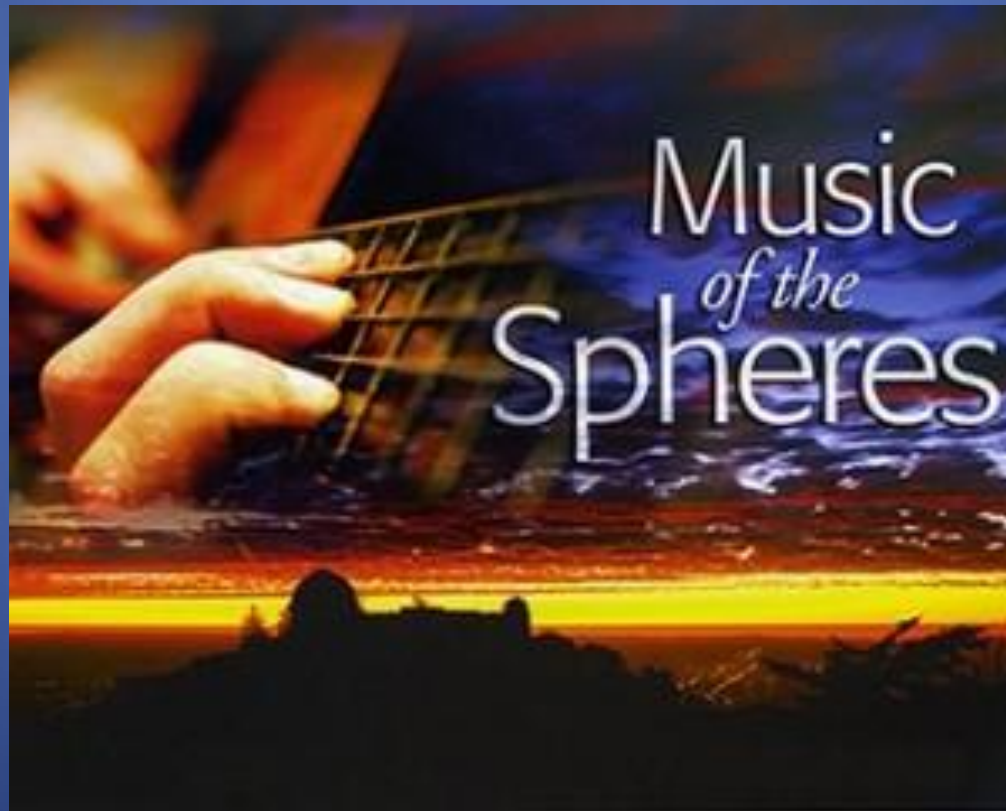


POTENTIAL NEW REVENUE SOURCES ON MT. HAMILTON

Expand SVP/MoS weekends from 6 to 8 - Add 2 September dates

- Exploit economies of scale (fixed printing and postage costs)
- Potential net gain of \$10,000



Saturday night lodging - 15 Saturday nights – Old Dorm 3rd floor

- VIP option (8 Music of the Spheres Saturday nights)
- Astrotourists (7 Star Parties on in-between Saturday nights)
- Includes Sunday breakfast in Dining Hall
- Potential net gain of \$9,000, based on 75% occupancy

Seek sponsors for Old Dorm remodeling , convert Old Dorm 2nd floor to four upscale suites. Potential cost >\$500k. Will require ~\$25k for engineering and pre-construction studies.



Group camping option at Picnic Grounds coupled with Star Party.
Potential net revenue, based on 5 nights per summer, \$5,000.

- Scout groups
- Church and nonprofit groups
- Friends of Lick Observatory overnight camping event



Food and beverage service outside MB on summer weekends.
Potential net revenue, based on 32 dates, \$4500.

- Cordon off area between 36-inch Dome and flag pole
- Requires investment in tables, umbrellas, trash cans
- Preparing RFP for distribution to caterers, carts, food vans



Actively market LO for corporate /organizational retreats and other private events. Potential net revenue \$12,000, based on four events per year, charging average of \$4,000 per event.

- Will require initial investment in marketing materials
- Labor intensive, especially during start-up period
- Could host marketing breakfasts / lunches in valley





Take Your Next Party to an Out-Of-This-World Destination

Chabot Space & Science Center is a magical location to hold your wedding, prom, special event, meeting or team building. Indoors or out, small, large or somewhere in between — we've got events down to a science and we'll customize a space for you.

