

City of Brisbane

Agenda Report

To: City Council via City Manager

From: Noreen Leek, Recreation Manager

Subject: Proposal for a new Community-wide event on July 8th, 2017

Date: February 2, 2017

Purpose:

To establish an event in Brisbane with a regional draw and the potential to be revenue generating in order to support Parks & Recreation programs during difficult economic times.

Recommendation:

Approve an appropriation of \$15,000 - \$30,000 for the Mountain Oasis Festival in the first year (the money will come from previously budgeted but unallocated City Council funds).

Background:

The City Council created an ad hoc 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. Following this meeting, two event organizers came forward expressing an interest in submitting proposals regarding their vision for their event. In the end, only one formal proposal was submitted and the alternate event organizer withdrew interest based on their capacity to facilitate such an event given the timeframe. On January 25th, the ad hoc subcommittee reconvened to review the proposal and make a determination regarding the type of event they desired to propose to City Council. The official date being proposed is Saturday, July 8th.

Discussion:

The running event would be sponsored by Excelsior Running Club. It would include a 50K and a ½ 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 slowest 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 proposed Mountain Oasis Music Festival aspires to connect the community, support local non-profit organizations, and attract people from surrounding neighborhoods to experience Brisbane and

the magic of San Bruno Mountain. The event would consist of approximately six musical groups playing from noon to dusk in the Community Park, complimented by food vendors such as the Lion's Club and food trucks, a small beer/wine garden, a kid-centered maker's tent, and vendor tables. The event would be laid out so that San Bruno Mountain serves as the backdrop and the park would be secured by a fence which would allow for admission to be charged at the gate. Ticket prices are suggested to be around \$20/person with all kids under 10 being free. Attendance in the first year is estimated around 500-800 people.

An event of this magnitude would attempt to establish a sustainable regional festival drawing people to Brisbane with the hopes of providing additional revenue to local businesses, supporting local non-profits and also possibly Parks and Recreation programs down the road.

Fiscal Impact:

The event being proposed is estimated to cost between \$15,000 - \$30,000 less any revenues the City realizes as a result of ticket sales and sponsorships. The City Council has budgeted \$50,000 in the 2017/18 for a one-time project which this could qualify for. The hope is that over a 3 year period, the event would become increasingly profitable in order to offset all expenses and begin generating revenue for San Bruno Mountain Watch as a beneficiary and the City.

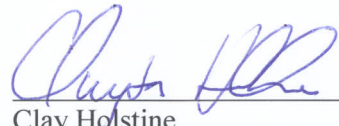
Measure of Success:

Success would be measured by attendance and the offset of expenses over a three year period.

Attachments:

- A. Mountain Oasis Music Festival proposal from Jimmy Leslie and Mikel Ross.


Noreen Leek
Recreation Manager


Clay Holstine
City Manager

Dear Brisbane City Council,

Many thanks for giving us the opportunity to propose the Mountain Oasis Music Festival in Community Park. Our goal is to connect the entire community in a spectacular, family-friendly musical happening that will inspire residents to get involved, and draw outside folks in to experience the magic of San Bruno Mountain. We are exceedingly grateful for the Council's gracious, inspiring exchanges of ideas thus far, and we hope this proposition sows the seeds of a prosperous, enduring partnership. This has all happened quite quickly, so there are surely plenty of details to sort out, but we've already made many preliminary pitches to artists, production, and key community members, and we'd be ready to start locking in as soon as a green light is given to move forward.

Great respect,

Jimmy Leslie & Mikel Ross

Key Points

Layout

Our vision for an event in Community Park is flipped 180 degrees from the usual Concert in the Park. We propose putting the stage on the southeast side, which would showcase San Bruno Mountain in the backdrop from the audience point of view. It would also point loud music *away* from town. The sound would still inspire curiosity from residents on the mountainside without giving them a clear mix, while sparing those enjoying a peaceful summer afternoon from being sonically bombarded. The gazebo would then be available for sponsor booths. We propose two concentric circles in order to facilitate audience flow, and encourage interaction among all. The main gate would be at the southwest corner. Upon entry, attendees would either bend right towards the stage, or follow the sidewalk through the garden, which we'd make an actual beer garden with bars for adult beverage service. Those folks would then follow the sidewalk to the gazebo with its many booths, or head towards the lawn. A secondary, emergency/employee gate would be where the kids area meets the sidewalk. We'd put tape across the opening by the restrooms. Please see the map for more layout information and detail.

