



# Discussion, Presentation & Possible Action on the City of Leon Valley Jazz Music Festival

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City Council Meeting  
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# Purpose

- To present a recap of the City of Leon Valley Jazz Music Festival.
- To receive direction and feedback on the continuation of the event.

# Purpose/Background

- Staff was asked to present the financial impact of the Jazz Festival.
- Overview
  - The last Jazz Festival was held in 2014 with approximately 200 attendees. (2day event)
  - The 2023 one day event was well attended with 1,000+
- Recap
  - Staff partnered with local “Jazz Man” David Munoz to recruit Jazz musicians
  - Sponsorships was not heavily solicited due to proximity of 4<sup>th</sup> of July
  - Event included 3 live Jazz performances and food trucks/vendors

# Fiscal Impact

- Expenses:

Jazz Fest				
Item Needed	Business Providing	Cost	Paid Date	Notes
Stage & Sound	BPL	\$ 4,720.00		
Electrician	Jeff Widner	\$ 5,500.00		
Restrooms	United Site Services	\$ 3,855.30		
Entertainment	Slim Man	\$ 2,700.00		
	Billie Ray	\$ 450.00		
	Europa	\$ 450.00		
ATM	Broadway	\$ 100.00		
iHeart Radio Ad		\$ 3,375.00		
David Munoz		\$ 350.00		
Decorations/VIP	Great			
	Events/Amazon/Food/Shirt	\$ 3,895.10		
Staff OT/CT	Leon Valley	\$ 9,629.52		
<b>Total Cost</b>		<b>\$ 35,024.92</b>		

# Fiscal Impact

- Revenue

Jazz Fest	
Sponsor	Cost
Linebarger	\$ 2,000.00
Miracle Body	\$ 2,000.00
<b>Total</b>	<b>\$ 4,000.00</b>

Jazz Fest	
Vendor	Cost
Drakes Fun Food	\$ 75.00
Longtab	\$ 55.00
Grate Flow of Foods	\$ 75.00
Advance America	\$ 55.00
Mediterranean	\$ 75.00
Well Med	\$ 75.00
Sari Sari	\$ 75.00
Hart 2 Heart	\$ 75.00
Back of the Yard	\$ 75.00
Humana	\$ 55.00
Just Smashem	\$ 150.00
Whisper Path	\$ 75.00
Chica's Boutique	\$ 55.00
Natural 4 Hair	\$ 75.00
TJ African	\$ 75.00
Cha Cha's	\$ 75.00
Chillz	\$ 150.00
Dos Perros	\$ 75.00
Invictus Fit	\$ 55.00
<b>Total Revenue (Vendors)</b>	<b>\$ 1,475.00</b>

# Total Fiscal Impact

- Feedback
  - The event was well attended
  - Performers were great
  - Heat was a concern for entertainment\*
  - Needs:
    - More signage - (VIP area, layout)
    - Shade
    - Lights – for exit of vendors

Total Fiscal Impact	
Revenue	
Initial Budget	\$ 29,800.00
Sponsorship	\$ 4,000.00
Vendors	\$ 1,475.00
<b>Total</b>	<b>\$ 35,275.00</b>
Expenditure	
Staff OT/CT	\$ 9,629.52
Event	\$ 25,395.00
<b>Total</b>	<b>\$ 35,024.52</b>

# Next Steps

- Secure date of Jazz Fest 2024
- City Council discretion

# 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.