



**TOWN OF LOS GATOS
COUNCIL AGENDA REPORT**

MEETING DATE: 03/03/2020

ITEM NO: 11

DATE: February 25, 2020
TO: Mayor and Town Council
FROM: Laurel Prevetti, Town Manager
SUBJECT: Authorize the Town Manager to Prepare and Execute an Agreement with for the Production of Music in the Park 2020, Including Any Council Direction

RECOMMENDATION:

Authorize the Town Manager to prepare and execute an agreement with for the production of Music in the Park (MIP) 2020, including any Council direction.

BACKGROUND:

On December 3, 2019, the Town Council received a staff report detailing the staff production of MIP and seeking input on the development of an MIP Request for Proposals (RFP). The staff report presented the financial results for the past two years of the staff produced series. The financial results are summarized below:

2018	
Total Expenses 2018	\$38,939
Total Sponsorships 2018	\$36,000
Net Loss	(\$2,939)

2019	
Total Expenses 2019	\$38,454
Total Sponsorships 2019	\$22,000
Net Loss	(\$16,454)

PREPARED BY: Arn Andrews
Assistant Town Manager

Reviewed by: Town Manager, Town Attorney, Finance Director, and Economic Vitality Manager

BACKGROUND (continued):

In addition, staff sought guidance on the extent of financial and other in-kind considerations the Council would provide to a successful RFP respondent. Following is the itemized list of in-kind and other monetary considerations that the Council opted to include in the RFP.

In-Kind Donations	
•	Use of Council Lobby as a band staging area (“green room”)
•	Use of Town stage, including setup and tear down
•	Use of electricity to power the stage and sound systems
•	Use of parking spaces to accommodate restrooms, sponsors, and band and sound technicians
•	Use of Town staff for affixing the main concert sign behind the stage

Monetary Consideration		
•	Special Event Permit Application Fee (For-Profit)	Waived \$680.00
•	Parks Hourly Fee	Waived \$4,400.00
•	Temporary Sign Fee	Waived \$99.00
•	No Parking Signs Fee	Waived \$110.40
•	1 LGMS Police Officer Fee	Waived \$5,120.00
Total Monetary Consideration		\$10,409.40

On January 31, 2020, the Town released an RFP “*For Production and Promotional Services for the Town of Los Gatos Music in the Park (MIP) Summer Concert Series*”. By the submission date of February 20, 2020, the Town received a single proposal (Attachment 1).

DISCUSSION:

RFP Response and Proposal Summary

On February 20, 2020, the Town received a proposal from a group which includes Neal Turley, Mark Secchia, and Perry Thorwaldson. All three of the individuals either currently live in Los Gatos or have previously resided in Town and are very familiar with the Music in the Park summer concert series. Mr. Turley and Mr. Thorwaldson both have extensive experience in the production and planning of music venues. It should be noted that Mr. Thorwaldson provided audio services for MIP the past two years. Mr. Secchia currently serves on the Town’s Sales tax Oversight Committee and volunteers his time for a multitude of other agencies in Town. Mr. Secchia is financing the project and will be responsible for sponsorship development.

DISCUSSION (continued):

The proposal group has the ability to produce the series through either existing 501c3 non-profit organization Sustainable Waze or through the existing for-profit organization Bliss Point Productions.

The submitted proposal confirmed that the group can comply with the Scope of Work (SOW) as outlined in the RFP. The respondents understand that the SOW is not comprehensive in nature and that additional event details will be addressed through the Special Event Permit process. Provided below is the SOW per the RFP:

- a. Produce eight Sunday concerts commencing on July 5, 2020 and concluding on August 23, 2020. Concerts are to begin at 5:00 p.m. and end by 7:15 p.m. (including encores).
- b. Audition, book, contract with, and pay the performers. The Town reserves the right to reject any band deemed inappropriate for the MIP series. Bands should be targeted that attract audiences between 1,500 and 2,500 people.
- c. Provide a professional sound system and sound engineer on site for the duration of the concert. The sound system must be capable of accommodating the horizontal dimensions of the concert venue (see Attachment C).
- d. Provide an adequate number of staff and/or volunteers to run the concerts and clean after the concerts. Minimum staffing requirements per concert is six individuals.
- e. Maintain a clean, safe, and attractive environment for the concerts.
- f. Provide at least one family friendly activity at each concert.
- g. Indemnify and hold harmless the Town of Los Gatos.
- h. Carry necessary liability insurance as required by the Town.
- i. Work with Town staff to ensure all other aspects of the required Special Event Permit are met.
- j. Market the series primarily to the geographic area of Los Gatos.
- k. Use the existing MIP branding/logo in the RFP as the primary brand.
- l. Maintain the existing MIP Facebook presence. The Town will transition the current Facebook page to the successful respondent.