Street Closures

We believe we'd only need the northern side of San Francisco Avenue to be closed off, allowing traffic to flow, and emergency vehicles their usual access.

Bands

Six or seven bands should do the trick for music lasting from around noon to dusk. Our concept is to provide a variety of music to attract and entertain an all-ages audience. We truly mean all ages—from toddlers to senior citizens. Below are some band ideas

and descriptions. We'd like to provide: something kids will dig, a very local band (San Bruno Mountain area), a hot young San Francisco-area band; some roots music with broad appeal; a happening tribute band for song familiarity; a Bay Area-based headliner capable of selling out venues such as the Fillmore and Great American Music Hall; and some national/international talent to add a factor of "Wow, *they're* coming to Brisbane—I *must* be there!"

Potential Lineup

11am **Family Friendly Band** – Some groovy music to attract kids and parents
12pm **Local Battle of the Bands Winner** – All ages contest, winner gets 50 tickets = people onsite early, plus their friends would pay
1pm **Zydeco Band** - Theresa Jimenez recommendation, Andre Thierry. All ages appeal, dance music
2:30 **Allmond Brothers Clan** – Jimmy Leslie's Allman Brothers Tribute, local, has played Summer Concert in Community Park before (2015)
4pm **Cosmic Correlation Community** – Original psychedelic rock, voted Best New Band in Bay Area
5:30 **Poor Man's Whiskey** – Bluegrass-flavored jam band, originals + classic rock covers. They fill the Fillmore and Great American Music Hall regularly
6pm **Stars in Brisbane** – All-star affair with members of P-Funk, Fishbone, guitar stars, local star players and singers. Potential names: **Eric McFadden** (P-Funk, Eric Burdon & Animals, Anders Osborne), **Norwood Fisher** (Fishbone), **Jim Campilongo** (Norah Jones), **James Nash** (The Waybacks), **Ron Davis** (Brisbane Star drummer!), **Jerry Kuehl** (Brisbane Star), **Jeff Taylor** (Brisbane Star), **7 Mile House All-Stars**; **Pamela Parker & Ashley Kepler** (Lovely Divas!) **Jimmy Leslie & Mikel Ross** as Musical Directors

More Band Ideas:

Fishbone (Seminal '80s/'90s funk, rock, ska band that inspired Red Hot Chili Peppers, No Doubt, Sublime)
Electro Statico (Jane from the Go-Go's, Pietro from Epic)

Kids / Family Activities

Maker's Tent - where kids make stuff, and are encouraged to make music all day. Special performances during set changes on main stage.
Coordinate with San Bruno Mountain Watch to provide entertaining ways such as games and songs to teach kids about wildlife on San Bruno Mountain, and how they can help preserve it.

Band hospitality: A couple of beer tickets per member. Get a volunteer to man a grill backstage, and ask community for potluck artist meal side dish donations.

Approximate Band Budget \$8,000

Tickets

\$20 proposed price. Kids under 10 get in free. We'd handle online sales, and offer discounted early bird advance tickets. We also propose printing a cool ticket on cardstock. We could make a thousand of them for a couple hundred bucks, and then dispense them everywhere and with everyone that makes sense. We'd hire two ticket-takers to man the main gate. We'd need a volunteer at the second gate.

Volunteers

We're hoping that the beneficiary non-profit—San Bruno Mountain Watch can help attract and coordinate volunteers. Jimmy also knows a veteran festival volunteer manager that we could probably get for an affordable day rate.

Attendance

We anticipate 500-800 people in the first year if we can get band bookings going in February, and marketing materials out by March 1st. The date of the festival is also crucial to success. More on that under the heading "Date."

Crowd Management

Fencing The north side of Community Park is already fenced with a hedgerow. We'd need to fence the south side, and half the southeast side. Maybe just put up plastic cylinders with police plastic fencing. Perhaps the fencing the Eagles would donate the fencing they use during Christmas tree sales? We'd love to involve them as much as possible, and perhaps throw an after-hours jam at their location.

Parking

San Bruno Mountain Watch could run parking. In the industrial park there are lots of businesses closed on weekends. Property owners would hopefully let us use them. There are probably 200 – 300 parking spots fairly close. The Marina could handle a couple thousand. If presales indicate, we could rent the school bus from school district with driver. Charge \$ needed to cover.

Transport

Commuter Shuttle could also be a rented Brisbane school bus and driver to shuttle people to BART/Caltrain. See if cost could be shared by local MADD program.

Food Vendors

The Lion's Club Tri tip, hot links, burgers, veggie burgers, corn.

