



Date: September 2, 2016

To: Patrick H. West, City Manager *P.H. West*

From: Marie Knight, Director of Parks, Recreation and Marine *M. Knight*

For: Mayor and Members of the City Council

Subject: **FY 16 Municipal Band Program Update**

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This memorandum provides the Mayor and City Council a status update of the Long Beach Municipal Band (Band) 2016 summer concert season and the fundraising efforts to support this year's program.

## **BACKGROUND**

The long running tradition of the Band continued this year with its 107<sup>th</sup> summer concert series for residents and visitors. Over the years, the length of the concert season has expanded and contracted from a maximum of ten weeks to a minimum of five weeks, as was the case for the 2015 season. Four concerts are offered each week during the season, and each week of concerts costs approximately \$60,000 (\$15,000 per concert), with an estimated total cost of \$360,000 for a six-week concert series.

In recent years, funding for the concerts came from three sources:

1. Sponsorships from Long Beach Gas and Oil Department, Environmental Services Division of the Public Works Department, and the Port of Long Beach;
2. City budgeted funds in the Tidelands Fund; and
3. Donations received through passing the bucket, or other fundraising endeavors by Partners of Parks (POP), intended to make up any fundraising shortfall between expenses and the funds raised through sponsorships and City funds.

It is important to note that there are no General Fund resources budgeted to structurally support the Band's activities.

Funding for a five-week season was proposed for 2016, but a sixth week was added during the FY 16 Budget adoption process. The funding for the sixth week was to be provided via \$30,000 in additional fundraising by the Friends of the Long Beach Municipal Band (Friends), with the remaining \$30,000 from one-time resources in the General Fund provided as a match. The "Pass the Bucket" receipts and other fundraising conducted by POP or Friends was needed for the structural deficit in the program.

**FY16 PROGRAM UPDATE**

The Friends were successful in fundraising for the sixth week and provided the City with \$30,000 to support the Band. Accordingly, a six-week program of four concerts per week was provided this summer. The concerts were performed at the following locations:

- Tuesdays: Bluff Park, Whaley Park, and Drake Park
- Wednesdays: Los Cerritos Park
- Thursdays: Marine Stadium
- Fridays: El Dorado West Park

With the addition of the sixth week, the Department was able to expand the program to a new location this year, Drake Park. It is important to note that new locations often need time to grow in popularity assisted by word of mouth promotion from the community.

Fundraising efforts are on-going and donations in support of this year's Band are still being received by POP. The following table details the funding sources for the 2016 concert season as of September 1, 2016.

<b>Funding Source</b>	<b>Budget</b>	<b>Revenues Received</b>
Long Beach Gas and Oil Department	\$50,000	\$50,000
Port of Long Beach*	\$50,000	\$47,500
Environmental Services Division	\$50,000	\$50,000
Tidelands Operations Fund	\$65,000	\$65,000
Fundraising - <i>Pass the Bucket, Partners of Parks, and other efforts*</i>	\$85,000	\$59,874
Friends of the Municipal Band Fundraising Commitment	\$30,000	\$30,000
One-Time General Fund Match	\$30,000	\$30,000
<b>Total</b>	<b>\$360,000</b>	<b>\$332,374</b>

\*POP assesses a 5% fee, this is the net amount.

Historically, meeting the fundraising target of \$85,000 for the entire concert season has been a challenge, and this year the trend was even more pronounced. Donations received by POP during the concerts in the traditional Pass the Bucket collections were less this year than last year, even with an additional week to seek collections and increased attendance (Attachment A). This could be the result of confusion created by two groups, the Friends and POP, collecting donations this year, and/or the community believing that the entire six-week 2016 season was fully funded. Unfortunately, since overall fundraising efforts fell short of the goal, the Department will need additional funds, or there will be an impact on other programming.

**CONCLUSION:**

The 107<sup>th</sup> Band season was very successful with attendance as strong as ever. There continues to be great interest in the Band; however, fundraising issues persist and are a concern. The Department will work with the Friends and POP to support their efforts to bridge that gap in the future.

If you have any questions regarding this matter, please call me at (562) 570-3170.

Attachment

cc: Charles Parkin, City Attorney  
Laura L. Doud, City Auditor  
Douglas Haubert, City Prosecutor  
Tom Modica, Assistant City Manager  
Arturo Sanchez, Deputy City Manager  
Rebecca Guzman, Assistant to the City Manager  
John Gross, Director of Financial Management  
Lea Eriksen, Assistant Finance Director

DEPARTMENT OF PARKS, RECREATION AND MARINE

**LONG BEACH MUNICIPAL BAND**

FY15 AND FY16 Fundraising and Attendance Information

CONCERT LOCATION	# OF CONCERTS		TOTAL ATTENDANCE		PASS THE BUCKET	
	FY15	FY16	FY15	FY16	FY15	FY16
Whaley Park	2	2	1,100	1,470	\$ 1,371.94	\$ 1,173.83
Bluff Park	3	3	1,700	1,030	\$ 2,997.94	\$ 1,987.88
Drake Park	0	1	-	180		\$ 137.00
Los Cerritos Park	5	6	12,150	20,086	\$ 11,776.86	\$ 11,292.31
Marine Stadium	5	6	31,500	38,850	\$ 19,991.49	\$ 17,017.91
El Dorado West Park	5	6	32,600	40,010	\$ 21,891.03	\$ 21,329.42
	<b>20</b>	<b>24</b>	<b>79,050</b>	<b>101,626</b>	<b>\$ 58,029.26</b>	<b>\$ 52,938.35</b>