



CITY OF MARTINEZ

**CITY COUNCIL AGENDA
June 18, 2014**

TO: Mayor and City Council

FROM: Anna Gwyn Simpson, Interim City Manager

SUBJECT: Request for Proposals to Select a Promoter for a Blues by the Bay Festival in 2015

DATE: June 10, 2014

RECOMMENDATION:

Direct staff to create and distribute a Request for Proposals (RFP) to select a Promoter for a Blues by the Bay Festival in 2015.

BACKGROUND:

At the City Council meeting of June 19, 2013, the Council directed staff to move forward with a fall concert at the Martinez Waterfront Amphitheater. Furthermore, Council appointed an Ad Hoc Committee to work with members of the Parks, Recreation, Marina, and Cultural Commission (PRMCC) and a promoter with Prime Time Entertainment to organize the concert. Councilmembers DeLaney and Ross were appointed to the Ad Hoc Committee.

After meeting with the Ad Hoc Committee several times, staff returned to the City Council on August 8, 2013, with a proposed budget, band selection and possible dates in October. The Council selected the band Tower of Power and allocated \$49,750 from the General Fund Unassigned Fund Balance to fund a concert in October and directed staff to attempt to recoup 100% of the expenses. Tower of Power was unable to perform at a concert in October due to other commitments, so the Ad Hoc Committee decided to pursue a concert in the spring of 2014. At another Ad Hoc Committee meeting, it was determined that the City would host an all day festival with the theme of Blues by the Bay, utilizing the same amount of funding allocated in August 2013.

On May 10, 2014, the City hosted the Blues by the Bay Festival at the Martinez Waterfront Amphitheater. The Festival included five artist performances on a main stage and two artist performances on a side stage sponsored by Armando's. The Festival began at noon and ended at 9pm. In addition to musical performances, there were food booths from local restaurants in Martinez, food trucks, arts and craft booths, wine sales operated by the Martinez Rotary, and beer sales operated by Creek Monkey Tap House from Martinez. The Festival received its primary financial sponsorships from Shell, Republic Services, and Wells Fargo with many other local businesses contributing in-kind services and materials.

Exhibit A provides a breakdown of the number of tickets sold and the number of attendees at the event. A total of 1,212 tickets were sold representing 81% of the target to sell out the event. Attendance at the event, including participants that received tickets provided free of charge to artists and sponsors (“Ticket Comps”), totaled 1,265 or 84% of the target.

Exhibit B provides a comparison between the budget for the Festival and the actual revenue and expenditures incurred. Although the expenses were more than what was allocated from the General Fund, the revenue from the Festival resulted in a net of \$14,605 back to the General Fund. The Ad Hoc Committee discussed setting up a special revenue fund to segregate these funds for use in future productions at the Amphitheater.

The Ad Hoc Committee met on May 30, 2014 and reviewed this information in detail. Exhibit C, showing the staff time allocated to the production of the festival, was also reviewed by the Committee. The findings of the Committee were that the Amphitheater was a viable and popular location for another festival and possibly other future concerts, but that the City needs to dedicate less staff time to future events. Therefore, the Committee recommended that staff seek direction from Council to issue a Request for Proposal (RFP) for a promoter to take on the primary responsibility of producing another Blues by the Bay Festival in 2015.

FISCAL IMPACT:

No fiscal impact.

ACTION:

Motion to direct staff to create and distribute a Request for Proposals (RFP) to select a Promoter for a Blues by the Bay Festival in 2015.