Local Restaurants Invite them to participate with special festival menu items.

We could charge a tiered flat fee. Here's an idea with top-of-mind dollar amounts attached: \$100 to set up table/booth they bring, and logo on sponsors area of website. \$200 gets them a small ad in the program as well. \$300, bigger ad and a few free tickets. And so on. Perhaps the city has tables and chairs to borrow?

A few suggestions and contact point people:

Mangiare's – Mr. Mangiare

Madhouse Coffee- Ron Davis
Carroll's Meats – Mike Carroll
7 Mile House – Vanessa
Star of Thai / Sushi – Mike
Julie's Deli – Julie

Basically, approach all Brisbane food purveyors in priority of whose food we like and best contact people!

Drink Vendors

DBI Distributing San Mateo is interested in being our beverage sponsor. They could handle the actual bars. We could staff the bars. We could have three different kinds of beer, and perhaps wine. No hard alcohol. A portion of proceeds could go to the Best PTA if they'll help out.

Outline of Proposed Vendors/Businesses at Gazebo Location

Non-profits (free space, bring own table and chairs in middle section)

Ideas

San Bruno Mountain Watch

Local Girl Scouts & Boy Scouts

Baylands – some information about what's going on.

PTO/School

Others

Alta Motors

Monster Cable

Any groovy local business with cool stuff to showcase

City Council suggestions?

Date

We strongly propose the second Saturday in July—the 8th—rather than July 1st for many reasons:

- 1) Many folks out of town.
- 2) 20 or so competing events within 15 miles of Brisbane on July 1st that are *FREE*.
- 3) Fireworks show will be expected on Saturday of July 4th weekend. Especially if the race is called Firecracker 50K! Very expensive, plus hazard insurance.
- 4) Bands want more money to save date/play on July 4th weekend. We need to keep costs down as much as possible in first year.

Of course, July 4th will fall one day later in the week each successive year. Eventually, we may decide we've got the footing to compete on the main weekend. Until then, we simply need best chance for early success to build on. Let's make all this work worthwhile!

Marketing and Promotion

We'll spearhead this expecting cooperation and help from the city to use all of its awareness-drawing resources. We'll design a logo and a poster. We could create a big banner to hang along the fence on Old County road at the park. We'll create a FaceBook event and invite all city entities to be hosts so they can invite friends. We'll create a Twitter account and expect the city to use its Twitter feed. We'll also create a website with signup section to create a mailing list for this event.

Jimmy may be able to secure a Guitar Player Presents sponsorship if he can lean on his connections to get a few top-notch guitar players such as the aforementioned McFadden, Nash, and Campilongo. He manages a mailing list of a few thousand Bay Area guitar zealots for Guitar Player Presents.

We'll hold a battle of the bands competition online and/or at, say, the 7 Mile House to draw attention from local players. We'll work closely with the whole roster of bands to make sure they are echoing our mailing list blasts and social media posts. The same goes for vendors and sponsors.

We should hire a publicist, but we don't have room in the budget for a good one. Jimmy can poke around with his many publicist connections to see if anyone would help out a bit in the name of helping raise awareness for the mountain, and getting work in the future.

Medical Tent

Volunteers, or perhaps Dignity Sponsorship. Jimmy's wife Kerri works there and will propose.

Community

The best way to get the community involved is through the "kids get in free" program. This will bring them down off the hill, and if we pitch it correctly and garner local volunteers, we can activate civic organizations such as the Lions and Scouts to help us with older folks that have mobility issues. There should be a special area roped off for our seniors from across the street, and also some sort of transport situation figured out so that they feel invited and welcome. A booth with the historical society setup can also be a way to remind folks that Brisbane is in constant growth, and connect them to doing their part to make it a more miraculous place every day.

Staging & Equipment Needed

Tables: 20+

Chairs: 60+

Port-a-Potties: 6 regular and 2 handicapped/1 for staff

Tents: 2

Stage: 1 20x15 collapsible stage with roof

Gates: 2

Fencing: 200 feet of orange construction barrier

Merchandize

We'd set up a display booth to sell festival/city T-shirts and band merchandize with a volunteer to run it at a service fee of ten percent to the bands.

Security Provided by City of Brisbane.

Insurance

Ride city policy umbrella ½ day catastrophic.

Sponsorship Level Ideas

Gold: Top of bill on all ads, 2 banners on stage, 10 VIP tickets with passes, 10 T-shirts, priority seating, table for displays. Two available at \$5,000.