In addition to confirmation of the SOW requirements listed above, the group also included a commitment option to contribute 10% of net non-audited profit to the Town or chosen recipient.

DISCUSSION (continued):

Additional Requests from the Submitted Proposal

The submitted proposal included a section referred to as “Commitment from the Town of Los Gatos”. In follow-up conversations with the respondent, the Town Council is being asked to provide specific direction as to whether it accepts any of the following requests:

- Purchase the naming rights sponsorship for MIP for \$20,000 to remain “Los Gatos Music in the Park” with no additional sponsor name in the title;
- Fund all required Police Officers for the full duration of each MIP concert;
- Provide and pay for all trash and recycling bins and removal service;
- Allow a beer and wine tasting roped off area to be run in accordance with the requirements of the State Alcoholic Beverage Control;
- Provide a 30-minute meeting with the Town Attorney to discuss liability, insurance, and choice of executing entity;
- Allow the removal of the portable bathrooms every Monday morning before 9 a.m.;
- Not charge for any special event application fees (already waived by Town Council); and
- Allow the team to exclusively deal with one person (i.e., Arn Andrews) as a point of contact between the Town and Mark Secchia.

The two main items for Council consideration are the first two bulleted items. Staff believes the remaining bullets already have established precedent in place or can be easily accommodated.

Regarding the first item (*Purchase the naming rights sponsorship for MIP for \$20,000 to remain: “Los Gatos Music in the Park” with no additional sponsor name in the title*), the respondent intends to develop a single title naming rights sponsorship and they believe the Town would be the likely partner for this level. In the event the Council opts not to be a naming rights sponsor, the group would like assurance that the Town is accepting of a potential corporate entity having exclusive naming rights.

Regarding the second item (*Fund sufficient Police Officers for the full duration of each MIP*), the respondent would like the second required Police Officer to also be financed by the Town. In the event the Council opts not to provide additional funding for the second Officer, the group would like the ability to meet with the Town’s Chief of Police to see if alternative public safety approaches could be deployed. The group mentioned the possibility of local sworn residents acting as volunteers to meet the needs of public safety officials needing to present during events.

CONCLUSION:

Staff believes the representative respondents have the professional expertise to produce and promote a successful MIP summer concert series. For this reason, staff recommends moving forward with the preparation and execution of a contract. However, the response clearly illustrates some reservations of the group to assume the full financial responsibility for the series beyond the in-kind and monetary contributions already identified by the Town. For this reason, Council direction on these additional items is needed.

ALTERNATIVES:

In the event the Council opts not to outsource the production and promotion of the MIP summer concert series, it would likely default to staff to produce. Similar to the prior two years, a staff production would be for a five-concert series and as in years past, requires a significant staff commitment. It should be noted, that while staff seeks sponsorships to the best of their ability, Town employees are not ideally suited for fundraising. It should also be noted, that despite best efforts, the production of the concert series has resulted in a net loss both years.

COORDINATION:

This staff report was coordinated with the Town Manager, Town Attorney, and Economic Vitality Manager.

FISCAL IMPACT:

The current impact as outlined in the RFP is a series of in-kind donations and \$10,409.40 of waived fees.

ENVIRONMENTAL ASSESSMENT:

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

Attachment:

1. MIP RFP Proposal

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COVER LETTER

for

Music in the Park Concert Series

Proposal

Note: Other than this cover letter's *references* section, the information in this cover letter is also contained in the proposal. This cover letter is written solely to list items in the mandatory order in response to item #7, on pages 10 and 11 of the RFP.

Item 1 from RFP (Proposal Summary):

These individuals have the authority to bind the proposal:

Mr. Neal Turley
104a Edelen Avenue
Los Gatos, CA 95030
cell: (512)917-3907
whoisguygrand@gmail.com

Mr. Mark Secchia
130 Edelen Avenue
Los Gatos, CA 95030
cell: (669)258-9005
mark@secchia.com

The legal form of the executing firm will be decided in conjunction with the town. It could be done as a non-profit through Sustainable Waze, could be done as a for-profit through Bliss Point Productions, or could be done as sole proprietors without any entity. Neal Turley is the principal of both Sustainable Waze and Bliss Point Productions. We are open to discussion with the town as to which entity is most appropriate. The two entities are described as follows:

Sustainable Waze ~ 501 3C non-profit organization. This organization was founded in 2018 by Neal Turley to provide consulting services for special events. The goal of Sustainable Waze is to help events reduce their environmental impact while maintaining fiscal responsibility.

