



## Staff Report

**TO:** City Council  
**FROM:** Doug Story, Community Services Director  
**DATE** September 20, 2022  
**SUBJECT: Information Regarding Summer Concert Series Costs**

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### Background and Analysis:

The City of Beaumont traditionally held summer concerts series annually until 2015. Since that time the City has hosted a single concert annually for the Fourth of July celebration with the exception of the years 2020 and 2021, which were impacted by the Coronavirus pandemic. In the Summer of 2022, the City returned to the traditional single concert and fireworks show; however, the old stage had been demolished and a temporary stage was used. After the event, City Council requested an informational item be brought back for discussion to determine the options and interest of restarting the annual summer concert series.

Staff began to work with vendors to provide some options and pricing models that would help guide the discussion and possibly begin to set a budget to enable the City to host concerts once again.

Below is a financial breakdown of the types of artists and the cost associated with booking that particular artist.

All pricing information provided are estimates based on current year pricing.

### ***Artists Cost Breakdown***

#### **National Artists:**

<b>LOW (\$25K – 40K)</b>	<b>COUNTRY</b>	<b>POP/ROCK</b>	<b>POP/TOP 40</b>	<b>CLASSIC ROCK</b>
	Josh Gracin	The Grassroots	The Spinners	Jefferson Starship
	Lainey Wilson	The Association	The Fabulous Thunderbirds	A Flock of Seagulls

	Macy Kate	The Cowsill	Soul Asylum	LIT
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- Stage Size needed for this level of act is minimum of 20x16 – 24x160.
- Estimated stage costs: \$5,900 - \$8,100 per event rental.
- Estimated sound, lights, backline and labor costs: \$13,500 - \$17,500.

Estimated total for weekly performance for artist, sound and lights package, labor, stage: \$44,000-\$60,000.

<b>MID (\$40K – 60K)</b>	<b>COUNTRY</b>	<b>POP/ROCK</b>	<b>POP/TOP 40</b>	<b>CLASSIC ROCK</b>
	Lonestar	Foghat	Gloria Gaynor	Blue Oyster Cult
	Dylan Scott	Puddle of Mudd	Better than Ezra	Little River Band
	Neal McCoy	Blood, Sweat, & Tears	Ozomatli	Night Ranger

- Stage Size needed for this level of act is minimum of 24x20.
- Estimated stage costs: \$8,900 - \$12,500 per event rental.
- Estimated sound, lights, backline and labor costs: \$17,500 - \$22,500.

Estimated total for weekly performance for artist, sound and lights package, labor, stage: \$67,000-\$85,000.

<b>HIGH (\$40K – 60K)</b>	<b>COUNTRY</b>	<b>POP/ROCK</b>	<b>POP/TOP 40</b>	<b>CLASSIC ROCK</b>
	Clay Walker	Plain White T's	Average White Band	Three Dog Night
	Eli Young Band	The Goo Goo Dolls	Sublime with Rome	38 Special
	Easton Corbin	Marshall Tucker Band	Tower of Power	America

- Stage Size needed for this level of act is minimum of 28x24 to 36x24/28.
- Estimated stage costs: \$10,000 - \$15,000 per event rental.

- Estimated sound, lights, backline and labor costs: \$17,500 - \$22,500.

Estimated total for weekly performance for artist, sound and lights package, labor, stage: \$75,000-\$95,000.

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**Tribute Bands:**

<b>GOOD/MID LEVEL (\$2,000 - \$6,000)</b>	<b>HIGH LEVEL (\$6,000 - \$15,000)</b>
TLR – Eagles Tribute	In the End – Tribute to Linkin Park
Surf's Up – Beach Boys Tribute	Idol X – Tribute to Billy Idol
Jingo – Santana Tribute	24k Gold – Bruno Mars Tribute

- Stage Size needed for this level of act is minimum of 20x16.
- Estimated stage costs: \$5,900 per day rental.
- Estimated sound, lights, backline and labor costs: \$9,500 - \$13,000.

Estimated total for weekly performance for artist, sound and lights package, labor, stage: \$21,000-\$25,000.

***Stage Options***

Stage sizing is dependent on the level and size of each performance with prices ranging from \$5,900 to \$15,000.

For reference, the stage at the Cherry Festival and Beaumont's Fourth of July celebration was 32x28. Due to the size and roof structure, equipment was delivered the day prior to the event and security was needed overnight. Smaller stages, with no roof, require approximately 6-hours to set up and 4-hours to tear down.

There are options for mobile stages ranging from 20x16 up to 48x48. Pricing for these stages range from \$5,000 to \$18,000. While these types of stages may reduce set up time, they do require sound, lights, backline and labor at an additional cost based on band level and size.

Purchasing a mobile stage system, for example, a Showmaster Mobile Sound Stage, would allow the City to set up a stage for concerts or events that require an elevated stage for performers or presenters (Attachment A). These customizable systems can be purchased and then transported to various locations and used instead of having to

rent a stage for each event. This cost is estimated at \$200,000. The anticipated life expectancy is 20 years for a mobile sound shell and stage system.

### ***Additional Services***

The following are basic services included in the above costs provided by the entertainment vendor:

- Onsite event producing services (2 staff members for each show)
- Artist booking
- Artist transportation needs
- Artist hotel needs
- Artist backline equipment
- Site visits

To facilitate the City's 2022 Fourth of July Celebration the following items were in addition to the entertainment costs provided by the entertainment vendor:

- RV/trailer rental - \$1,000
- Porta Potty - \$2,200
- Crew & Artist catering - \$500
- Generators - \$3,500
- Light towers – \$1,000

Estimated total for weekly performance various costs: \$4,000-\$7,000.

### **Fiscal Impact:**

The estimated cost to prepare this report is \$175.

### **Recommended Action:**

Discuss potential options and provide direction to staff.

### **Attachments:**

- A. ShowMaster Mobile Sound Shell Community Stages Information Packet and Quote