Silver: Logo on all ads, small banner on stage, 4 VIP tickets with passes, 4 T-shirts, priority seating, shared space on table for displays. Four available at \$1,500.

Bronze: Name on supporters list on ads, name on large poster of supporters in table area, 2 VIP tickets with passes, 2 T-shirts, priority seating. No limit on availability at \$300.

Preliminary Financial Breakdown

Bands	\$8,000
Jimmy Leslie	\$3,000
Mikel Ross	\$3,000
Design Website, Poster, Logo, Ticket	\$1,200
Marketing/Promotion/Press	\$1,000
(Mailing list materials, FB blasts, flyers, banners, program, tickets)	
Sound & Soundman	\$1,500
Stage	\$1,000
Police, Security, Cleanup, Port-Os	\$2,500
2 Doormen	\$300

21,500 so far...

Potential Net Profits Partnership

40% City of Brisbane

40% Jimmy Leslie & Mikel Ross

20% San Bruno Mountain Watch

City Support

Accounting – We'd like to work with Stuart on all financial aspects

Parks & Recreation – Please provide tables, chairs, and port-o-potties.

Public Works – Please provide fencing.

Police - Please provide no less than three officers on duty during festival hours.

Coordination with the Firecracker 50K Race

We're still a bit unclear on exactly how this would flow, but we're looking forward to coordinating with Cliff and the Council on how to make the best deal for everybody. Below are notes from a conversation Jimmy had with Cliff. Moving forward with the race as a partner would be contingent on moving the date to July 8th instead of July 1. To make July 1st work, we believe it would need to be a free festival with fireworks.

Cliff Notes: Goal is 100 -200 runners. Shorter runners, have to pay extra, can't be in run price. We would start the 50K, 25K and Half Marathon at 8 AM and a 5K fun run at 9 AM. All of the 5K runners should be finished by 10 AM. 25K and Half Marathoners should finish between 10 AM and noon, while 50K runners will finish between noon and 4 PM. Only the longer distance runners will pay for the concert. Attached to their bib will be a concert ticket, meal ticket, beer ticket, and maybe a dessert ticket. The gate and local booths would collect the tickets and turn them in at the end of the day to be reimbursed by the Excelsior Running Club who is organizing the race. The races will end on San Francisco Ave, next to the Post Office and Senior Housing Complex.

Closing Statement,

We're thrilled about the potential of partnering with the City of Brisbane to create the **Mountain Oasis Music Festival**. There are many details to work out, this is a preliminary proposition, but we firmly believe that over the course of a few short years it would become Brisbane's signature event, one that locals would fully embrace, and one that would "put it on the map" to thousands of outsiders who have yet to discover the magic we take for granted every day living and working in our blessed, sunny oasis from the general madness and fogginess of the San Francisco Bay Area.

