

REPORT TO THE COMMUNITY AND CULTURAL AFFAIRS COMMISSION



DATE: September 13, 2017

TITLE: SoundXperience

Prepared by: Vice Chair, Requita Grant

Reviewed by: Community Development Director, Daniel Porras PE

RECOMMENDATION:

Approve two additional concerts in September and November, one with a possible car show.

BACKGROUND / DISCUSSION:

SoundXperience is a live music in the park event at Guy Tedesco Park for the community. Presently two concerts have been held for the community without the use of fire permits by an in-kind donation from Hot Purple Energy for lights and power. The budget for each of the concerts was \$800 with another scheduled in October with a budget of \$800 that was approved at the CCAC meeting in July 2017. There is a remaining balance of unused funds of \$780.84 that I would like for the CCAC to approve for both a September and November concert.

As of late, musicians and artists have been contacting Vice Chair Grant to be able to come and play the park. In a conversation with another Commissioner from the Planning Commission, it was suggested to keep the concerts going and keep them on the 3rd Saturday of the month so our city residents can get used to music in the park.

At some point, SoundXperience is supposed to grow into an ongoing local music attraction and can be developed with the help of the Commission. I want to reach out and attract additional sponsors for financial contributions, so that way we can pay for permits for food vendors. Additionally, I will be considering partnering with a local brewery because it has been suggested that more people will attend if beverages were present. However, I am not necessarily comfortable with the addition of alcohol unless it is monitored so the city will not be liable.

There has also been a car club that has requested to be part of the SoundXperience. This would require the location to change.