Bliss Point Productions is an event production company based in Los Gatos. For 20 years, Bliss Point has provided mobile staging and professional equipment necessary for producing outdoor live music events. Bliss Point Productions is involved in all aspects of events including sponsorship development, talent buying and onsite event execution.

Both entities are relatively small and have less than five full-time employees.

Item 2 from RFP (Experience/Expertise):

Neal Turley lives in Los Gatos and has been in the music festival business for over 20 years, and has previously submitted a proposal to produce MIP in 2016. His career has been dedicated to executing outdoor music festivals. Three years ago, he simplified his business to focus on small-scale community events, often with corporate hospitality and artist development. Local events he works on include Claws for a Cause, San Jose Jazz Festival, Redwood Mountain Faire, and the SoFA Street Fair. His corporate clients include Facebook, BottleRock, PG&E, Barracuda Networks, Pure Storage, Sierra Nevada Brewing Company, Lagunitas Brewing Company, and New Belgium Brewing Company. For MIP, Neal plans on bringing in rustic wooden wine barrel furniture and trailers and looks forward to sharing his vision with the town. Neal will provide his marketing, operations, and planning expertise, and will also bring in equipment for the event, and if MIP 2020 does not lose money, will receive 40% of the net profits.

Mark Secchia lives in Los Gatos, and has previously worked with the town to establish a local business. He completed Leadership Los Gatos, and currently serves on the Sales Tax Oversight Committee. Mark will be responsible for sponsorships, childrens' activities, and will be the point of contact for the town regarding MIP. Mark will fund the project, and if MIP 2020 is profitable, he will receive 40% of the profits.

Perry Thorwaldson was born in Los Gatos, and currently lives in Saratoga. Through his company Thor Audio, he has been providing exclusive audio services to MIP for the last few years, and has over 30 years of experience in audio engineering & recording, and a 20+ year record of successful business management as evidenced by the fact that Thor Audio Solutions has never had any litigation against them. His role would be identical to what he did in the past, with the additional responsibility of managing the bands (choosing, negotiating, contracting, hosting, etc). Although being paid for his services, Perry Thorwaldson is also a partner in this venture, with a trailing 10% profit share. He will provide the same equipment, staffing levels, dedication, professionalism, and quality that you have come to expect of him.

Item 3 from RFP (Scope of Work):

Yes, we can comply with the scope of work as outlined in section three of the RFP.

Item 4 from RFP (References):

Neal Turley:

- Kevin Sanchez, Recreation Coordinator, City of Burlingame, ksanchez@burlingame.org
- Sheila Cotruvo, Event Coordinator, City of Pleasant Hill, SCotruvo@PleasantHillRec.com
- Tim Beeman, CEO Miramar Events, Representing Chamber of Commerce for City of Mountain View and Menlo Park, tim@miramarevents.com
- Dan Lawson, Claws for a Cause, dlawson@opesadvisors.com

Mark Secchia:

- Monica Hernandez, principal, Saint Mary School, mhernandez@stmaryslg.org
- Sue Farwell, landlord, Los Gatos, s.farwell@verizon.net
- Jim Foley, owner, Rootstock, jimfoley@gmail.com

Perry Thorwaldson:

- Eric Lochtefeld, Golden State Theatre, Eric@goldenstatetheatre.com
- Dena Grim, Facebook Events, dena@fb.com
- Teri Hope, Jazz on the Plazz

Item 5 from RFP (Proposal Agreement):

By submitting this proposal, the team agrees to be bound by it.

Item 6 from RFP (Proposal Exceptions):

The team would like to lock in the dates of each concert, and eliminate the RFP clause that the town can “postpone opening for its own convenience”.

Through his audio corporation work, Perry Thorwaldson is in contact with others who may be doing proposals for MIP, but the team has not engaged in any activities not allowed in the RFP.

The RFP requires the team to be available for an evaluation panel. We respectfully request that only Principals Neal Turley and Mark Secchia be required to attend. Partner Perry Thorwaldson will do his best to attend but is often unavailable in the evenings due to his work schedule.

