



STAFF REPORT

Date: Tuesday, October 28, 2014
To: Bryan H. Montgomery, City Manager
From: Lindsey Bruno, Recreation Manager
Subject: **Special Event Expansion**

Approved and Forwarded to City Council:


Bryan H. Montgomery, City Manager

Summary and Background

During the May 27, 2014 Fund Balance discussion the City Council expressed a desire to expand current events and develop additional events to add to the annual schedule and set aside \$60,000 for this purpose. On September 23, 2014, the Council brainstormed ideas of possible events. At the conclusion of that discussion the Council directed Staff to gather cost estimates and bring back a more detailed proposal for 2015 events -- placing events in ranking order from highest to lowest cost.

Special Event Analysis

Group 1:

Concert in the Park Series

Concerts could take place each month from May to September at the new amphitheater and could be combined with some of the smaller events suggested. Concerts could be paired with one or more of the following: a "Taste of Oakley" restaurant tour, car show, children's play area event with vendors, or gourmet food trucks. This would be the most costly of the proposed events. Each concert would have a total cost of \$6,000 to \$8,000, depending on performers and amount of Staff time needed.

Group 2:

(These events would be roughly equal in cost of one concert)

Movie in the Plaza Series

Currently, there are movies once per month from May to August and this event could be expanded to include additional movies. Adding one additional movie per month (\$1,700+/-) during the summer or expanding the series to start earlier in the spring and go later into the fall could also be considered.

Cinco De Mayo Celebration

Considering an event that is similar to that traditionally held at O'Hara Park Middle School but with the layout and set up of the 2014 Harvest Festival. This event could include vendors, food, music, performances and children's activities. This single event would be roughly equal in cost to the addition of the 4 movies mentioned above.

Battle of the Bands/ Oakley's Got Talent

This day event could be a mix of bands and other talents showcased throughout the day at Civic Center. The cost of the performances would not be significant per se, but there would be a significant amount of Staff time (cost) to coordinate and put on such an event.

Cityhood Celebration

As the Cityhood Celebration attendance has continued to grow there is a need to expand the number of entertainment opportunities at the event for families. This cost could include the children activities, more restrooms, more entertainment, and even expand the fireworks show. (Shuttle buses may soon be needed and could add a few thousand dollars to the event in addition to these other items).

"Heart of Oakley" Festival

"Heart of Oakley" has been a huge success and could even be a much more regional draw with expanded advertising, some well-known performers, shuttle buses, and additional offerings of activities. (Increasing the length of the road closure and overall time of the event would be a significant cost in addition to the above mentioned ideas).

FLW Fishing Tournament Support

As was presented to Council this would go to support the 2015 Tournament series, with a strong preference that the tournaments be held *in* Oakley.

Group 3:

(These events are roughly one-half of the cost of each Group 2 event)

Large Screen Showing of Major Events

There are a number of variables that could come into play in regards to public licensing fees, the length of the event etc. This cost is based on utilizing part-time Staff and the same screen as used for Movies in the Plaza.

Elementary, Middle or High School Band and/or Choir Spring Concerts in the Amphitheater

While this could be one of the Concerts, it could also be a stand-alone event.

Film Festival/Contest

A short film contest could be coordinated to invite local film makers of all ages to create shorts which could be uploaded to the Internet and then voted on. The winning short would then be shown at one the Movies in the Plaza. Staff coordination would be a significant part of the cost.

Group 4:

(These events are essentially events provided by third parties and the City could waive fees to assist the events being moved Downtown and represent approximately half the cost of Group 3 events)

Downtown Run Support- Support the existing runs that go through Oakley including the Book It Run, and the Delta Harvest Run. This could include fee waivers and waiving Police Staff charges.

East County Little League (ECLL) Opening Day Parade- Support ECLL in moving their opening day Parade to the Downtown through fee waivers and waiving Police Staff charges. (Costs would be more if Main Street is actually closed).

Homecoming Parade- Assist Freedom High School in relocating the Homecoming Parade to Main Street. This could also include fee waivers, and waiving Police Staff charges.

Conclusion

Staff recommends the City Council review the information provided, through the Staff Report and provide Staff with Council preference as how it would like to expand the current schedule of special events.