



MEETING DATE: 2/19/08
ITEM NO: 10

COUNCIL AGENDA REPORT

DATE: JANUARY 11, 2008
TO: MAYOR AND TOWN COUNCIL
FROM: GREG LARSON, TOWN MANAGER

SUBJECT: APPROVE RECOMMENDATIONS REGARDING ART COMMISSION'S MUSIC IN THE PARK PROPOSAL

- A. FREE THE ARTS COMMISSION FROM COORDINATION AND ATTENDANCE OBLIGATIONS ASSOCIATED WITH THE TWO JULY 4TH CONCERTS (THE AFTERNOON SYMPHONY PERFORMANCE AND THE EVENING DANCE CELEBRATION).
- B. REGARDING THE ARTS COMMISSION'S REQUEST THAT THE TOWN FURTHER UNDERWRITE THE CONCERT SERIES COSTS (\$5,000 FOR JULY 4TH CONCERTS AND \$4,000 FOR OPERATIONAL EXPENSES), SELECT ONE OF THE FOLLOWING OPTIONS:
 - (1) REQUEST THE ARTS COMMISSION TO INCLUDE THE ABOVE COSTS IN ITS CURRENT BUDGET; OR
 - (2) REFER THE FUNDING REQUEST TO THE FY 08/09 BUDGET PROCESS.

RECOMMENDATION:

That Council approve the following actions in response to the Art Commission's proposal regarding Music in the Park (MIP):

- 1. free the Arts Commission from coordination and attendance obligations associated with the two July 4th concerts (the afternoon Symphony performance and the evening dance celebration); and
- 2. regarding the Arts Commission's request that the Town further underwrite the concert series costs (\$5,000 for July 4th concerts and \$4,000 for operational expenses), select one of the following options:
 - a. request the Arts Commission to include the above costs in its current budget; or
 - b. refer the funding request to the FY 08/09 budget process.

PREPARED BY: Regina A. Falkner
Community Services Director

NACSD\TCRPTS\2008_TCRPTS\MIP Proposal.doc

Reviewed by: PSS Assistant Town Manager OK Town Attorney
____ Clerk Administrator SL Finance ____ Community Development

PAGE 2

MAYOR AND TOWN COUNCIL

SUBJECT: APPROVE RECOMMENDATIONS REGARDING ART COMMISSION'S
MUSIC IN THE PARK PROPOSAL

January 11, 2008

BACKGROUND:

At its January 9 meeting, the Arts Commission (AC) approved a recommendation from its MIP Committee (a committee comprised of Arts Commissioners) that the Commission recommend to Council that it no longer be required to coordinate and partially fund the Fourth of July concerts. In addition, it approved the Committee's request to seek Town funding for operating expenses. These recommendations are being presented to Council for its consideration.

DISCUSSION:

Fourth of July Concerts

The AC would like to relinquish responsibility for sponsoring and assisting with the coordination of the two concerts held on July 4th. The stated reasons are: The Commission's inability to change the musical style from dance/rock and roll, the lack of sponsor visibility at the event, the burden of obtaining concert sponsorships, and the increased workload for the Commission.

Performers

The San Jose Wind Symphony has performed at the MIP July 4th afternoon concert since the Commission began the tradition in 1996. There is a community interest in keeping with the tradition and little-to-no desire to have a different musical selection at the event. The July 4th evening concert has always been a rock'n roll, dance band. There are likely opportunities for selecting a different band within this genre.

Sponsor Visibility

Since its inception, the July 4th Symphony concert has been funded with sponsorships solicited by the AC. Fourth of July sponsors generally choose not to set-up a booth because presence at the event is not a priority for them.

Impact on Arts Commissioners

It is not necessary for the entire Commission to attend. Although the Commission has sponsored the evening concert 3 of the last 4 years, it has never set-up a booth at that concert. Because information about activities is provided to the community in advance of the event, and throughout the day, an AC booth is not necessary. Attendance at the afternoon concert can easily be limited to the Commissioners involved in coordinating the event, as it was the first several years. The events have no real increased impact on the Commission other than what they assumed through initiating the event in 1996.

Additional Information

The first July 4th Symphony Concert was initiated by the AC in 1995 and the first Symphony Concert was held in 1996. Since that time, the Commission has taken a lead role coordinating a committee of community group representatives who annually participate in the program. These include the Los Gatos High School Booster Club and the San Jose Symphony. Coordinating the

PAGE 3

MAYOR AND TOWN COUNCIL

SUBJECT: APPROVE RECOMMENDATIONS REGARDING ART COMMISSION'S
MUSIC IN THE PARK PROPOSAL

January 11, 2008

July 4th concert has been in the Commission's Master Plan since the late 1990's. In 2001, the Town expanded its July 4th celebration to include additional entertainment, games, barbeques and an evening dance concert.

