



City of San Leandro

Meeting Date: July 3, 2017

Presentation

File Number: 17-328

Agenda Section: PRESENTATIONS

Agenda Number: 4.A.

TO: City Council

FROM: Chris Zapata
City Manager

BY: Jeanette Dong
Recreation and Human Services Director

FINANCE REVIEW: Not Applicable

TITLE: Discussion and Direction on Music In the Park Concerts at Marina Park

MUSIC IN THE PARK

CONCERTS AT MARINA PARK



COUNCIL GOALS

- SUPPORT ACTIVITIES THAT ENHANCE THE QUALITY OF LIFE,
INCLUDING WELLNESS AND PROMOTE A SENSE OF CIVIC PRIDE

CREATE COMMUNITY

- OVER 200 CITIES IN CALIFORNIA HOST FREE SUMMER CONCERTS
- MARINA PARK – SHORELINE
- OPPORTUNITIES

DISCUSSION

- VENUE LOGISTICS
- PARK & NEIGHBORHOOD
- IMPACTS



DISCUSSION

- COST OF APPROXIMATELY \$6,000 PER EVENT
 - STAGING & EQUIPMENT
 - ENTERTAINMENT
 - ADDITIONAL STAFFING



RECOMMENDATION

- HOST A PILOT EVENT AT MARINA PARK IN SEPTEMBER 2017
- COST OF \$6,000 FROM CITY MANAGER'S COMMUNITY INVESTMENT FUND FOR PILOT EVENT

COUNCIL DISCUSSION

