

# *City of Brisbane*

## *Agenda Report*

To: Honorable Mayor and City Council  
From: Noreen Leek, Recreation Manager  
Subject: 2016 Day in the Park & Derby  
Date: May 19, 2016

### **Purpose:**

Organize a community-building event that both celebrates the City of Brisbane and enhances the quality of life for Brisbane residents.

### **Recommendation:**

Review proposed changes to this year's event and direct staff to place the additional funding requests for the 2016 Day in the Park & Derby event in the 2016/17 budget.

### **Background:**

2016 is the 30<sup>th</sup> annual Day in the Park and 10<sup>th</sup> annual Derby. The Parks & Recreation Commission is hopeful that the commemorative nature of this year's event will excite the community and therefore the Commission requests additional funds to support the event and make it extra special. On April 25<sup>th</sup>, the Day in the Park subcommittee met with the City Council Parks & Recreation liasons to share ideas and introduce their vision for this year's event. The Commission is proposing a few changes and new ideas for this year including the following:

1. The date of the event is being moved to the last Saturday in September, versus the first Saturday in October, to avoid competing with AYSO Soccer, San Francisco's annual Hardly Strictly Bluegrass Festival and the City's 55<sup>th</sup> Anniversary Party.
2. The time of the event will be shortened to maximize attendance during peak time, reduce the amount of staff time (a potential \$500 cost savings), and reduce the cost of equipment rentals charged by the hour (approximately a \$900 difference). Instead of running from 10:00am-5:00pm, the event will be held from 10:00am-3:00pm.
3. The commission is proposing a revised layout of the event which would result in the use of Old County Road similar to the Parkside popup event held last October. Vendor booths would be placed along Old County Road to free up park space for families to gather and would allow for the reallocation of space for event attractions.
4. Also discussed were the ideas of facilitating organized community-building activities such as a dog costume contest or pie eating contest and hosting a "Walk Down Memory Lane" chronicling the history of the event over the past 30 years.
5. The Commission proposes a beer garden/wine service for the event. This would require partnering with a local brewery/winery and securing the necessary permits and licenses for serving alcohol in a pre-determined, designated area.

6. Over the past couple of years, the cost of the Day in the Park event totaled between \$24,000-\$26,000. The commission is requesting additional funds for this years event for the following purposes:
  - a. Band - \$3,000
  - b. New Attractions (i.e. Zipline, Dunk Tank, Teen Activities, etc.) - \$4,000
  - c. Beer Garden – TBD *(Potentially zero financial impact.)*
  - d. Event T-shirts - \$1,000 *(Estimate for initial output expense however shirts will be sold.)*
  - e. Contractor services to conduct “Building your Derby Car” workshops - \$500

**Discussion:**

The City Council should review these items and provide recommendations to the Parks & Recreation Commission. City Council is being asked to authorize additional expenses to support the proposed changes as outlined above.


**Fiscal Impact:**

The fiscal impact is to be determined contingent upon Council’s recommendations. The total cost of the additional items would be approximately \$8,500. The beer/wine garden may bring in additional revenue depending on how it is run and as mentioned, there may also be a cost savings if the event is shortened. If this was the case, the additional net cost may be less than shown. Historically, the City Council has allocated between \$20,000 and \$25,000 for this event.

**Attachments:**

A. n/a

  
Noreen Leek  
Recreation Manager

  
Clay Holstine  
City Manager