



MEMORANDUM

To: Mayor and City Council

From: Warren Hutmacher, City Manager

Date: February 11, 2013

Subject: Seasonal Concert Series with "Food Trucks"

ITEM DESCRIPTION

This memorandum is a proposal for the City to initiate a 2013 Summer Concert Series in Brook Run Park in partnership with community groups.

BACKGROUND

Councilman Shortal had previously initiated a discussion of a musical performance at Brook Run Park as a follow up to the Dunwoody Chamber of Commerce Fall Music Festival. The Council discussed a desire to study further an alternate proposal for the City to work with community partners to initiate a Summer Concert Series at Brook Run Park.

ANALYSIS

The City staff has held discussions with both the Dunwoody Chamber of Commerce (Chamber) and the Dunwoody Homeowners Association (DHA) regarding a seasonal concert series in Dunwoody. The concept was to alternate sites for concerts with the DHA organizing a series of concerts at Brook Run Park and the Chamber hosting a series at various retail locations in Perimeter Center, Dunwoody Village, etc....

The DHA concerts would run in the evening (day of the week to be determined) from mid June to mid September (6 concerts). Expectation is for two concerts a month on the same day of the week. The costs of the concerts should be covered with sponsorships and table sales. Blanket and lawn chair seating is free for the public. The concerts would cover a wide range of artists and appeal to a wide range of audiences. The concerts would take place where the City currently holds "Pic in the Park" which has been a great site for free movies. DHA has suggested combining the concerts with a collection of "food trucks" that could sell food and beverages to concert attendees. A map of a proposed layout is included with this memorandum.

Staff from the City will work with DHA to organize the events, provide marketing, sponsorship for use of the park and assist with cleanup and police services. DHA will obtain sponsors and sell tables toward the front of the concert area. DHA will assist to book musical acts for the season. It is expected that the concert series sponsorships, fees charged to the food vendors and table sales will cover the expenses of the event.



After a successful first season, the City will continue to provide cleanup and police services and will turn the bulk of the operation over to the DHA.