Item 7 from RFP (Proposal Submittal Requirement):

This proposal is submitted via three hard copies and one USB drive to Arn Andrews on February 20, 2020.

Production & Promotion Proposal

Music in the Park Concert Series

Proposed to the town of Los Gatos

by Neal Turley, Mark Secchia, and Perry Thorwaldson

Submitted via three hard copies and one USB drive to Arn Andrews
February 20, 2020

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Summary:

We (“the team”) are very excited about the opportunity to bid on producing and promoting the Los Gatos Music in the Park summer concert series (“MIP”), and are looking forward to working with the town to execute a successful 32nd annual MIP possible, and to continuing a long-standing tradition of a fun-filled, exciting, family and community event that makes Los Gatos the vibrant town that we are proud to call home.

The Vision:

The team is committed to executing the town’s vision. We have observed the prior two years of the town producing and promoting the event, and will follow their lead.

However, we would like to propose a few deviations from 2019 such as a focus on alternative marketing, family-friendly activities, and the addition of a tasting area.

For more information on alternative marketing, please see Attachment A “Sponsorship”.

For more information on the family-friendly activities, please see Attachment B “Activities”.

For the tasting area, the team proposes to work in conjunction with the town and

within its and the ABC's guidelines, to create a roped off area where beer and wine tastings are available. Wristbands will be sold or given in sponsorship packages. Simple food may also be included. The tasting area would open up at 4pm, one hour after the childrens' activities commence. See Attachment B "Activities".

The Team:

Principal
Mr. Neal Turley
106a Edelen Avenue
Los Gatos, CA 95030
cell: (512)917-3907
whoisguygrand@gmail.com

Principal
Mr. Mark Secchia
130 Edelen Avenue
Los Gatos, CA 95030
cell: (669)258-9005
mark@secchia.com

Partner
Mr. Perry Thorwaldson
945 Berryessa Road
San Jose, CA 95133
cell: (650)823-5361
perrythor@earthlink.com

Neal Turley lives in Los Gatos and has been in the music festival business for over 20 years, and has previously submitted a proposal to produce MIP in 2016. His career has been dedicated to executing outdoor music festivals. Three years ago, he simplified his business to focus on small-scale community events, often with corporate hospitality and artist development. Local events he works on include Claws for a Cause, San Jose Jazz Festival, Redwood Mountain Faire, and the SoFA Street Fair. His corporate clients include Facebook, PG&E, Barracuda Networks, Pure Storage, Sierra Nevada Brewing Company, Lagunitas Brewing Company, and New Belgium Brewing Company. For MIP, Neal plans on bringing in rustic wooden wine barrel furniture and trailers and looks forward to sharing his vision with the town. Neal will provide his marketing, operations, and planning expertise, and will also bring in equipment for the event, and if MIP 2020 does not lose money, will receive 40% of the net profits.

Mark Secchia lives in Los Gatos, and has previously worked with the town to establish a local business. He completed Leadership Los Gatos, and currently serves on the Sales Tax Oversight Committee. Mark will be responsible for sponsorships, childrens' activities, and will be the point of contact for the town regarding MIP. Mark will fund the project, and if MIP 2020 is profitable, he will receive 40% of the profits.

Perry Thorwaldson was born in Los Gatos, and currently lives in Saratoga. Through his company Thor Audio, he has been providing exclusive audio services to MIP for the last few years, and has over 30 years of experience in audio engineering & recording, and a 20+ year record of successful business management as evidenced by the fact that Thor Audio Solutions has never had any litigation against them. His role would be identical to what he did in the past, with the additional responsibility of managing the bands (choosing, negotiating, contracting, hosting, etc). Although being paid for his services, Perry Thorwaldson is also a partner in this venture, with a trailing 10% profit share. He

will provide the same equipment, staffing levels, dedication, professionalism, and quality that you have come to expect of him.

Proposed Dates and Location:

This proposal is for the 2020 MIP, to promote and produce eight sundays of bands and entertainment on the Los Gatos Civic Center lawn. All eight dates will be free to attend.

July 5, 12, 19, 26

August 2, 9, 16, 23

Childrens' and family activities will be from 3-5pm
(see Attachment B "Childrens' Activities").

Music will be from 5-7pm, with a 7:15 non-negotiable hard stop.

