



Date: September 13, 2016  
To: Patrick H. West, City Manager *T.M.*  
From: Marie Knight, Director of Parks, Recreation and Marine /s/  
For: Mayor and Members of the City Council  
Subject: **FY 17 Municipal Band Program**

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This memorandum provides the Mayor and City Council additional information regarding the FY17 Municipal Band (Band) Program and responds to questions regarding the feasibility of an eight-week concert series asked at the City Council meeting on September 6, 2016.

**FY17 CONCERT SEASON: TRADITIONAL FORMAT WITH FOUR CONCERTS PER WEEK**

The program is currently proposed in the FY17 budget proposals as a six-week series, following the traditional format of four concerts per week for a total of 24 concerts. Each concert week has a different music and theme and would be performed at the following locations:

- Tuesdays: Bluff (3 concerts), Whaley (2 concerts) , and Drake Parks (1 concert)
- Wednesdays: Los Cerritos Park (6 concerts)
- Thursdays: Marine Stadium (6 concerts)
- Fridays: El Dorado West Park (6 concerts)

As proposed for FY17, each week of the Band concert series costs \$60,000 (\$15,000 per concert), and we anticipate would have the following funding sources:

<b>Funding Sources</b>	<b>Budget</b>
Long Beach Gas and Oil Department	\$50,000
Port of Long Beach	\$50,000
Environmental Services Division	\$50,000
Tidelands Operations Fund	\$65,000
Fundraising - <i>Pass the Bucket, Partners of Parks, and other efforts</i>	\$85,000
One-Time General Fund (Mayor's Proposal)	\$60,000
<b>Total</b>	<b>\$360,000</b>

## **ALTERNATE SEASON SCHEDULE**

At the City Council Meeting on September 6, 2016, staff was asked to explore the feasibility for FY 17 of changing to an eight-week concert series with three concerts per week, for the same total of 24 concerts per week. This change would eliminate the six Tuesday evening performances, which traditionally are the lowest in attendance, and add two more weeks with three concerts in each. The community would have the same number of opportunities to experience live music performances in a park setting, but on potentially more convenient days of the week.

Staff has met with the Band Conductor, Larry Curtis, this past week to discuss the option of an eight week series, and identify any additional costs or challenges this would present. Mr. Curtis expressed support in making the proposed eight week concert series a success, however, he did identify a few potential challenges, such as increased costs related to equipment and sound rentals, and arranging and rehearsing for two additional musical themes, in addition to potential difficulties of securing qualified musicians who would work only three days per week versus the previous four day per week schedule. For the City, there would be an additional \$9,810 required for the rental of trucks and generators. This equipment is rented for the entire season and kept on-site at PRM throughout the concert series.

The City can accommodate an eight week season with the same number of concerts at each of the existing park venues, providing no disruption to the current schedule but accommodating the Tuesday night concerts on another night of the week (see Attachment). Even though the concert series would have the same number of concerts overall, there are additional expenses that are incurred based on adding more weeks, including the equipment truck and generator rental for the City, as well as the number of rehearsals required for the two additional concert week musical themes. The costs are still being evaluated, but the initial estimates to increase the concert series by two weeks could increase the overall cost by as much as \$21,000 above the City's \$9,810 costs, for a total of approximately \$30,810.

There is a possibility of reducing the \$21,000 through duplicating two weeks' musical themes so as to reduce rehearsal time; however, the current uninterrupted summer schedule would be affected for Los Cerritos, Marine Stadium and El Dorado Park to accomplish this reduction in costs, resulting in a dark week for those communities. Duplicate weeks of music would create significant scheduling issues and disruption to the community to ensure that the attendees would not hear the same program, and is not recommended at this time.

Should the City Council wish to allocate an additional \$30,810 to proceed with the eighth week, staff would then work to finalize the schedule and examine this further to determine the optimal model for an 8 week season with concerts on Wednesday, Thursday and Friday.

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If you have any questions regarding this matter, please call me at (562) 570-3170.

Attachment

cc: Charles Parkin, City Attorney  
Laura L. Doud, City Auditor  
Douglas Haubert, City Prosecutor  
Tom Modica, Assistant City Manager  
Arturo Sanchez, Deputy City Manager  
Rebecca Guzman, Assistant to the City Manager  
John Gross, Director of Financial Management  
Lea Eriksen, Assistant Finance Director

## Department of Parks, Recreation and Marine

**FY17 MUNICIPAL BAND SCHEDULE FORMAT OPTIONS**

		<b>CURRENT</b>			
		<b>CONCERT LOCATIONS</b>			
<b>WEEK #</b>	<b>DATES</b>	<b>TUES</b>	<b>WED</b>	<b>THUR</b>	<b>FRI</b>
1	June 26 to 30	Whaley	Los Cerritos	Marine Stadium	El Dorado West
2	July 3 to 7	Whaley	Los Cerritos	Marine Stadium	El Dorado West
3	July 10 to 14	Bluff	Los Cerritos	Marine Stadium	El Dorado West
4	July 17 to 21	Bluff	Los Cerritos	Marine Stadium	El Dorado West
5	July 24 to 28	Bluff	Los Cerritos	Marine Stadium	El Dorado West
6	July 31 to Aug 4	Drake	Los Cerritos	Marine Stadium	El Dorado West

		<b>EIGHT WEEK CONCERT SERIES</b>			
		<b>CONCERT LOCATIONS</b>			
<b>WEEK #</b>	<b>DATES</b>	<b>TUES</b>	<b>WED</b>	<b>THUR</b>	<b>FRI</b>
1	June 19 to 23		Los Cerritos	Marine Stadium	El Dorado West
2	June 26 to 30		Los Cerritos	Marine Stadium	El Dorado West
3	July 3 to 7		Los Cerritos	Marine Stadium	El Dorado West
4	July 10 to 14		Los Cerritos	Marine Stadium	El Dorado West
5	July 17 to 21		Los Cerritos	Marine Stadium	El Dorado West
6	July 24 to 28		Bluff	Marine Stadium	El Dorado West
7	July 31 to Aug 4		TBD	Whaley	Bluff
8	August 7 to 11		Los Cerritos	Whaley	Bluff