



**TOWN OF LOS GATOS
COUNCIL AGENDA REPORT**

MEETING DATE: 05/05/2020

ITEM NO: 6

DATE: April 28, 2020
TO: Mayor and Town Council
FROM: Laurel Prevetti, Town Manager
SUBJECT: Commitment of the Town Council Approved Funds from the 2020 Music in the Park Concert Series to the Concert Series in the Summer of 2021.

RECOMMENDATION:

Commitment of the Town Council approved funds from the 2020 Music in the Park Concert Series to the concert series in the Summer of 2021.

BACKGROUND:

On January 31, 2020, the Town issued a request for proposals (RFP) for a third-party vendor to coordinate and execute the 2020 Music in the Park (MIP) season. On March 3, 2020, the Town Council considered the results of the RFP, and approved staff's recommendation to work with the organizer group of Mark Secchia, Neal Turley, and Perry Thorwaldson (Organizers) for the 2020 series. As a part of the approval, The Town Council also approved the Organizer's request for \$20,000 in sponsorship support of the concert series.

DISCUSSION:

Staff began working with the Organizers in early March to establish a partnership to support the Organizers for MIP 2020, transition the concert series to them, and develop a conditional letter of agreement for the special event permit. In addition, an agreement for the \$20,000 MIP 2020 Naming Rights sponsorship was drafted.

As the unprecedented events of the COVID-19 pandemic have unfolded, including the most recent extension of the Shelter in Place order by the County Public Health Official through the end of May, it has become apparent that hosting a public event that attracts over 1,000 people in close proximity will likely not be permitted or appropriate this summer.

PREPARED BY: MONICA RENN
ECONOMIC VITALITY MANAGER

Reviewed by: Town Manager, Assistant Town Manager, Town Attorney, and Finance Director

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SUBJECT: Reallocate the funds for Music in the Park to FY 2020/2021 to provide support for the concert series in the Summer of 2021.

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DISCUSSION (Continued):

In addition, Governor Newsom recently identified four phases for reopening the economy of which MIP would likely fall under the fourth and final phase.

While the postponement of this beloved event is disappointing in many ways, the Town and Organizers look forward to the prospect of a robust and successful MIP concert series in 2021 that embodies a community driven, family-friendly atmosphere. Thus, staff is recommending that the \$20,000 currently allotted for the 2020 MIP series be reallocated to the FY 2020/2021 budget for the support of the 2021 MIP Concert Series.

CONCLUSION:

Given the current regulatory environment necessary for the health and safety of COVID-19 mitigation, the 2020 MIP concert series will be postponed. Thus, staff is recommending that the approved \$20,000 allocation from the 2020 MIP concert series be reallocated to the FY 2020/2021 budget to provide support for the concert series in the Summer of 2021.

COORDINATION:

This report was prepared in coordination between the Town Manager's and Town Attorney's Offices.

FISCAL IMPACT:

The reallocation of the Town's sponsorship amount of \$20,000 is programmed in the FY 2020/21 proposed budget. This is being carried forward to support the 2021 MIP concert series.

ENVIRONMENTAL ASSESSMENT:

This is not a project defined under CEQA, and no further action is required.