Sincerely,

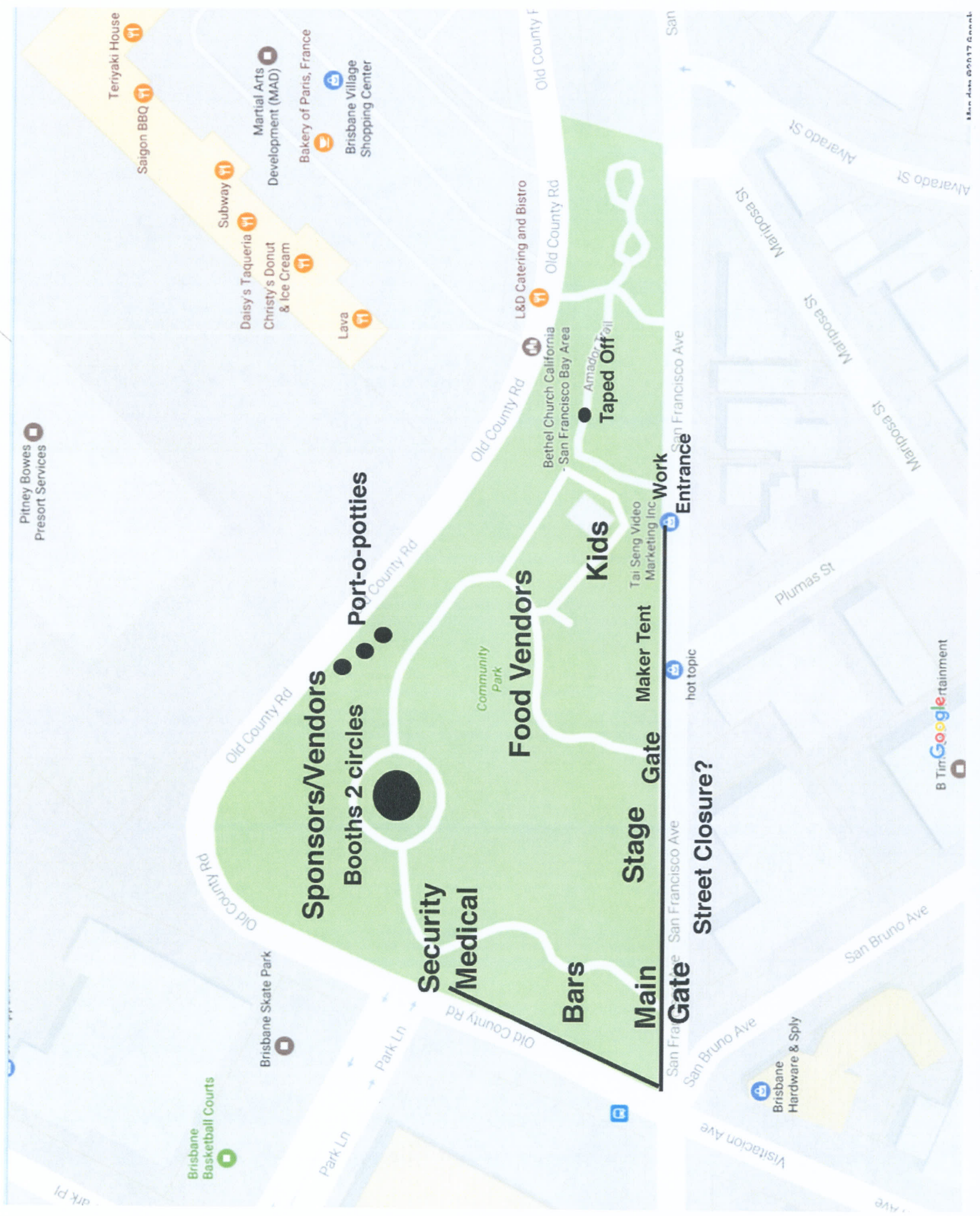
Jimmy Leslie & Mikel Ross

Jimmy Leslie Biography

Jimmy Leslie is somewhat of a musical renaissance man on the San Francisco Bay Area scene. He's a "freehand" guitarist with a funky roots rock style, a soaring soulful singer, and a multi-faceted writer. Jimmy is currently Editor of Guitar Player's Frets acoustic section. Leslie coordinates *GP Presents* events as well. Leslie authored the popular musical marine epic; *Guitarfish Adventures Vol. 1: Blue Is the New Green* (forward by Bootsy Collins). He co-founded the Guitarfish Musical Festival, and its Blue Director (environmental), and he runs the Starfish stage in Family Camp. Leslie's artistic credits include the Honey Island Swamp Band, Shana Morrison, A Spirit Hustler, and his original band, Jimmy Leslie & The Flow. He's also the leader of the Bay Area's premier Allman Brothers tribute—the Allmond Brothers Clan. Leslie has performed at O2 Arena, Great American Music Hall, The Fillmore, High Sierra Music Festival, Sea of Dreams, Xingolati, and Burning Man. He's shared stages with the likes of Luther Dickinson, Cyril Neville, Sonny Landreth, Devon Allman, and Papa Mali.

Mikel Ross Biography

Mikel Ross is a Grammy-nominated producer and musician at Lucky Studios, which is now operating in Brisbane. Current clients include Norwood Fisher (Fishbone), Eric McFadden (George Clinton & Parliament Funkadelic), and Jane Wiedlin (The Go-Go's). He recently received a gold record for the songwriting work he did with Corrosion of Conformity. Metallica recently covered one of Ross's COC songs!



Sponsors/Vendors

Booths 2 circles

Port-o-potties

**Security
Medical**

Food Vendors

Kids

Bars

Stage Gate

Main Gate

Maker Tent

**Work
Entrance**

Street Closure?

Teriyaki House

Saigon BBQ

Subway

Daisy's Taqueria

Christy's Donut & Ice Cream

Lava

Martial Arts Development (MAD)

Bakery of Paris, France

Brisbane Village Shopping Center

Pitney Bowes Presort Services

Brisbane Basketball Courts

Brisbane Skate Park

Community Park

L&D Catering and Bistro

Bethel Church California - San Francisco Bay Area

Amador Tap

Tai Seng Video Marketing Inc.

Brisbane Hardware & Sply

B.Tin. Google Entertainment