Many guests have held fun and unique events in our exhibition halls, meetings in our multipurpose classrooms, dinner under the stars or have taken a mission to Mars and been back in time for dinner.

Located amidst the majestic redwoods, Chabot offers a unique and convenient location with ample complimentary parking. Contact us today to discuss your event with our experienced event planners, take a virtual tour or schedule a walk through.

CONTACT:

Rentals@ChabotSpace.org or (510) 336-7311

VIRTUAL TOUR:

ChabotSpace.org > Facility Rental > Virtual Tour

CONTENTS

- + Description of Venues
- + Capacity
- + Preferred Caterers List
- + Policies & Procedures
- + Facility Maps



RONALD V. DELLUMS BUILDING

On the first level, this building offers four private rooms known as the *Galileo Room*, *Kepler Room*, *Copernicus Room* and the *Hauben Resource Center Room*. All the rooms are perfect for meetings, luncheons, private rehearsal dinners, a bridal suite or groom's lounge, or even a childcare room for the day of the event! Each of them boast AV capabilities with overhead LCD projectors, drop down screens and dimmable lighting; ideal for a slideshow or movie presentation when those kids are tired from dancing—it's the perfect retreat!

This building houses our largest exhibition space on its second level, named *Astronomy Hall*. This hall houses our newest exhibit, **Bill Nye's Climate Lab**, and can accommodate up to 75 standing guests. This is a great addition to your venue and night; you and your guests will have a great time riding a bike with Bill Nye and learning how to help improve our environment.



PLEIADES COURTYARD

including Amphitheater, Bistro Tent, and EnviroGarden



This fascinating outdoor space is perfect alone or as an add-on to one of our buildings. Located between the *Spees* and the *Dellums Buildings*, the *Amphitheater* and the *EnviroGarden* are joined by the **Pleiades Courtyard** — all of which provides an informal presentation space or a lovely outdoor setting for special events such as weddings, anniversaries, family reunions, corporate or client appreciation dinners.

Your guests can drink, dine and dance under the stars in this magical space.

The *Amphitheater* accommodates up to 130 guests. The rental of this space includes the *Bistro Patio*, which can hold another 100 guests for a seated banquet. Additional guests may be accommodated within the *Pleiades Courtyard*.

OBSERVATORY COMPLEX



Located next to the *Dellums Building*, this space houses Chabot's powerful telescopes. With the help of one of our expert astronomers you and your guests can explore the magnificent night sky and discover stars, planets and colorful nebulae clearly visible through our 8" and 20" refractor telescopes and our 36" reflector telescope.

The **Observatory Complex** is perfect for an intimate cocktail reception or a spectacular evening event with breathtaking views of the Bay, Redwood forest, Oakland Skyline and the sun setting over the horizon.

Private rental of the telescopes is available in 2-hour increments, weather permitting, alone or as part of an event.



DESCRIPTION OF VENUES



ASK JEEVES PLANETARIUM

Located inside the *Spees Building*, this space boasts the most advanced state-of-the-art digital full dome planetarium in the western United States. The Planetarium seats 241 people under a 70 foot diameter dome, and features pre-recorded star shows.



This is a wonderful place to hold a unique wedding ceremony. We can customize the projection to send you into outer space as you say "I do." No matter what time of the year it is we can give you the perfect ceremony under the stars!

The planetarium can also be added to a facility rental. Treat your guest to a private planetarium show and choose among several in our current roster. Shows run between 30 - 45 minutes in length.



TIEN MEGADOME THEATER



Located in the *Spees Building* directly across from the Planetarium, the *MegaDome Theater* seats 205 guests. The theater features a High Definition Projector and is home to the Bay Area's only 70mm, 8-perf projection system. Presentations feature thrilling, larger-than-life films capable of convincing viewers they are aboard a space shuttle lift-off, navigating the celestial labyrinth of outer space or roaming the Earth with the dinosaurs. Hold onto your seat in the 60 foot dome screen auditorium!

This space can be rented alone for a special lecture, business presentation, meeting or as an add-on to a facility rental. Treat your guests to a private screening of one of our larger-than-life movies or your favorite movie on High-Definition Blu-Ray or DVD. You can even rent it to play video games for massive game play!



Please note all rentals begin after 5pm.

