



## MEMORANDUM

**To:** Mayor and City Council

**From:** Warren Hutmacher, City Manager

**Date:** February 25, 2013

**Subject:** Seasonal Concert Series with "Food Trucks"

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### 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.

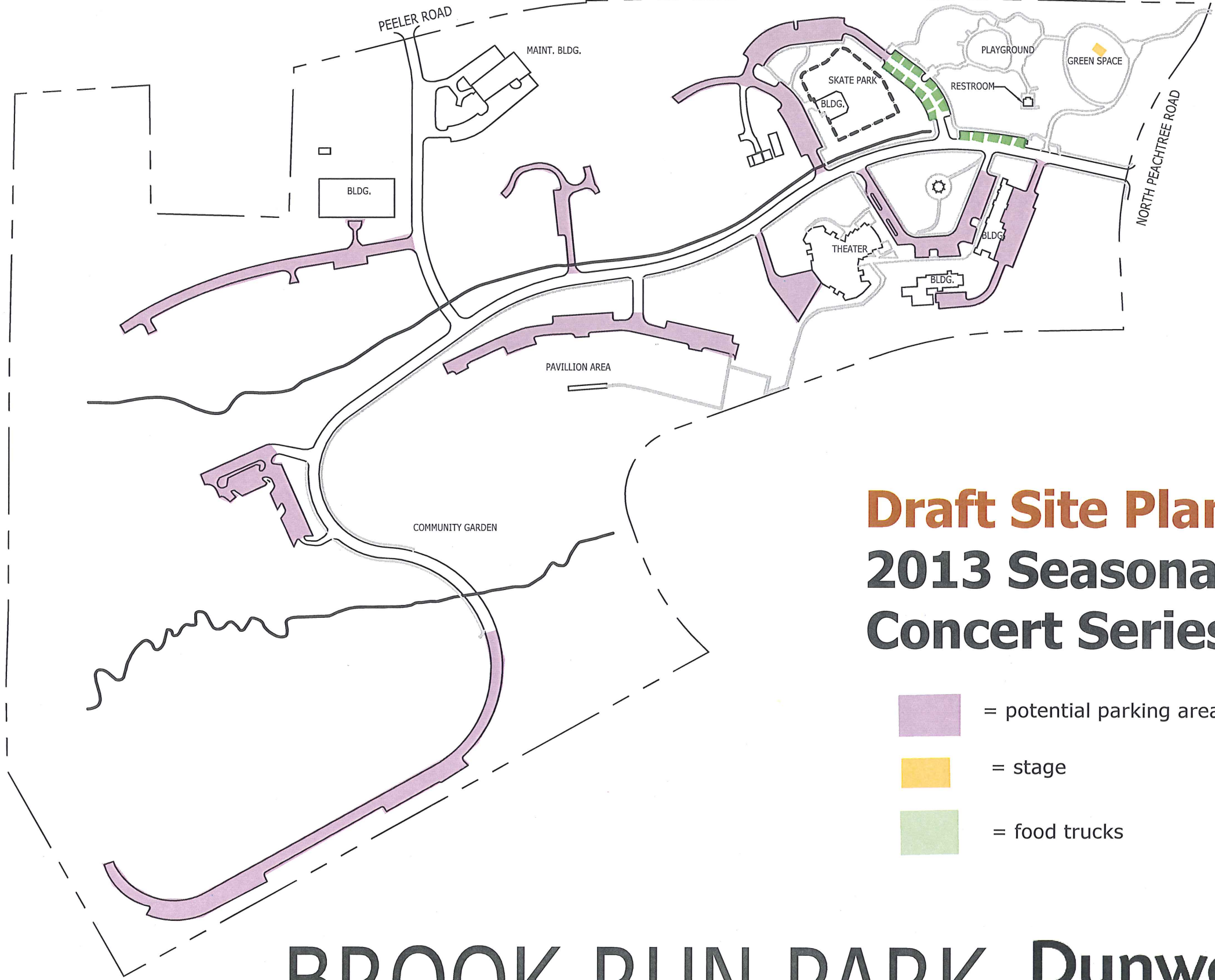
In the future, staff would recommend partnering with the Chamber to add concerts in the retail areas of the City. After careful thought, staff is concerned that trying to implement both strategies at once in the first year is fraught with risk and would be too disruptive to the momentum of the concert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