



CITY COUNCIL AGENDA REPORT

Meeting Date: February 16, 2023

From: Jeff Franco, Recreation Coordinator

Subject: Request to Seek Donations/Sponsorships for the 2023 Summer Concerts in the Park Series

Community Goal/Result

Community Building, Fiscally Prudent

Purpose

Provide the community an opportunity take ownership and contribute toward the City's Concerts in the Park series.

Recommendation

Grant permission to City staff to seek donations/sponsorships from Brisbane community members and businesses for the 2023 Summer Concerts in the Park series.

Background

The Concerts in the Park series has existed in Brisbane for more than 15 years. Sponsorships have always provided the community a way, not only to contribute, but to be personally engaged in the process of bestowing entertainment upon their fellow residents. With the assistance from community-based sponsorships, City staff strive to procure the highest quality bands to perform in the concert series.

Every year the goal is to continually raise the bar to be able to deliver community favorite bands or new and polished bands that will entertain Brisbane residents. The average sponsorship totals over the past 5 years have been between \$11,000-\$14,000, which has helped to achieve that goal.

Discussion

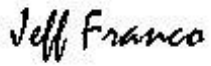
Parks & Recreation department staff seek permission to secure donations/sponsorships from Brisbane community members and businesses for the 2023 Summer Concerts in the Park series.

Fiscal Impact

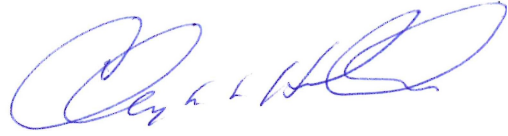
This community-based fundraising approach diminishes the burden on the City's general fund. Consistent with past fundraising efforts, staff aspire to secure \$11,000-\$14,000 in sponsorships and donations to cover non-personnel expenses associated with facilitating the Summer Concert series.

Attachments

1. 2023 Fundraising Plan



Jeff Franco, Recreation Coordinator



Clay Holstine, City Manager

City of Brisbane Fundraising Plan

Fundraising Plan Title and Purpose: *Please provide a title and description for your fundraising project.*

Request to Seek Donations/Sponsorships for the 2023 Summer Concerts in the Park Series.

Fundraising Participants: *Please list the names for all groups and individuals that will be conducting fundraising.*

Nicole Houghton, Recreation Supervisor
Jeff Franco, Recreation Coordinator

Donation Type/Amount: *Please describe the types and amount of donations that will be sought.*

Monetary Donations.

There are 4 levels of sponsorships:

-Bronze: \$100 -Silver: \$250 -Gold: \$1000 -Platinum: \$2500

Anticipated Donors: *Please describe who will be approached for donations.*

Brisbane community members & Brisbane businesses

Donor Recognition Plan: *Please describe how donors will be recognized.*

Sponsors will be recognized on the signboards, posters that are hung on the gazebo in the Community Park, in city publications, at the concerts themselves, and also by the City Council.

Fundraising Timeline:

Council Review of Fundraising Plan:	City Council Meeting, 2/16/23
Fundraising Start:	March 2023
Fundraising Completion:	July 2023
Council Review of Donations:	
Donor Recognition Complete:	

Restrictions/Reporting: *Please identify any restrictions or reporting requirements associated with this fundraising plan.*