

2014 Council Study Issue

LCS 14-01 Feasibility of an Annual Musical Concert in the Park as either a Single Event or a Series

Lead Department Library and Community Services Department

Sponsor(s) Parks and Recreation Commission

History 1 year ago: n/a 2 years ago: n/a

1. **Scope of the Study**

a. What are the key elements of the study?

This study would evaluate the feasibility of a City sponsored Music in the Park Concert repeated on an annual basis. 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 final product. Given that several nearby cities have an event of this type, best practices data, including budgets and partnership options, is expected to be obtainable.

b. What precipitated this study?

The Study 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.

c. Is this a multiple year project? No. Planned Completion Year: 2014

2. **Fiscal Impact**

a. Cost to Conduct Study

i. Level of staff effort required (opportunity cost)

Major Moderate Minor

ii. Amount of funding above current budget required \$0

Will seek budget supplement Will seek grant funding

iii. Explanation of Cost: Staff time to conduct study is estimated at 30 hours. No additional funding required in conducting study.

b. Costs to Implement Study Results

No cost to implement.

Unknown. Study would include assessment of potential costs.

Some cost to implement. Explanation:

1) Staff time would be used for the planning and coordination of event or series.

2) 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 and approximately \$5,000 for overall series marketing and advertising.

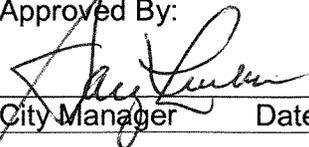
3. **Expected participation in the process**

- Council-approved work plan
- Council Study Session
- Board/Commission Review by Parks and Recreation Commission

4. **Staff Recommendation**

a. Position: Drop

b. Explanation: Staff does not believe that the proposed study issue will result in a new or revised City policy with respect to the City Ordinance, General Plan or to other existing policies. This item is operational in nature and should be characterized as a budget issue. Additionally, there is concern that it could negatively impact the existing Downtown Summer Music and Market Series.

Reviewed By:	Approved By:
	
Department Director	City Manager
Date	Date
	10/8/13