



41 Perimeter Center East, Suite 250
 Dunwoody, Georgia 30346
 P (678) 382-6700 F (678) 382-6701
 dunwoodyga.gov

MEMORANDUM

To: Mayor and City Council
From: Warren Hutmacher, City Manager
Date: August 27, 2012
Subject: **Large Scale Music Performance at Brook Run Park**

ITEM DESCRIPTION

Staff was requested by Council to investigate the feasibility of hosting a large-scale music performance at Brook Run Park.

BACKGROUND

The Dunwoody Chamber of Commerce in 2010 and 2011 held a multi-day music festival utilizing Brook Run Park. The event was suspended for 2012 by the Chamber and is intended to be reorganized and revived in 2013.

ANALYSIS

A large-scale free music event held at Brook Run with a well-known musical performer would generate significant interest from the public at large. Depending on the type of band hired by the City, attendance may range from 10,000 to up to possibly up to 25,000 patrons. Providing for free attendance, the costs can exceed \$75,000 for a big name band. This intense use in a compressed time frame will present significant problems for law enforcement, parks management and traffic gridlock in the immediate area.

A multi-day music festival may have similar or larger attendance than a one time event; however, the one day event typically faces logistical challenges as a result of patrons arriving at the park around the same time and leaving all at once at the conclusion of the show. A multi-day festival is able to spread the arrival and departures over the course of several hours. The primary entrance to Brook Run Park is in a residential area and is on a two-lane road. The secondary entrance to the park on Peeler Road also is a residential area on a two-lane road. Overflow parking can be accommodated at various venues in the area including churches and schools; however, those institutions are similarly located to the park. Parking further outside the immediate area would require shuttle buses and significant coordination by the City. There are also costs associated with shuttling passengers and possibly renting parking areas from these institutions.

Police services are also impacted by a large-scale event. If the City were to be the sponsoring organization, we would be required to pay the overtime required to have enough police resources to adequately manage security and traffic.

A large-scale event also can have deleterious impacts on the park. Sod compaction, trampling of landscaping and the possibility of damage to park property and equipment can be concerns with large attendance at an event regardless of police presence.



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RECOMMENDATION

Staff recommends an alternative approach to adding a special event sponsored by the City. Various cities in the metro area sponsor a "Summer or Spring Concert Series." These are smaller concerts held four or five times during the warm months outside at a park or in a downtown area. The bands typically charge between \$5,000 and \$8,000 for an appearance fee and table sales and sponsorships may help pay for the costs of the event. Further, I would recommend that the event be managed by a volunteer group or an existing stakeholder group such as the Chamber of Commerce or Rotary, etc.... Having an outside group manage the concert series will free up Parks and Marketing staff to work on other projects and will relieve the City of the financial liabilities and risks while creating a possible funding source for a deserving non-profit type of group in Dunwoody.

I would recommend that the concept be further explored with a non-profit or volunteer partnership and planned for next Spring or Summer with the City providing a limited municipal services contribution of manpower.