fees become dynamic fees, changing accordingly to demand. Fees may be slightly higher/lower depending on the high and low demand seasons. For accountability, we will report to City Council every 6 months on fee changes.

Event Type	Current Price	New Price (2022)
Private Event (Weekday)	\$1,150	\$1,300
Private Event (Weekend)	\$2,600	\$3,000
Ticketed Public Event (Weekday)*	\$850	\$1,000
Ticketed Public Event (Weekend)*	\$1,400	\$1,800
Non-Profit (Weekday)- 501 c 3	\$575	\$500
Non-Profit (Weekend)- 501 c 3	\$1,050	\$1,000

# Competitor Pricing

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These are the closest competitors to the Festsalle for indoor venues with similar size space. While similar in size, none of these venue spaces match the Festsalle in quality or aesthetics, along with Leavenworth being a more desirable location than most towns in Washington State.

Waterville Fairgrounds	Chelan County Fairgrounds	Wenatchee Convention Center
Special Event	Private Event	Grand Apple Ballroom
\$2,000.00	\$2,000.00	Wedding Reception
Memorial	Public Event	\$2,100.00
\$500.00	\$1,000.00	
Business	Non-Profit	
\$500.00	\$500.00	



# Methodology

- a) Baseline Fees:
  - I. Management Fees
  - II. Ops: Insurance + Utilities + Maintenance
  - III. City Admin
  - IV. Capital Improvements
- b) This comes out to approximately \$140,000 per year in expenses.
- c) To cover the baseline, we need to bring in \$11,670 per month
  - i. This comes out to about 1 private event every weekend at our current prices.
- As we look at bouncing back with events at the end of 2021 and into 2022, new fees are necessary to begin moving the needle towards goals.
- The price increase for private events and ticketed events, along with the per ticket fee will offset the price reduction for non-profits and locals, and still keeps us very competitive in price to the similar venues.