



CITY OF MARTINEZ

**CITY COUNCIL AGENDA
June 19, 2013**

TO: Mayor and City Council

FROM: Mitch Austin, Recreation Manager
Phil A. Vince, City Manager

SUBJECT: Fall Concert Proposal for the Amphitheater

DATE: June 11, 2013

RECOMMENDATION:

Select a concert promoter to work with the City to produce a single concert in late September early October and appoint an ad hoc Concert Subcommittee.

BACKGROUND:

At the City Council retreat to discuss goals and objectives for the upcoming year, the City Council expressed a strong interest in better utilizing the Amphitheater. As a result, Staff has been in discussions with Prime Time Entertainment regarding the possibilities of offering a concert series in the Amphitheater. Prime Time Entertainment is a well known promoter in San Francisco Bay Area and has been utilized by wineries, corporations, major hotels and entertainment venues as well as a number of Cities to organize, promote and execute small and large concert events. Prime Time Entertainment Fall Concert proposal was brought forward to the PRMCC and unanimously approved.

City Councilmember Howard Geller from the City of Clayton, assists the City of Clayton's very successful Concert in the Grove concert series and events at the Concord Pavilion. These two promoters differ in that Prime Time Entertainment is geared towards bringing in larger more well known performers and Mr. Geller primarily works with local more affordable bands. Therefore in summary, Mr. Geller's operations pose less risk of cost to the City, but possibly a lesser draw of participants. Both could successfully offer a concert in the Amphitheater.

Due to time constraints regarding offering a Fall Concert, both Prime Time Entertainment CEO Jim Douglas and Mr. Howard Geller have been invited to answer questions from the City Council and assist staff with narrowing the focus of the discussion. The ultimate goal is to develop a summer concert series in the Amphitheater; offering a concert in late September early October and seeing the participation and response by volunteers and sponsors will help the City gauge the feasibility of offering up to four concerts per year in the future.

If the City Council elects to move forward with a Fall Concert and provide further direction to staff, the process will move forward. Staff recommends that the City Council select two members of the Council to work with a subcommittee from the PRMCC as a steering committee to support community outreach and make key decisions on band selection, dates, ticket pricing etc.

ACTION:

Motion to move forward with promoting a fall concert at the City's Amphitheater and appoint an Ad Hoc Concert Subcommittee.