The Entity:

The legal form of the executing firm will be decided in conjunction with the town. It could be done as a non-profit through Sustainable Waze, could be done as a for-profit through Bliss Point Productions, or could be done as sole proprietors without any entity. Neal Turley is the principal of both Sustainable Waze and Bliss Point Productions. We are open to discussion with the town as to which entity is most appropriate. The two entities are described as follows:

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Bliss Point Productions is an event production company based in Los Gatos. For 20 years, Bliss Point has provided mobile staging and professional equipment necessary for producing outdoor live music events. Bliss Point Productions is involved in all aspects of events including sponsorship development, talent buying and onsite event execution.

Both entities are relatively small and have less than five full-time employees.

Bands:

Selection/Production: The artist we choose will be similar to what we historically

have seen at Music in the Park. Perry Thorwaldson, in conjunction with Neal Turley, will be choosing and contracting with the bands. We will choose talent that can capture the crowd's attention and make them feel comfortable enough to get up and dance while the music should not be so overwhelming that it demands your full attention. Bands will be consistent with previous years' bookings, and will perform songs from mainstream genres such as or similar to rock, salsa, top 40, blues, etc. Bands will be chosen that can perform for approximately 2,000 people, and with the understanding that we want attendees to be local, drawn from the tax-paying base of Los Gatos, and we are not looking for bands that will bring a big following along with them. Mark Secchia will submit the band names and dates to Arn Andrews more than three weeks prior to each band's performance date. The town reserves the right to deny any band for any reason, but must do so within three business days of submission, via Arn Andrews.

Sponsors: We would like to find a sponsor for each band, such that at each event, we will acknowledge the sponsor for today's band and thank them for providing the entertainment for the evening. A sponsor could be an individual, a group, or a company.

Encore: On some evenings, the bands may be making announcements that after MIP they will be continuing on to other Los Gatos entertainment venues. For example, #1 Broadway may be a promotional partner, and some bands may announce that after MIP they will continue later at #1 Broadway.

Marching Bands: Although they will not perform on stage, we will be approaching the Los Gatos high school band for occasional appearances. For example, we may have the band march through at the beginning as a kick-off of the first MIP of the summer, or for closing ceremonies.

Estimation of costs:

audio, \$1,800 per week	\$14,400
bands, \$2,000 per week	\$16,000
bathrooms, \$1,200 per week	\$ 9,600
insurance, \$1,000 per week	\$ 8,000
marketing & advertising	\$ 8,500
onsite staff, for eight concerts	\$ 5,000
tasting area beverages, food, and supplies, \$6,000 per week	\$48,000
misc event expenses	\$ 2,000

TOTAL \$111,500

We believe an estimation of revenues at this point is premature. The team hopes to break even in 2020, and if chosen to do future MIP concerts we would aim to make a profit.

Conflicts with RFP:

The team would like to lock in the dates of each concert, and eliminate the RFP clause that the town can “postpone opening for its own convenience”.

Through his audio corporation work, Perry Thorwaldson is in contact with others who may be doing proposals for MIP, but the team has not engaged in any activities not allowed in the RFP.

The RFP requires the team to be available for an evaluation panel. We respectfully request that only Principals Neal Turley and Mark Secchia be required to attend. Partner Perry Thorwaldson will do his best to attend but is often unavailable in the evenings due to his work schedule.

Commitments from the Team:

- Fund all the capital for all expenses regardless of sponsor and event income,
- abide with all RFP parameters not specifically listed in the section above,
- contribute 10% of net non-audited profit to the town or its chosen recipient,
- have six visibly identifiable staff for the duration of each event,
- maintain a clean, safe, and attractive environment at each concert,
- provide our own town-approved event insurance,
- liaise with the ABC for alcohol considerations,
- and we will not alter the MIP logo in any unauthorized way.

Commitment from the Town of Los Gatos:

- Purchase the naming rights sponsorship for MIP for \$20,000 to remain:
 - “Los Gatos Music in the Park” with no additional sponsor name in the title.
- fund sufficient police officers for the full duration of each MIP
- provide trash and recycling bins and removal service,
- allow a beer and wine tasting roped off area to be run in accordance with ABC,
- provide a 30-minute meeting with the town attorney to discuss liability, insurance, and choice of executing entity,
- allow us to remove the portable bathrooms every monday morning before 9am,
- not charge for any special event applications or parks hourly fee,
- and allow the team to exclusively deal with one person (our preference is Arn Andrews) as a point of contact between the town and Mark Secchia.

