
From: Catherine Somers <catherine@losgatoschamber.com>

Sent: Thursday, August 12, 2021 1:38 PM

Subject: FW: The Promenades --- The Good , the not so good and other observations and suggestions

Per the Los Gatos Chamber of Commerce -

Dear Town Staff and Town Council Members -

We, the staff at the Chamber of Commerce, had an unbelievably fun time organizing this summer series of Promenades. Who knew they would be so wonderfully successful? It is hard to determine whether or not it was the timing and the need, whether it was the event name or the fact that the street was closed - or whether it was because they happened every Thursday night for seven weeks – not sure we will ever know- and maybe it was all of those factors combined that made them so successful. Whatever it was -- it worked and the people in Los Gatos loved them. Almost all comments we received were extremely positive – to the point that many people (including some of our Board members) would like to see them continue for a few more weeks! No doubt and it's true with any new event, we learned more and more as we went along about what worked and what did not work.

We would love to do a “repeat performance” of the Promenades next summer. The bands are already lining up and we have some ideas on how we can attract sponsors to help underwrite the expenses. Before that discussion happens and before we present a formal proposal, we should take a few minutes to reflect on the summer of 2021.

For Council consideration-

The Promenade Recap and Our Observations

- Police presence at all future Promenades from 6-10 pm responsible for security, alcohol control and clearing the street!

- Servicing of Town trash receptacles and supplemental receptacles
- 7 Promenades in the series for 2022. Start July 7 Some people will argue to have them every Thursday from Memorial Day – Labor Day.
- Street closure at 3:30 pm to extend the merchant selling time
- Sound set up & logistics review based on later street closure
- 8 PM end time-leaves enough light and time for clean-up and road reopening in a timely manner
- More collaboration with other venues hosting bands/music.
- Set up collaboration & partnerships between LG restaurants outside of Promenade event area and merchants on N. Santa Cruz
- Classic car placement away from the front of Merchant businesses parking areas
- North and South stages are essential as having them at either end encourages movement
- Review band start times – staggering the music worked well
- Review Band choices - see Bozeman line up – we could be a little more culturally inclusive
- How to prevent bands from just posting up on Gray's Lane – need formal programming there
- ABC Distribution point licenses
- Consider wristbands for people over 21
- Port- a- Potties- number & placement
- Non armed outside security from 4-6
- Volunteer or paid personel for set up & clean up
- no additional outside vendors except those selling food/drinks – but we could use more food
- Appreciation that there were no random vendors selling miscellaneous stuff. Didn't "muddy" the event
- Street Performances adds an element of interest and excitement and makes us different and unique from other summer events

We estimate the cost for full production each week was approximately \$12K to \$13K. We should definitely consider building public /private partnerships with local businesses that might want to sponsor one of the weekly events. We should also determine whether or not this event could take the place of our Sunday Music in the Park events. We think it is feasible that you could have Jazz on Wednesday nights and the Promenades on Thursdays – but that question has been asked a few times.

Thanks again so much for giving us the opportunity to organize these Promenades. The Town was full of life, zest, emotion and excitement. It was so nice to see those smiles.