

City of Brisbane

Agenda Report

To: City Council via City Manager
From: Stuart Schillinger, Administrative Services Director
Subject: Determine type of event to be created for beginning of July
Date: January 5, 2017

Purpose:

Determine purpose of an event to be hosted by the City on July 1st or 8th.

Recommendation:

Provide direction to staff regarding type of event if any the City will host at the beginning of July.

Background:

The City Council created a subcommittee to work with the Parks and Recreation Commission to explore the possibility of organizing a special event/festival in July centered around the mountain and a potential running race.

The subcommittee met with the Parks and Recreation Events subcommittee on December 21, 2016. The joint subcommittee discussed combining a run with a family music oriented event on either July 1st or July 8th.

Discussion:

The running event would be sponsored by Excelsior Running Club. It would include a 50K and a 1/2 marathon run on the trails of San Bruno Mountain and a 5K run on the Crocker Park Trail. It is anticipated that there would be approximately 200 runners participating in the event. It would start around 8:00 in the morning at the Community Park and finish at the Community Park about 7 hours later for the slower of the 50K participants. The running club would work with San Bruno Mountain Watch on the event and make San Bruno Mountain Watch a beneficiary of the event. Preliminary discussions with members of San Bruno Mountain Watch have already taken place.

The other portion of the event engendered more discussion. The first question which the group discussed was who the event would be designed for. Would it be centered on the runners, Brisbane residents only, or more regional? The group decided it wanted to have a more regional event but expressed multiple ideas about the size and purpose of the event. The three ideas were: 1) a kick off event for Concerts in the Park series which could attract between 500 – 1,000 people; 2) a Music Festival which could attract between 1,000 and 2,000 people; or 3) a Music and Family oriented event which could attract 2,000 – 5,000 and could potentially grow over time.

The first idea would cost the City about \$6,000 to get a band which has a reasonable local following. This type of band would attract people to the concert who do not normally show up to our regular

Friday Night Concert Series but would also provide the residents of Brisbane the ability to experience a higher quality band. In the past we have generally contracted with bands in the \$1,000 - \$2,000 range. We would ask the Lion's Club to be available to sell food at the event.

The second idea would consist of having one regional and one locally known band. The cost to the City would be about \$15,000 - \$20,000 based on the cost of two bands, event coordination, event day expenses, and clean-up. The idea would be to hire a music coordinator who would be responsible for finding and selecting the bands. There would be a possibility of offsetting some of this cost with charging admission to the event. The amount offset would be based on admission to the event and possibly charging the runners a fee for attendance as well. Based on the advice of the music coordinator, we might be able to match this event up with some Food Trucks, Lion's Club, and a small beer garden.

The third idea would be to have an all day music event starting with Brisbane based bands, moving to a well known local band, and then to regional band. We would also have family style entertainment and perhaps a theme centered around the Barbary Coast (1890's San Francisco), as well as food trucks, a micro brewery tasting area, and arts and crafts vendors. We would contract an event planner to organize and run this event. The cost could be as high as \$60,000 for the bands, the event coordinator, staff time, event staging, and clean-up costs. The cost could be offset by charging for parking, sponsorships, and possibly admission fees for attendees and vendors.

Each of these different events would have a different purpose in mind. The first event would create excitement around the City's normal Concerts in the Park series and create a low level exposure within the County for Brisbane. The second event would be to create a moderate level exposure for the City and test the waters as to the capacity of the Park and the City to hold larger events. The third event would be to bring a regional event to the City to provide a high level of exposure for the City and to have an event that could grow over time to be an event like the Half Moon Bay Pumpkin Festival, Pacifica Fog Fest, or Millbrae Art and Wine Festival. These types of events provide additional revenue to local businesses and support non-profits and in our case possibly Parks and Recreation programs.

Fiscal Impact:

Depending on the type of event the City would like put on the costs could vary from \$6,000 - \$60,000 less any revenues the City realizes. The City Council has budgeted \$50,000 in the 2017/18 for a one-time project which this could qualify for.

Measure of Success

The measure of success would depend on the type of event held.



Stuart Schillinger
Administrative Services Director



Clay Holstine
City Manager