Attachments:

Exhibit A – Ticket Sales & Attendance

Exhibit B – Budget v. Actual Report

Exhibit C – Staff Time Report

EXHIBIT A
Martinez Waterfront Amphitheater
Blues by the Bay Festival
May 10, 2014
Ticket Sales and Attendance Report

| Tickets Sold | General Admission | | VIP | | Combined | |
|--------------------------|-------------------|-----------------|------------|-----------------|--------------|-----------------|
| | Tickets | Sales | Tickets | Sales | Tickets | Sales |
| Early Bird - credit | 520 | \$13,000 | 171 | \$8,550 | 691 | \$21,550 |
| Early Bird - cash | 201 | \$5,501 | 19 | \$1,021 | 220 | \$6,522 |
| Day Of | 260 | \$9,100 | 13 | \$780 | 273 | \$9,880 |
| Armando's Early Bird | 6 | \$177 | - | \$0 | 6 | \$177 |
| Armando's Kick-off Party | 18 | \$450 | 4 | \$200 | 22 | \$650 |
| Total Sold | 1,005 | \$28,228 | 207 | \$10,551 | 1,212 | \$38,779 |
| Target | 1,200 | \$30,000 | 300 | \$15,000 | 1,500 | \$45,000 |
| Percent of Target | 84% | 94% | 69% | 70% | 81% | 86% |

| Ticket Comps | General Admission | | VIP | | Combined | |
|-------------------------|-------------------|-----------|------------|-----------|------------|-----------|
| | Allocated | Actual | Allocated | Actual | Allocated | Actual |
| KFOG give away | 30 | 8 | - | - | 30 | 8 |
| Sponsors | 21 | 21 | 14 | 14 | 35 | 35 |
| Artists | 32 | 9 | 8 | 1 | 40 | 10 |
| Total Comps | 83 | 38 | 22 | 15 | 105 | 53 |
| Percent Utilized | 46% | | 68% | | 50% | |

| Attendees | General Admission | | VIP | | Combined | |
|--------------------------|-------------------|--------------|------------|--------------|--------------|--------------|
| | Tickets Sold | Ticket Comps | Tickets | Ticket Comps | Tickets | Ticket Comps |
| Tickets Sold | 1,005 | 38 | 207 | 15 | 1,212 | 53 |
| Ticket Comps | 38 | 1,043 | 15 | 222 | 53 | 1,265 |
| Total | 1,043 | 1,043 | 222 | 222 | 1,265 | 1,265 |
| Target | 1,200 | 1,200 | 300 | 300 | 1,500 | 1,500 |
| Percent of Target | 87% | 87% | 74% | 74% | 84% | 84% |

Volunteers 41
Staff Volunteers 7
Total Volunteers 48

EXHIBIT B
Martinez Waterfront Amphitheater
Blues by the Bay Festival
May 10, 2014
Budget vs. Actual Report