CHABOT SPACE & SCIENCE CENTER	CAPACITY	
	Standing	Seated
Entire Facility¹ (Includes Private Telescope Viewing <u>or</u> One Digital Planetarium Show)	Varies	

SPEES BUILDING	CAPACITY	
	Standing	Seated
Entire Spees Building & Courtyard¹ (Doesn't include Planetarium or Megadome)	500	350
1st Floor¹	300	200
Bistro Area¹	150	100
2nd Floor¹	200	150
Lower Level (Ansari X-Prize)	100	60

¹: Rental is up to 7 hours including set-up time.

MEETING ROOMS	CAPACITY	
	Standing	Seated
Galileo, Copernicus, and Kepler Rooms	90	45
Hauben Resource Center	75	35
Kepler and Copernicus Combined	140	90

OUTDOOR SPACES	CAPACITY	
	Standing	Seated
Pleiades Courtyard² (Bistro Tent/Amphitheater/EnviroGarden)	Varies	
Bistro Tent	200	100
Observatory Complex² (With 2-Hour Private Telescope Viewing)	130	100

²: Reception Space Only

PREFERRED CATERERS

SELECTION OF CATERER

Chabot Space & Science Center has seven (7) preferred caterers who have an established relationship with Chabot and are familiar with the facilities and Chabot's policies and procedures. If a client would like to bring in an outside caterer, the client must receive approval from the Sales & Events Department. A \$1,000 non-preferred catering fee is required.

ASQEW GRILL CATERING



2215 Chestnut Street, Suite 3
San Francisco, CA 94123
AsqewGrillCatering.com
Contact: Rachael Bowman
Phone: (415) 292-1888 x7
Fax: (415) 292-1882
catering@asqewgrill.com

Whether you are planning your dream wedding, prom, corporate event or any other special occasion, *Asqew Grill* crafts each event's menu with our organic and all natural offerings. We provide event planning services including party rentals, full bar and on-site grilling. Call and set up a tasting with our event planner. Your guests will thank you.

CHECKERS CATERING



checkers catering
and special events

83 Wright Brothers Avenue
Livermore, CA 94551
CheckersCatering.com
Contact: Sandee Munroe
Phone: (925) 968-1121 x302
Fax: (925) 968-9506
sandee@checkerscatering.com

Checkers Catering & Special Events takes great pride in the quality of our cuisine, legendary service & attention to every detail. Our satisfied clients will tell you this attention to detail makes us unique. Whether you are looking for Weddings or Special Event Planning, a Corporate or Team Building event or a Full Service Barbecue, *Checkers Catering & Special Events* is your first choice. As a certified GREEN caterer with 25 years serving the Bay Area, we look forward to serving you.

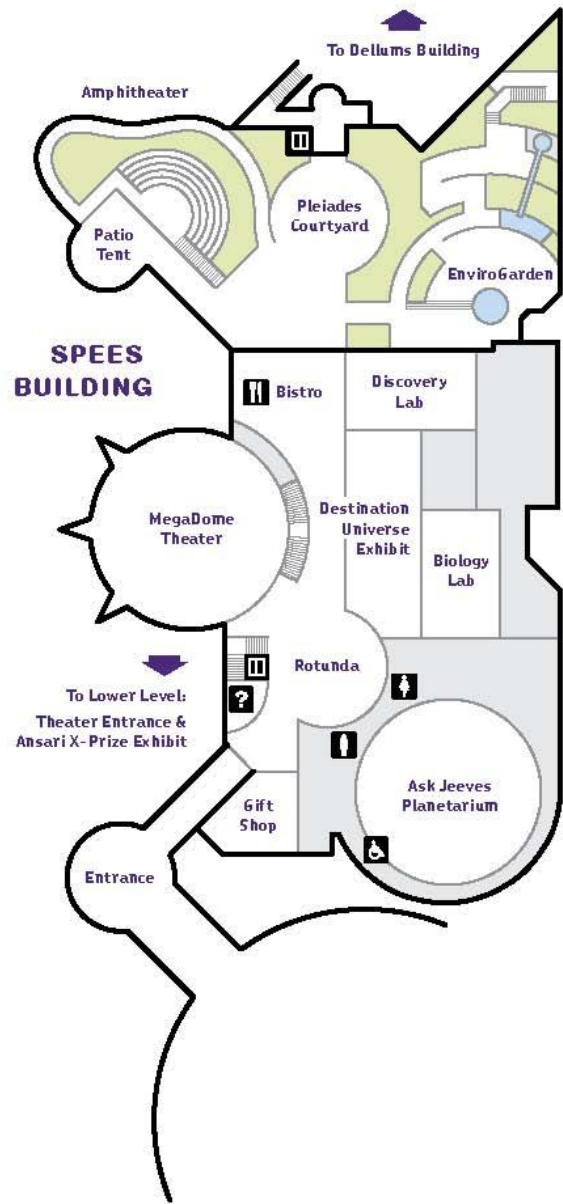
GRACE STREET CATERING



4629 Martin Luther King Jr. Way
Oakland, California 94609
GraceStreetCatering.com
Contact: Jessica Rampel
Phone: (510) 523-1600
Fax: (510) 523-1388
info@gracestreetcatering.com