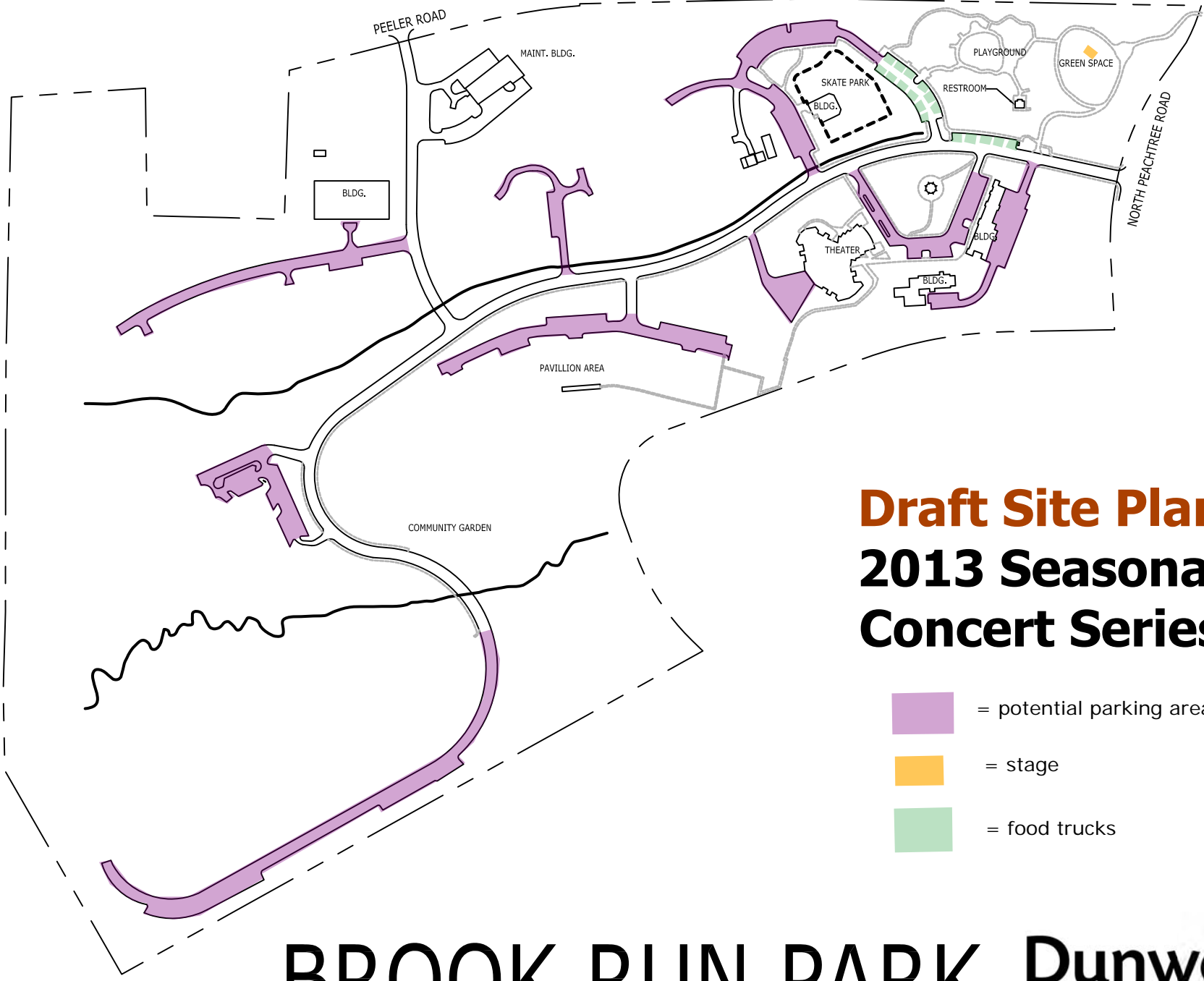
In the future, staff would recommend partnering with the Chamber to add concerts in the retail areas of the City. After careful thought, staff is concerned that trying to implement both strategies at once in the first year is fraught with risk and would be too disruptive to the momentum of the concert series.

As planning for the event continues, a budget will be developed to detail expected revenues and expenses. A key question for the City Council is whether or not the Council would supplement the cost of the event if it failed to break even as expected. If the Council is so inclined, staff will recommend that \$10,000 be set aside in a future budget amendment to provide the concert series with seed funding.

Discussions with DHA are ongoing and they intend to discuss this issue at their March meeting.

RECOMMENDED ACTION

Authorize staff to proceed with the development of the 2013 Seasonal Concert Series and accompanying "Food Trucks".



Draft Site Plan 2013 Seasonal Concert Series

- = potential parking areas
- = stage
- = food trucks

BROOK RUN PARK

Dunwoody
* Smart people - Smart city

SPECIAL EVENT CITY CO-SPONSORSHIP

I. Background

Special events provide opportunities to promote community welfare and quality of life, help build a sense of community, showcase local and regional talent, enrich cultural opportunities, attract new visitors to Dunwoody, contribute to the local economy, and establish an active park system. Dunwoody recognizes these benefits and opportunities made available through special events. Therefore, the City seeks to facilitate, promote, coordinate, and co-sponsor special events that provide a benefit to the larger community and fit within the capacities of our City.

In each year since incorporation, more than 30 special events have occurred in Dunwoody. The City of Dunwoody's Special Event Ordinance, Codified as Article VIII of Chapter 26 of the Code, Section [26-269](#) subsection (e), authorizes the City Council to co-sponsor special events that they have determined to be in the general interest to the public and advance the promotion of the community. City co-sponsorship may include providing financial or in-kind support.

