

City of Brisbane

Agenda Report

To: Honorable Mayor and City Council

From: Parks & Recreation Commission

Subject: Request an Additional \$3,000 for 2017 Summer Concerts in the Park

Date: February 2, 2017

Purpose:

To create opportunities for people of various ages, ethnicities, economic groups, and occupations to interact with each other and to enhance the quality of life for Brisbane residents.

Recommendation:

City Council approves an additional \$3,000 to use toward funding the 2017 Summer Concerts in the Park series from the General Fund Reserve.

Background:

Over the past 10 years the City has raised on average \$9,300 in donations for Concerts in the Park. Our lowest year was 2009 when only \$5,200 was donated; our highest year was 2013 when \$12,825 was donated. The last two years have seen a slight decline in donations, last year we only received \$8,400. Donors have indicated that this was in part due to the fact that donations do not directly support the bands booked. There are two reasons for this happening. First, the City needs to book bands in advance of knowing how much will be collected in donations. We try and book bands by the February/March time frame and do not collect all of our donations until June. Secondly, there are more expenses the City incurs than just the cost of the bands. The City uses staff time to book the bands, organize and advertise the concert schedule, and to manage and clean-up the park both during and after the concerts. The City does not allocate this time towards the Concerts in the Park project budget but is an additional cost not directly tied to the bands.

Discussion:

The Parks and Recreation Concerts in the Park Subcommittee met with the Administrative Services Director to discuss how donations can be more directly linked with quality and the number of bands scheduled without cancelling concerts if donations did not reach anticipated levels. The solution brought forward was to look at donations retrospectively. Although donations in any given year would not result in a change to the concert schedule, it would have an impact in the following year. The example discussed at the meeting was if the City received \$12,000 in donations in FY 2016/17 (this year) then the 2017/18 concert schedule would be based on allocating \$12,000 towards bands. However, based on the purpose of creating a quality community event available for a diverse audience, it is anticipated that the City would always allocate a minimum of \$10,000 for bands no matter how much was raised in the previous year. So if there was another recession and we only raised \$5,000 we would subsidize the program \$5,000 for hiring and booking bands.

This year the Parks and Recreation Commission would like to increase the quality of the bands and therefore would like to increase the outlay of bands to \$13,000. The Commission feels this will assist with fund raising in this year and in the future. It will show the community that donations directly impact the type of entertainment available. The Commission and staff will increase the outreach for donations this year to allow for a consistent if not increasing ability to have bands.

Fiscal Impact:

This additional funding requested is anticipated to be countered by a stronger fundraising effort for this year's Concerts in the Park series.



Jeff Franco
Recreation Coordinator



Clay Holstine
City Manager