Founded in 1987, *Grace Street Catering* produces more than 600 events annually. Their team of professionals is experienced in orchestrating catered affairs of every size and scope, from intimate, personal dinners and storybook weddings to large gala civic events.





KEY	
	Information
	Skyline Bistro
	Elevator
	Disabled Access
	Women's Restroom
	Men's Restroom

UCO

UNIVERSITY OF CALIFORNIA OBSERVATORIES
LICK · KECK · TMT

125 Year Lick Observatory Gala Discussion Points

Combine it with 20 year Keck Anniversary?

Stage it in the Silicon Valley or on Mt. Hamilton?

Opportunity costs of Gala planning / implementation

Potential Political and/or Financial Benefits of Gala

Possible Venues for Gala

Ideas for 125 Year Gala

Display station and exhibit booth ideas:

- Proof of General Relativity
- Eclipse exhibit
- Handling precious artifacts used by famous people
- Invention of astrophotography; Ross Milky Way images; Keeler images
- Interstellar dust >> planets Proto-solar nebula simulation?
- Lunar laser ranging exhibit; demo corner cube
- Shane-Wirtanen survey (import Jim Peebles?)
- Keck: Black hole at galactic center
- Keck: Accelerating universe
- Keck telescope booth
- TMT telescope display
- Ask an Astronomer booth
- Make it funny? Astrology spoof? Where was Jupiter when I was born? Cast your horoscope? What the Shane was doing the night you were born. Auction off/sell a memento from each date.

More Gala Ideas

- Keck construction video
- APF construction video
- Education/outreach booth
- Working adaptive optics display
- Adaptive optics for your eyes
- Measure velocity of a distant galaxy using interactive software
- Fit a planet orbit using interactive software
- Laurie Hatch photography: she explains stories of her images
- Videos:
 - Steve Vogt at APF
 - Colliding galaxies, Joel Primack
 - Exploding supernova, Stan Woosley
- See display ideas at LLB, Tech Museum, Exploratorium, Chabot.

Other ideas:

- Projectors to show stars on ceiling
- Banners
- HST AEGIS poster
- Old pictures of MH
 - Same places then and now?
- One central huge screen
- Modern Meade telescopes, etc.
 - Bring charts and images of what they are looking at
 - Is there a planet available?
 - Telescope looking inside the hall
 - Galileo replica to look through and compare
- Spectrum display with prism and grating
- Representatives from international partners?
- What it is like to go observing at Keck or Lick
- Remote observing with the 40-inch, APF, KAIT, or even Keck?

-If Gala at Mt. Hamilton:

- 36-in viewing
- Lectures
- Ride in Shane Prime focus cage
- Turn on Shane laser guide star
- Auction for artifacts/mementos
- Auction for group event at MH
- Give prizes to important donors; prizes are LO artifacts
- Put on a skit impersonating Shapley Curtis debate

-Advertisements/messages:

- You can rent various LO venues
- Visitor programs/Staying overnight at Lick

Ideas for guest speakers:

- Tim Ferris
- Andrea Ghez
- Alex Filippenko
- Duet: grad student/postdoc and his/her advisor

Invitees:

- Local astronomical societies
- UC alumni associations
- Donor lists
- Local and state government
- UC officials; President Yudof, Provost Dorr.
- Fly the governor in on a helicopter

Possible Exhibit Themes for Lick Observatory Gala

by Tony Misch

1882 Transit of Venus

The Year 1888

Early Astrophotography on Mt. Hamilton

Observing Logs

Eclipse Expeditions

Confirmation of General Relativity

Shane-Wirtanen Survey

Lunar Laser Ranging

Lick Observatory in the Vanguard

Adaptive Optics

Precision Radial Velocity

KAIT Supernova Survey

Laurie Hatch Photography

Lick Benefactors (Crocker, Hearst, Nickel, et al)

San
Jose
Museum
of
Art



San Jose City Hall Rotunda



Fairmont Fourth Street Summit Center





Conduct Gala at Lick Observatory