Previous Assumed Commitments:

- provide all prior banners, and printed marketing materials,
- allow hanging approved banners on same street poles, community areas, and

concert area as past MIP's,

- send two dedicated emails to Los Gatos residents exclusively for MIP,
- provide stage and weekly set up & tear down labor and storage,
- provide exact pricing for last two years' advertising activities,
- provide log-ins for social media that the town wants managed,
- allow exclusive use of streetside parking spaces as in the past,
- immediately update <https://www.losgatosca.gov/350/Music-in-the-Park> to reference upcoming 2020 dates,
- provide a letter authorizing us to promote MIP (for continuity),
- provide introductions to previous sponsors of last two years' MIP,
- allow use of Council lobby for band green room,
- allow use of Council lobby bathrooms for bands and select sponsors,
- and allow use of town staff for affixing the main concert sign behind the stage.

Contract:

This proposal is for the team to promote and produce one year (2020) of MIP. The contract will commence from March 20, and end three months after the last executed concert.

If, after the successful completion of MIP 2020, the town would like the team to manage MIP 2021, the team and the town shall sign the contract before December 31, 2020, in which case the team prefers the second contract be for a subsequent three years.

Any profit sharing is cumulative. Cumulative losses will be offset against future profit-sharing.

In Conclusion:

The team hereby represent that we have carefully read and fully understand the information that was provided by the town in the town email update Friday January 30 which included the RFP to which we are replying. The team has not read any previous or subsequent versions of the RFP.

Submitted respectfully on this 20th day of February, 2020,

Neal Turley

Mark Secchia

Perry Thorwaldson

Attachment A - Sponsorship Levels

Sponsorship will be our primary source of revenue to support the event, with prices that are negotiable but it remains critical that we are successful in these fundraising efforts to keep the event free to the community. We will leverage our relationships with the Chamber of Commerce and Jazz on the Plazz to discuss how to approach sponsors, and whether we can work towards group packages.

We hope to target individuals, groups, and companies to offer experiential, engaging marketing opportunities. For example, we would like to find a sponsor for each band. That sponsor will be acknowledged and thank them for providing the entertainment for the evening. Through integrated sponsorship packages, we hope to create memorable experiences that attendees will remember. It's important that attendees will appreciate our sponsors' contributions. In an informal survey of past MIP-goers, we have learned the majority assume the city underwrites the whole event, and very few people could remember any sponsors from previous years except for "that Arthur adult dance company" that two people remembered.

\$20,000+ "Title" sponsor (1) Available

We feel it's appropriate for the town of Los Gatos to partner with us at this level. There is only 1 title sponsor available. This is very much like Oracle Park, AT&T Park.

\$10,000 Sponsor (2) Available

This (2) sponsors will have key presence onsite and will be included in all marketing and collateral materials

\$5,000 Sponsor (4) Available

will be included in all marketing and collateral materials

\$2,500+ "community" sponsor(s)

onsite presence and activation

\$500+ group purchases & memberships

We believe there are many members of the community who appreciate MIP and want to support it. We would like to offer them ways to buy advance wristbands for the tasting area, as well as possible seating reservations in the tasting area or other perks we can offer to them.

Attachment B - Childrens' Activities

The team would like to host MIP childrens' activities in the early afternoons at each MIP from 3-5pm, in an area separate from the main stage (which will be busy doing sound checks), most likely closer to the library parking lot. During this time, we will continue set up for MIP in the main area, but at least some of the bathrooms will be ready. The tasting tent will open at 4pm, but cold waters will be available for purchase from 3pm.

During Childrens' Activity time, we will have static activities such as face-painting (for a fee which is kept by the painter...unless we have a face painting sponsor), and similar simple entertainment. Another idea is to hang a large-rolling butcher paper roll that children can draw on, to be left up for that day's MIP.

We also will have more engaging group activities like:

- water balloon toss,
- relay games,
- watermelon or pie-eating contests,
- walking balancing an egg on a spoon,
- treasure hunts,
- and/or potato sack 3-legged contests.

Other than the previously mentioned possibility of a marching band, we do not plan on having any amplified music during childrens' activities. However, we may engage local childrens' dance studios to dance, or similar activities, that may have some background music that will be played at a much lower volume than MIP bands.

We will engage the local elementary schools to see if they have an interest in choosing one date to promote to their kids as, for example "Van Meter Childrens' day at the park", and we will work with them to see what activities the children can do from 3-5pm.

We will also engage local non-profits such as Rotary, Elks, Kiwanis and others to see if they would like to have a presence and help host some childrens' activities as well.

We will list these childrens' activities and times on the insurance application, and rely on the town to provide the correct police officer presence.