



CITY COUNCIL AGENDA REPORT

Meeting Date: April 4, 2024

From: Jeff Franco, Recreation Coordinator

Subject: Request to Seek Donations/Sponsorships for the 2024 Summer Concerts in the Park Series

Community Goal/Result

Community Building, Fiscally Prudent

Purpose

Promote social events that enhance the quality of life for the Brisbane community.

Recommendation

Grant permission to City staff to seek donations/sponsorships from Brisbane community members and businesses for the 2024 Summer Concerts in the Park series.

Background

The Concerts in the Park series has existed in Brisbane for more than 16 years. Sponsorships have always provided the community with an avenue for contributing and being 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 residents. The average sponsorship totals over the past 6 years have ranged between \$11,000-\$14,000.

Discussion

Parks & Recreation department staff seek permission to secure donations/sponsorships from Brisbane community members and businesses for the 2024 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. City of Brisbane Fundraising Plan

Jeff Franco

Jeff Franco, Recreation Coordinator

Clay Holstine

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 2024 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, and also by the City Council.

Fundraising Timeline:

Council Review of Fundraising Plan:	City Council Meeting, 4/4
Fundraising Start:	April 2024
Fundraising Completion:	July 2024
Council Review of Donations:	
Donor Recognition Complete:	

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