| | | Budget | | Actual | Over/(Under) Budget |
|---|--------------------------------------|----------------|-------|----------------|------------------------|
| Revenue | | 100% | | 84% | |
| Sponsorships | | 15,000 | | 17,500 | 2,500 |
| | Shell | | 7,500 | | |
| | Republic Services | | 5,000 | | |
| | Wells Fargo | | 5,000 | | |
| Merchandise | | 3,750 | | 2,742 | (1,008) |
| Wine & Beer Concessions | \$10 net per person x 700 people | 7,000 | | 3,975 | (3,025) |
| Parking | (\$5 per x 475 cars) - (\$30 x 12) | 2,015 | | 1,710 | (305) |
| Food Trucks | \$60 per truck x 5 | 300 | | 360 | 60 |
| Food booths | \$70 net per booth x 2 | 140 | | 430 | 290 |
| Retail Vendor booths | \$100 per booth x 5 | 500 | | 800 | 300 |
| Ticketing | | 41,825 | 81% | 38,779 | (3,046) |
| | GA - \$25 per ticket | 30,000 | | 28,228 | |
| | VIP - \$50 per ticket | 15,000 | | 10,551 | |
| | Artist tickets - 8 VIP, 32 GA | (1,200) | | | |
| | Sponsor tickets - 14 VIP, 21 GA | (1,225) | | | |
| | KFOG ticket giveaway - 30 GA | (750) | | | |
| Total Revenue | | 70,530 | | 66,296 | (4,234) |
| Expenditures | | 49,750 | | 49,750 | |
| Source: General Fund | | | | | |
| Artists | | 16,650 | | 16,650 | - |
| | Marching Band | 1,000 | | 1,000 | |
| | 1st Act - Kyle Jester | 400 | | 400 | |
| | 2nd Act - Frankie G & Conviction | 500 | | 500 | |
| | 3rd Act - Zydeco Flames | 1,000 | | 1,000 | |
| | Co-Headliner - Marcia Ball | 5,000 | | 5,000 | |
| | Headliner - Elvin Bishop | 8,500 | | 8,500 | |
| | Sidestage Acts | 250 | | 250 | |
| Stage & Music Set Up | | 13,465 | | 12,965 | (500) |
| | Staging (Mobile) | 4,000 | | 4,000 | |
| | Stage Lighting - Additional | - | | - | |
| | Stagehands (Union) | 3,000 | | 2,347 | |
| | Stagehands (Non-Union) | 1,165 | | 1,300 | |
| | Sound - Monitor Rig | 650 | | 650 | |
| | Backline | 1,250 | | 1,250 | |
| | Backline Tech | 400 | | 400 | |
| | Dressing Rooms | - | | - | |
| | Artist Extras | 500 | | 518 | |
| | Operations Manager | - | | - | |
| | Production Manager | - | | - | |
| | Talent Buyer | 2,500 | | 2,500 | |
| Amphitheater Set Up | | 8,585 | | 8,716 | 131 |
| | Chairs, Tables, Linens, Tents | 4,600 | | 4,320 | |
| | Ticket Takers/ Ushers | - | | - | |
| | ticket scanning equip rental | 700 | | 730 | |
| | printed tickets | 143 | | 143 | |
| | wristbands | 217 | | 200 | |
| | Security | 1,695 | | 1,695 | |
| | clean up | - | | - | |
| | portable toilets/ wash stations | 940 | | 940 | |
| | lights (inside & parking lot) | 290 | | 688 | |
| | ATM machine - rental | - | | - | |
| | Volunteer T-shirts | - | | - | |
| Permits & Fees | | 500 | | 1,237 | 737 |
| | ASCAP/BMI | 500 | | 1,106 | |
| | Event Permits, Licenses | - | | - | |
| | EventBrite Ticket Sale Fees (Day of) | - | | 131 | |
| Marketing & Signage | | 11,780 | | 12,123 | 343 |
| | Laminates | 50 | | 50 | |
| | Mailings/ Postage | 150 | | 200 | |
| | Marketing - Radio (KFOG) | 5,460 | | 5,460 | |
| | Marketing - Print | 2,200 | | 2,200 | |
| | Marketing - website/ press releases | 1,120 | | 1,120 | |
| | Merchandising - T-shirts | 2,300 | | 2,329 | |
| | Official Program | - | | - | |
| | Signage | 500 | | 764 | |
| Total Expenditures | | 50,981 | | 51,691 | 711 |
| Over/(Under) General Fund Allocation | | (1,231) | | (1,941) | |
| NET | | 19,549 | | 14,605 | (4,945) |

EXHIBIT C
Martinez Waterfront Amphitheater
Blues by the Bay Festival
May 10, 2014
Staff Time Report

| | Blues By the Bay Festival | Regular large events | Volunteer Time |
|--------------------------------|--------------------------------------|---------------------------------|---------------------------|
| Finance Manager | 30 | 0 | 12 |
| Accountant | 8 | 0 | 6 |
| Sr. Management Analyst | 30 | 15 | 5 |
| Public Works Suprintendent | 14 | 7 | 7 |
| Information Systems Specialist | 41 | 0 | 7 |
| Recreation Coordinator | 40 | 5 | 14 |
| Recreation Admin Aide | 8 | 0 | 0 |
| Interim City Manager | 50 | 0 | 11 |
| Water Superintendent | 0 | 0 | 3 |
| Total Time (Hours) | 221 | 27 | 65 |