II. Purpose

These guidelines have been designed in order to assist the City Council as it makes its determinations of what type and level of support to provide for different special events by (1) establishing evaluation criteria for the consideration of City co-sponsored events and (2) establishing types of support for City co-sponsored events. Additionally, these guidelines have been designed as a tool for special event producers, interested in City co-sponsorship, to understand the criteria the City Council considers in co-sponsoring events and the types of support that could be requested for consideration by the City Council.

Nothing in these Administrative Guidelines is intended to amend Section 26-269 of the Code as it relates to City co-sponsorship and the City Council shall continue to make determinations as to whether or not the City should co-sponsor special events and at what level of support.

III. Scope

The scope of these Administrative Guidelines covers special events, meeting the definition of Chapter 26, Article VIII and herein, that have made application to the City and requested consideration of City co-sponsorship. These guidelines do not cover day-to-day functions of the Parks and Recreation Division as it relates to permitting or facilitating special events that do not request City co-sponsorship or the day-to-day functions of the Marketing and Public Relations Division as it relates to promoting, marketing, and supporting events in Dunwoody. Furthermore, these guidelines do not cover the day-to-day functions of the Police Department as it relates to providing law enforcement activities in or around special events including, but not limited to, crowd control, traffic enforcement, and security.

Administrative Guidelines

IV. Definitions

When used in these Administrative Guidelines, the following words, terms and phrases, and their derivations, shall be the meaning ascribed to them in this section, except where the context clearly indicates a different meaning.

- A. CITY CO-SPONSORED EVENTS means events that are produced by an organization other than the City but for which the City Council has decided to provide support which may include financial or in-kind support.
- B. EVENT PRODUCER means the person responsible for planning, producing, and conducting a special event.
- C. SPECIAL EVENT means any organized for-profit or nonprofit activity having as its purpose entertainment, recreation and/or education which takes place on public property or on private property, but requires special public services within the municipal boundaries of the City of Dunwoody. Furthermore, events may be designated as "signature" or "premier" as described further below.

V. Criteria for Evaluation

The City Council considers the following criteria when determining which special events are in the general interest of the public and advance promotion of the community and should be co-sponsored:

- Perceived ability for City involvement to significantly or substantially improve the event
- Frequency of the same or similar event(s) in or in close proximity to Dunwoody
- Impact on the surrounding businesses or residences
- Likelihood of participation in event by Dunwoody residents, organizations, and businesses
- Ability for the park (or proposed area for the event) to remain open to users not participating in the event
- Likelihood for proposed type and level of event support to be managed within existing City resources
- Previous history of event producer in facilitating special events
- Perceived ability of event producer to achieve the goals for the event
- Potential conflicts with other approved or recurring events
- Impact of the event on the environment
- Impact and cost of the event on public health, welfare, and safety
- Impact and cost of the event on City departments and support services

Administrative Guidelines

VI. Types and Levels of Support

If the City Council votes to co-sponsor a proposed special event, the City may provide different types and levels of support including financial and in-kind support.

A. Financial

The City co-sponsors certain activities and events, deemed appropriate and approved by the City Council, through its annual budgeting process such as the State of the City Address. In addition, the City may make a financial contribution to an event, as requested by a special event producer, at a co-sponsorship level deemed appropriate by the City Council.

B. Volunteers

The City of Dunwoody's Volunteer Coordinating Committee promotes and facilitates volunteer involvement through partnership with nonprofit organizations, local merchants, government, places of worship, schools, and individuals for personal and community enrichment. The City may work with the Volunteer Coordinating Committee to help mobilize volunteers and reach out to other organizations affiliated with the City to promote the need for volunteers or volunteered services as they pertain to City events and City co-sponsored events.

C. Promotional / Advertising

The City maintains a calendar of events as part of its website, www.dunwoodyga.gov. The City already posts special events to the calendar as requested by event producers. The City may additionally include events in the City newsletter, a media advisory, announcements at public meetings, social media, print and/or online advertisements, radio, direct mail, e-mail blasts, and/or participate by creating brochures or fliers to be made available at City Hall, online, and at other public facilities.