Former Arts Commissioner Elke Grove was the key event coordinator from 1998 to 2005. During her last year as Arts Commissioner, Ms. Grove invited other Commissioners to participate in the event planning and implementation in order to allow the event to proceed smoothly the following year. In 2006, Commissioners Hamilton and Hopkins co-chaired the event, with assistance from former Commissioner Groves. Staff took a larger role in the planning in order to support the commissioners.

The July 4th Symphony concert has been underwritten by sponsors solicited by the AC since its 1996 inception. Sponsors of this event have generally chosen to forgo the opportunity to set-up a booth at the event. The AC sponsored the evening concerts in years 2004, 2005, and 2007.

After the 2006 concert, there was some discussion about the Commission's continued role in the July 4th Symphony concert. There was considerable concern about the Symphony's increased fees and the potential for annual fee increases. It was agreed that the afternoon and evening concerts would continue to be part of the MIP series, but that its contribution to the concerts would be limited to \$5,000 with the Town covering the remainder. This was the average AC contribution to the two concerts over the past few years.

Staff Recommendation

Although AC participation continues in the coordination of MIP, the Commission no longer feels ownership of the July 4th event. The Commission would prefer to focus its energies on the evening concerts held on the Civic Center lawn.

Staff takes a leadership role in coordinating most aspects of the Fourth of July celebrations including the evening concert. Coordinating the Symphony concert could be assumed by staff without significant impact.

MIP Funding

The MIP Committee has requested that the Town pay the AC's current July 4th obligation (\$5,000) and also pay PPW fees and all licensing fees (approximately \$4,000.)

MIP Budget Summary

Attached is a summary of revenues and expenses from 2002 to 2007. Despite a significant increase in costs (from approx. \$30,000 in 2002 to \$42,000 in 2007) the Commission has been able to bring in revenues in excess of expenditures in each year except 2004. The net revenues for the last two years combined was approximately \$21,000. The project balance at the beginning of the 08 season is approximately \$28,000.

PAGE 4

MAYOR AND TOWN COUNCIL

SUBJECT: APPROVE RECOMMENDATIONS REGARDING ART COMMISSION'S
MUSIC IN THE PARK PROPOSAL

January 11, 2008

Town Contribution to MIP

The Town contributes significantly to the event through the allocation of Town staff resources. Based on data collected in past years, the Town commits staff to the project at a value of approximately \$12,000/year.

Funding Request

Staff offers two options to address the AC's funding request. Council could direct the AC to continue to include the expenses in its budget. As stated above, there has been a 40% increase in the expenses over a six year period—primarily in the cost of bands and sound. Alternatively, the AC's \$9,000 funding request be considered as part of the 2008/09 budget process. This would allow Council to review the proposal in the context with other requests.

CONCLUSION:

It is recommended that Council approve the proposed actions in response to the AC's proposal regarding MIP. The Fourth of July concerts will be included in the MIP marketing materials regardless whether or not the AC is involved in the concerts. Listing the concerts in MIP materials allows the Town to leverage its marketing opportunities.

ENVIRONMENTAL ASSESSMENT:

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

FISCAL IMPACT:

Assumption of all July Fourth Symphony and evening concert activities can be absorbed by existing staff without significant impact. Funding requests can be referred to the FY 2008/09 budget process for consideration.

Attachments:

1. Memo from MIP Committee

Distribution:

AC Members

July 4th Request

The Arts Commission is requesting that the Town include the costs of the July 4th afternoon and evening concerts in their budget. It would relieve the MIP committee of the financial burden of having to raise an additional \$5,000 (which amounts to four full sponsorships), plus attending extra meetings and staffing the booth at the concert. The MIP committee puts in a tremendous number of hours producing Music in the Park, which includes ten Sundays and many other hours throughout the week throughout (comprising most of the entire summer).

While the 4th of July celebration is a wonderful event for the Town, it has changed with the addition of the other activities of the day. The sponsors no longer find it appealing; instead they prefer the interaction and visibility of the Sunday MIP concerts. It should also be noted that the MIP committee has no input or relationship to the Wind Symphony. The only job the committee has is to hand the flag off to the Boy Scout troop, and hand out programs. This could easily be handled by any of the other commissions and would offer a way to get them involved.

MIP Request

The MIP committee is requesting that the Town pay for the Parks & Public Works fees and all licensing fees required by the Town and performance rights organizations (ASCAP, SESAC, BMI & weekly license fees). It should be noted that these fees cover all performances of any nature for the entire year in Los Gatos (MIP, Jazz on the Plazz, etc.).

The total amount is approximately \$4,000 per year. Paying would relieve some of the pressure on the MIP committee to solicit more sponsorships to reimburse the Town. We are aware that the other towns in our area pay for their concerts, production costs and license fees out of their General Funds.

We hope that Council will consider our requests, and that together we can work towards an outcome that will be mutually satisfactory to all parties.

Sincerely,
The Los Gatos Arts Commission

Community Svcs Dept
Received
NOV 14 2007
CSD