



**TOWN OF LOS GATOS
COUNCIL AGENDA REPORT**

MEETING DATE: 02/07/2023

ITEM NO: 12

DATE: January 25, 2023
TO: Mayor and Town Council
FROM: Laurel Prevetti, Town Manager
SUBJECT: Authorize the Town Manager to Execute an Agreement with Sustainable Waze to Continue the Coordination of Music in the Park (MIP) Summer Concert Series for 2023, with Options for Annual Extensions for Two Additional Years.

RECOMMENDATION:

Authorize the Town Manager to execute an agreement with Sustainable Waze to continue the coordination of the Town's Music in the Park (MIP) summer concert series for 2023, with options for annual extensions for two additional years.

BACKGROUND:

On January 31, 2020, the Town issued a request for proposals (RFP) for a third-party vendor to coordinate and execute the 2020 Music in the Park (MIP) season. On March 3, 2020, the Town Council considered the results of the RFP, and approved staff's recommendation to work with the organizer group of Mark Secchia (no longer affiliated), Neal Turley, and Perry Thorwaldson for the 2020 series. This team operated under the vendor name, Sustainable Waze (Organizer). As a part of the approval, the Town Council also approved the Organizer's request for \$20,000 in sponsorship dollars, along with several in-kind staff services and subsidized permit fees to support the concert series.

Due to the COVID-19 Pandemic and the community health and safety provisions in place at the time, both the 2020 and 2021 MIP Concert Series were postponed. In the FY 2022/23 budget, the Town Council again allocated the \$20,000 sponsorship, and in-kind services and permit fees to support MIP, thus the series returned in the summer of 2022 with Sustainable Waze working as the event Organizer.

PREPARED BY: Monica Renn
Economic Vitality Manager

Reviewed by: Town Manager, Assistant Town Manager, Town Attorney, and Finance Director

BACKGROUND (continued):

Per the agreement with the Organizer, the \$20,000 Title Sponsorship secures the naming rights of the concert series as “Los Gatos Music in the Park.”

DISCUSSION:

With the lead time necessary to produce the MIP concert series and the Organizers’ success with the 2022 series, staff reached out to the Organizers to understand if there is interest in continuing to coordinate MIP for the summer of 2023 with the same in-kind services and financial sponsorship structure that was in place for 2022. Given the successful history with the Organizer for MIP, it is recommended that the Town moves forward with an agreement with Sustainable Waze, as the Town’s Single Source vendor.

The Organizers confirmed their interest in continuing to plan and produce the MIP concert series for 2023, thus, staff is seeking to reconfirm the Town Council’s interest and approval of the previously adopted and budgeted sponsorship and other in-kind and monetary considerations are outlined in the chart below.

It should be noted that the *Naming Rights, Title Sponsorship* monetary amount of \$20,000 is a not to exceed amount. Event organizers have noted that if they are able to re-secure a specific donor at the level of \$10,000, then the Town’s Title Sponsorship contribution would be reduced to \$10,000 for 2023.

Title Sponsorship Paid to Organizers	
Naming Rights, Title Sponsor: <i>Los Gatos Music in the Park</i>	NTE \$20,000

In-kind Services and Additional Town Contributions Provided at No Cost to Organizer	
Special Event Permit Application Fee (For-Profit)	\$680
Parks Hourly Fee	\$4,400
Use of Council Lobby as staging area and green room	\$1,600
Use of Town Stage including staff time for setup and removal	\$2,200
Staff time to hang MIP banners at Civic Center	\$472
Temporary Sign Fee	\$99.00
No Parking Signs Fee	\$135
2 LGMS Police Officers at each concert	\$10,240

ALTERNATIVES:

Alternatively, the Town Council may wish to provide other direction or pursue other alternatives for MIP 2023. Staff is not recommending any changes to the terms as these were carefully considered to create a balanced package agreeable to both the Town and the Organizers.

Another option is to forgo a 2023 MIP concert series and reconsider the future of the MIP at a later date. Staff is not recommending this option either given the success of the 2022 MIP concert series with the current Organizer, and the community interest in the continuation of the annual MIP summer concert series.

CONCLUSION:

It is recommended that the Town Council move forward with authorizing the Town Manager to execute an agreement with Sustainable Waze for the planning, coordination, and implementation of the 2023 MIP concert series.

In addition, the Town Council may wish to consider allowing for the agreement with the Organizers to have the option to be renewed at the same terms agreed upon for 2023, for two additional years with the same Organizer, including the MIP summer concert series for 2024 and 2025 without additional Town Council consideration in these years.

COORDINATION:

This staff report has been coordinated with the Town Managers Office, Town Attorney, and Finance Department.

FISCAL IMPACT:

The \$20,000 sponsorship has been budgeted each year as a part of the Town's Special Events Budget and would remain status quo for FY 2022/23. The continuation of the in-kind services and permit fees will continue to be absorbed within the work of each Department.

ENVIRONMENTAL ASSESSMENT:

This is not a project defined under CEQA, and no further action is required.

ATTACHMENT:

1. Draft Single Source Agreement with Sustainable Waze