



## CITY COUNCIL AGENDA REPORT

**Meeting Date:** February 17, 2022

**From:** Jeff Franco, Recreation Coordinator

**Subject:** Request to seek Donations/Sponsorships for the 2022 Summer Concerts in the Park series

### **Community Goal/Result**

Community Building, Fiscally Prudent

### **Purpose**

Promote integration and partnerships between Brisbane businesses and the community, provide opportunities for interactions and gathering, and enhance the quality of life for Brisbane residents.

### **Recommendation**

Grant permission to City staff to seek donations/sponsorships from Brisbane community members and businesses for the 2022 Summer Concerts in the Park series.

### **Background**

Brisbane's Concerts in the Park series is one of the City's signature events and has become well-loved by the community. Over the past decade, the series has grown and expanded based on input from residents. Sponsorships have historically provided residents and businesses with a means of contributing and personally engaging in the process of bestowing entertainment upon the Brisbane community. In partnership with the Parks & Recreation Commission, City staff seek sponsorships and donations each year in advance of the concert series to cover the cost of event expenses. Sponsorships and donations directly impact the number of concerts offered and the quality of bands procured for each series. Average sponsorship totals over the past 5 years have been between \$12,000-\$15,000. Staff strive to match or exceed previous years' totals in order to deliver high-quality events for the community.

### **Discussion**

Consistent with past practice, staff seek permission to begin the process of securing sponsorships and donations to support the 2022 concert series. Staff requests Council's approval to conduct outreach to residents and the business community between March-June 2022. Outreach occurs in the form of direct mail letters to past donors, social media postings, signboard postings, and solicitations in City publications such as the STAR and the Friday Blast. Four sponsorship levels exist ranging from \$100-\$2,500. All donors/sponsors will be acknowledged on City signboards, on the gazebo banner, and announced at each concert.

## **Fiscal Impact**

Sponsorships/donations fully fund the cost of bands for the Concerts in the Park series and make the events possible without adversely impacting the City's general fund.

## **Attachments**

1. City of Brisbane Fundraising Plan

*Jeff Franco*

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Jeff Franco, Recreation Coordinator

*Clayton L. Holstine*

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Clay Holstine, City Manager

## City of Brisbane Fundraising Plan

<b>Fundraising Plan Title and Purpose: <i>Please provide a title and description for your fundraising project.</i></b>	
Request to seek Donations/Sponsorships for the 2022 Summer Concerts in the Park Series	
<b>Fundraising Participants: <i>Please list the names for all groups and individuals that will be conducting fundraising.</i></b>	
Jeff Franco, Recreation Coordinator	
<b>Donation Type/Amount: <i>Please describe the types and amount of donations that will be sought.</i></b>	
Monetary Donations. There are 4 levels of sponsorships: -Bronze: \$100 -Silver: \$250 -Gold: \$1000 -Platinum: \$2500	
<b>Anticipated Donors: <i>Please describe who will be approached for donations.</i></b>	
Brisbane community members & Brisbane businesses	
<b>Donor Recognition Plan: <i>Please describe how donors will be recognized.</i></b>	
Sponsors will be recognized on the signboards, concert banner hung on the gazebo in the Community Park, in City publications, and also by the City Council.	
<b>Fundraising Timeline:</b>	
Council Review of Fundraising Plan:	City Council Meeting, 2/17/22
Fundraising Start:	March 2022
Fundraising Completion:	June 2022
Council Review of Donations:	Fall 2022
Donor Recognition Complete:	Fall 2022
<b>Restrictions/Reporting: <i>Please identify any restrictions or reporting requirements associated with this fundraising plan.</i></b>	
n/a	