



Mayor Robert E. Simison

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December 8, 2025

MEMORANDUM

TO: Meridian Arts Commission

FROM: Cassandra Schiffler, Arts & Culture Coordinator

RE: *Proposal to Refocus 2026 Concert Series: Shifting "Concerts on Broadway" to Smaller, More Frequent, Mid-Week Series in Generations Plaza*

Recommendation:

Staff requests the Meridian Arts Commission approve the discontinuation of the "Concerts on Broadway" series and support the launch of a new, smaller, mid-week concert series in Generations Plaza, effective 2026.

Background:

The longtime "Concerts on Broadway" series began in 2009 with high Commission activism and volunteerism when the city lacked other concert productions. The series has been moderately successful over the years, but the series faces several challenges:

- **Low Engagement and Attendance:** Commissioner interest has waned, and the series consistently sees low attendance (target 200–300 people) at its larger City Hall Plaza location.
- **Weak Economic Impact:** Downtown businesses complain they see no significant customer benefit
- **High Cost/Low Frequency:** The current format has high production costs (\$12,000–\$15,000/year) for only three late summer/fall events.
- **Competition and Genre:** The series utilizes Cover Bands/Tribute Acts, a genre that is significantly outperformed by the competing Kleiner Park Live, which regularly sees 800–1,200 people.

Staff proposes shifting our resources to a new, mid-week, after-work, more frequent concert series in Generations Plaza. The comparative details are outlined in the spreadsheet on the following page and summarized below.

(continued)

		Proposed: Generations Plaza Grooves / Tuesday Tunes on the Plaza / (or some similar name)
Feature	Current: Concerts on Broadway	
Time	Saturdays, 7-9pm	Tuesdays, 5:30-7pm
Location	City Hall Plaza (Larger, outside current downtown)	Generations Plaza (Intimate, central)
Attendance Target	200–300 (Low for space)	75–100 (Optimal for space & impact)
Frequency	Low (3 events/late summer/fall)	High (8 events/summer) July & August, every Tuesday
Focus	Cover Bands/Tribute Acts	Acoustic, Jazz, Regional, & Singer-Songwriter
Arts Value	MAC not engaged with current series, cover bands are more general entertainment	More aligned with MAC interests; original music and small, local musician support; more intentional arts programming
Cost	High production costs: \$12-15,000/year	Cost effective: \$5,000-6,000/year
Economic Goal	General entertainment	Activate downtown; Reliable mid-week foot traffic

Conclusion and Support:

This strategic shift offers increased Arts Commission Value by supporting original, local musicians and provides a better ROI by increasing event frequency (8 vs. 3 events) and reducing the annual cost by approximately \$7,000–\$10,000. The mid-week, after-work timing is designed specifically to drive reliable foot traffic and activate downtown businesses.

Staff has discussed this proposal with the department, Chamber of Commerce, and the Meridian Development Corporation (the primary funder), and all parties are supportive of this refocusing initiative.