D. Branding / Use of City Logo

The City has previously invested in the creation of a strong brand and logo. If used in accordance to the Brand Standards Manual, the City may grant permission for the use of its logo to event publicity and promotion if the event is found to be consistent with the City's brand and image.

E. Presence

The City may set up an informational booth, table, or other appropriate type of presence at local events such as: tradeshow, conferences, expos, fairs, parades, festivals, concerts, and markets.

F. Organizational Assistance

The City may direct staff to lend organizational assistance to event producers above and beyond the special event permitting process outlined in the Code.

VII. Additional Support for Signature and Premier Events

Although Dunwoody welcomes a variety of special events, certain recurring events have been deemed to be in the general interest of the public and advance promotion of the community to an extent and degree to which they have become part of the fabric of the community. These events are classified as either “signature” or “premier” events; such events are eligible for additional support services from City departments and divisions.

A. Signature Events

Dunwoody has three signature events, (1) Lemonade Days, (2) Dunwoody Art Festival, and the (3) Dunwoody Music Festival.

1. Additional Support for Signature Events

Signature events are eligible to receive up to 50% cost sharing of the Police Department support services costs for their event.

2. Designation of Additional Signature Events

The City Council may designate additional “signature” events substantially similar to those presently designated by a majority vote of council after such events have been thoroughly evaluated using both the criteria for evaluation outlined in Section V, other relevant information submitted by the event producer, and police support services costs have been budgeted through the annual budgeting process.

B. Premier Events

Dunwoody’s premier event, the Dunwoody Fourth of July Parade, has grown to become the largest parade of its kind in Georgia. Sponsored by Dunwoody Homeowners Association and Crier Newspapers, Dunwoody Preservation Trust volunteers make this a memorable event each year when tens of thousands from our community line up along Mount Vernon Road to view the festive floats and marching groups and celebrate our Country’s founding.

1. Additional Support for Premier Events

Premier event are eligible to receive up to 100% cost sharing of the Police Department support services costs for their event. Additionally, the City partners with its private contractors, which provide City departmental services, for the use of certain traffic control equipment, such as cones and barrels. Premier events are eligible to receive up to 100% cost sharing of the use of traffic control equipment for their event.

2. Designation of Additional Premier Events

The City Council may designate additional “premier” events substantially similar to that presently designated by a majority vote of council after such events have established an extensive history and notoriety, been thoroughly evaluated using both the criteria for evaluation outlined in Section V, other relevant information submitted by the event producer,

Administrative Guidelines

and police support services costs have been budgeted through the annual budgeting process.

VIII. Exceptions

The City does not co-sponsor events by providing support, supplies, or equipment from different City departments or private contractors with the exception of that provided for signature and premier events as outlined above.

IX. Responsibility

The event producer, the Parks and Recreation Manager, the City Council, and the City Manager all have specific duties and powers in regards to the Administrative Guidelines for Special Event City Co-Sponsorship.

A. Event Producer

1. If interested, work with the Parks and Recreation Manager to prepare necessary information for the City Council's consideration of co-sponsorship.
2. Although the City may provide financial and in-kind support to any special event, the event must still meet the requirements of the Special Events Ordinance including providing personnel and services deemed necessary and in excess of the level of support as authorized by the City Council at the time of their co-sponsorship of the event.

B. Parks and Recreation Manager

1. Work with all special event producers that request consideration of City co-sponsorship to inform them of the criteria used by the City Council to determine co-sponsorship and types of support possible.
2. Work with the City Clerk to bring each request for co-sponsorship to the City Council at their earliest regularly scheduled meeting.

C. City Council

1. Based on the established criteria for evaluation, determine which events the City should co-sponsor and what types and levels of support the City should provide.

D. City Manager

1. Work with all affected staff and departments to ensure the City co-sponsors events as directed by the City Council.