



Agenda Item Report

Meeting Type: Historic Landmarks Preservation Commission

Meeting Date: March 25, 2025

Item Title: Discuss and Take Possible Action Regarding the Summer Concert Series

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

Bands have been identified as Rusty Hearts: 6/19, Seth & Kylar: 7/17, and Mark Croft Trio: 8/14. The contracts totaling \$2,350.00 have not been signed yet. The City would like to utilize its own contract or receive a written addendum to the Bananas Entertainment contract citing the clarifications from Mark Croft's email response regarding City Attorney concerns. Staff have developed a proposed contract.

The Chamber of Commerce has not voted yet to formally accept partnership with the Columbus Historic Landmark Preservation Commission (CHLPC). Liquor liability may need an additional co-sponsor as the Chamber is willing to spend up to \$400 and are weighing 2 options for that insurance. The Chamber is willing to use one of its picnic licenses for the Concert Series. General liability insurance would be held by the City.

At the last meeting, The Commission discussed possible incentives for opening acts. One included a "pass the hat" style donation in which the opening act would receive the proceeds. Staff have not received any response from the School District about the availability of the High School Band as an opening act.

Advertising the concerts include print posters and updating a banner with an ad in the shopper, posting to Facebook, and adding the concerts to the community events calendar. Staff looked into advertising on Events.com and for \$742.50, the concerts can be advertised to a reach of 154,570 – 193,212 people in the Madison, WI area on Instagram, Facebook, Google, and Snapchat. Ideally, the ad would be for a generic concert promo calendar entry, then create an additional 3 calendar entries for each specific band. The specific entries would not be advertised as the general entry would be advertised.

List of all Supporting Documentation Attached:

Draft Performer Contract
Bananas Entertainment Contract
Mark Croft Email
Contracts for Rusty Hearts, Seth & Kylar, and Mark Croft Trio
Events.com Pricing

Action Requested of the Historic Landmarks Preservation Commission:

Review and approve contracts for performers and review and approve \$742.50 advertising on Events.com