



City of Leon Valley Jazz Music Festival Presentation Update

Crystal Miranda
Community Relations Director
City Council Meeting
November 15, 2022

Purpose

- To provide an update on the City of Leon Valley Jazz Music Festival.



Planning Details

- Select Date – Saturday, March 25, 2023
- Select Time(s) – Grounds open at 12 with concert beginning at 3 p.m.
- Select Location – Raymond Rimkus Park
- Find Available Bands – 2 local and 1 regional
- Plan Logistics – Similar layout to Fourth of July or Council discretion
- Seek Sponsorships –
 - 4 levels: \$500; \$1,000; \$1,500; \$2,000
 - Council discretion
- Seek Vendors – Similar rates as 4th of July

Possible Event Timeline

- Saturday Event
 - Open grounds beginning at 12 p.m.
 - Concerts - 3 live bands
 - Beginning at 3 p.m.
 - Ending approximately at 6:30 p.m. (allowing time for bands to switch/set up)
- City Council Discretion

Possible Event Fiscal Impact - Estimates

Item	Cost
Stage	\$1,600
Sound	\$5,500
Entertainment	\$3,600
Set Up	\$3,000
Electrician	\$5,000
Advertisement	\$3,000
ATMs	\$200
	\$21,900

S.E.E. Impact Statement

- **Social Equity** - Is demonstrated by the City providing community events utilizing amenities for residents and visitors to the Jazz/Music Festival and encourages collaborative participation by residents, businesses and stakeholders in a large-scale family friendly event.
- **Economic Development** - The City's Jazz/Music Festival exhibits a distinctive and welcoming identity providing opportunities to market and brand the City for potential developers, businesses and/or residents.
- **Environmental Stewardship** - Will be demonstrated by stakeholders' onsite educating regarding recycling and sustainability.

Questions?