

## BUDGET ISSUE SUMMARY FORM

**Budget Issue Title:** Annual Musical Concert in the Park as Either a Single Event or a Series

**Lead Department:** Library and Community Services Department

**1. What are the key elements of the issue? What precipitated it?**

This budget issue would implement a City sponsored Annual Music in the Park Concert. The concert could be a single event or weekly series, similar to the Sunnyvale Downtown Association's Music and Market event. The City would likely have a key role in the event, but could also explore partnerships with local organizations to share resources and expenses in order to enhance the event or series.

The issue was proposed by the Vice Chair of the Parks & Recreation Commission, Craig Pasqua, and approved unanimously by the commission on 9/11/13. Sunnyvale does not currently have a Music in the Park event. The Sunnyvale Downtown Association's (SDA) Summer Music and Market Series takes place on Murphy Avenue and features a line-up of musicians selected by SDA. A City-sponsored music in the park event would introduce more local residents to the City's Parks System and would feature musicians selected by the City.

**2. How does this relate to the General Plan or existing City Policy?**

Council Policy 6.4.1 Goal B: Promote the physical and mental well-being of the community and ensure equal opportunity for participation by providing opportunities within given resources and exercising strong customer service for high quality involvement – both passive and active – in arts programs and services.

Council Policy 6.4.1 B.1: Provide balanced performing and visual arts programs and services within given resources, meeting high customer service standards and addressing the needs and interests of a culturally diverse community.

Council Policy 7.2.18 Special Events, Policy Statement (excerpt): The City of Sunnyvale recognizes the social, cultural, and economic enrichment that special events bring to Sunnyvale. Special events foster a unique sense of place, build a sense of community, provide an enjoyable quality of life for community

members, and contribute to the local economy by attracting visitors and shoppers.

3. Is the budget issue a: PROJECT \_\_\_\_\_ OPERATING X\_\_\_\_\_

4. If the issue is operating, specify the change in service objective(s) that would result (from what, to what). If the issue is a project, write N/A.

Overall participation in City-operated programs would expect to increase if a concert or series of concerts were offered. Based on benchmarking data received from other municipalities in 2006 (from data requested by Dave Lewis, former Director of Parks and Recreation Department) initial attendance is estimated at 200-500 people per 1.5 hour concert. Consequently, each concert would generate an estimated 300-750 participant hours, or 2,700-6,750 participant hours for a nine concert series. Over time, attendance may increase as the event/series is further established.

5. Origin of issue: Council \_\_\_\_\_ Councilmember \_\_\_\_\_

Board and Commission X Board/Commission: Parks and Recreation Commission

Staff \_\_\_\_\_ Department \_\_\_\_\_

6. Projected cost (list rough annual cost of budget item):

Operating Issue \$ 54,500 (Annual Operating Costs)

Capital/Project \$ \_\_\_\_\_ (Project Cost)

\$ \_\_\_\_\_ (Associated Annual Operating Costs)

Staff time to plan and coordinate the event(s) would be absorbed in the existing budget. Funds would also be needed for musicians; event marketing and advertising; and for equipment and/or rentals needed in conjunction with event/series activities. If costs were in line with similar events, such as Downtown Summer Music and Market Series, staff estimates direct expenditures of \$5,500 per weekly event (or \$49,500 per 9-week series) and approximately \$5,000 for overall series marketing and advertising.

**7. Recommended funding source:**

New revenue source \_\_\_\_\_

Service level reduction \_\_\_\_\_

Other General Fund

Please describe recommended funding source: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**8. Staff evaluation and recommendation of proposed budget issue:**

Evaluation:

There is concern that the proposed budget issue could negatively impact the existing Downtown Summer Music and Market Series. In addition, based upon other events that staff coordinate, considerable effort would be needed to run such a series as well as additional funds to cover costs.

Refer budget issue for consideration in Recommended Budget \_\_\_\_\_

Defer budget issue to future fiscal year \_\_\_\_\_

Drop budget issue  X

Reviewed by:

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