



**TOWN OF LOS GATOS
COUNCIL AGENDA REPORT**

MEETING DATE: 01/18/2022

ITEM NO: 9

DATE: January 10, 2022
TO: Mayor and Town Council
FROM: Laurel Prevetti, Town Manager
SUBJECT: Reconfirm Prior Music In the Park (MIP) Council Action

RECOMMENDATION:

Staff recommends that the Town Council reconfirm prior MIP Council action.

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, Neal Turley, and Perry Thorwaldson (Organizers) for the 2020 series (Attachment 1). As a part of the approval, the Town Council also approved the Organizer's request for \$20,000 in sponsorship support of the concert series.

On May 5, 2020, the Town Council reconfirmed their \$20,000 commitment previously allocated for the 2020 MIP series and reallocated the funding to FY 2020/21 budget for the support of the 2021 MIP Concert Series.

The continued regulatory environment necessary for the health and safety of COVID-19 mitigation resulted in the 2021 MIP concert series also being postponed.

DISCUSSION:

Given the lead time necessary to produce the MIP concert series, staff reached out to the Organizers to see if their original 2020 proposal and interest in managing the series was still valid. The Organizers confirmed their proposal and as such staff is seeking to reconfirm the

PREPARED BY: Arn Andrews
Assistant Town Manager

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

DISCUSSION (continued):

Town Council’s previously adopted and budgeted sponsorship and other in-kind and monetary considerations are outlined below:

“Title” Sponsorship	
• Naming Rights “Title” Sponsor	\$20,000.00

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	

Additional 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
• 2 LGMS Police Officer Fee	Waived	\$10,240.00
Total Additional Monetary Consideration		\$15,529.40

ALTERNATIVES:

Alternatively, the Council may wish to provide other direction or pursue other alternatives. For example, the Council may wish to continue to work with the previously approved Organizers and renegotiate some of the terms. 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 skip the 2022 concert series and go out for a new RFP in the fall of 2022 for the 2023 MIP. Staff is not recommending this option because of the community interest in a 2022 series if public health concerns are mitigated. In addition, the Town and the Organizers would learn from the 2022 experience and the Council can provide additional direction for 2023 concert series in the fall of 2022.

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CONCLUSION:

If Council reconfirms its previous actions and public health policy permits, staff will work with the Organizers to finalize the sponsorship agreement and special event permit in preparation for the potential renewal of the MIP summer concert series in 2022. This is the most efficient, cost effective, and expeditious approach to providing a concert series in 2022.

COORDINATION:

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

FISCAL IMPACT:

The original \$20,000 sponsorship has been budgeted each year so there is no new FY 2021/22 impact. The in-kind and other monetary considerations will be requested in the Mid-Year budget pending Council action.

ENVIRONMENTAL ASSESSMENT:

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

Attachments:

1. MIP RFP Staff Report