

MEMORANDUM

TO: Donna Barron, City Manager

FROM: Daren Watkins, Special Events Coordinator

DATE: July 24, 2019

SUBJECT: **Approval of a Professional Services Agreement with Epicenter Productions in the Amount of \$114,100 for Production Related Services Related to the Pop Festival Commemoration Event Scheduled for Labor Day Weekend 2019; Authorization for the City Manager to Execute the Agreement; and Approval of a Supplemental Appropriation in the Amount of \$50,000 from Hotel-Motel Fund Reserves.**

BACKGROUND

In March, the Lewisville City Council approved a \$1.25 million appropriation for costs associated with entertainment and production of Texas Pop Turns 50, a 50th anniversary celebration of the Texas International Pop Festival. The event is set for August 31 and September 1 at Lake Park Golf Course.

This special one-time commemoration will feature three performers who were at the original event in 1969 -- Chicago, the Sunday night headliner; Grand Funk Railroad, which played all three days of the original festival on a free stage very near the Texas Pop Turns 50 stage placement; and Shivas Headband. In addition, ZZ Top has signed on as the Saturday headliner. Other support acts include Glen Clark Band, Animotion, Sarah Jaffe, Shemekia Copeland, Bombasta, John Mayall, The Box Tops, Edgar Winter Band, Alan Kaye as Joe Cocker, and Jonathan Tyler and Northern Lights.

Event staff wants to retain an outside production company to provide materials, manpower, and expertise related to stage construction, management, sound, lights, and other entertainment-related services. A similar agreement is used each year for Western Days.

In addition, event staff is requesting a supplemental appropriation of \$50,000 from Hotel-Motel Fund Reserves to cover unanticipated event expenses described below.

ANALYSIS

Events staff has drafted an agreement with Epicenter Production for these additional services related to the production of the event. Epicenter has worked on other Lewisville events in the past, including Western Days, Fiesta Charra, and Holiday Stroll. The agreement is for \$114,100. Money is available in the approved event budget.

The supplemental appropriate is requested to address unanticipated expenses and cost overruns,

including some that have safety and security implications. The request includes:

\$30,000 for WiFi connectivity and cellular boosting. The event location does not have built-in connectivity, and there is not sufficient capacity at the golf course clubhouse to address known event needs. Equipment is needed to ensure sufficient WiFi signal for TicketMaster to sell and track tickets on site, and to serve wireless security cameras being requested by Emergency Management. There also is an impact on event experience for guests, who otherwise would not have enough WiFi or cellular access to post online about the event, reducing both their enjoyment and the publicity benefit for the city. Because this is the city's first event at this location, this need was not anticipated and was not included in the original event budget.

\$20,000 to restore the advertising budget. There have been other cost overruns that staff absorbed into the existing event budget or covered with savings from other special events. However, covering those overruns also resulted in a reduction in the advertising budget for this event. Because this is a ticketed event, advertising is more important here than for other city event that already have a built-in local audience. Much of this funding would be focused on advertising outside the DFW market.

Many of the cost overruns out of the existing budget of \$1.25 million have been related to staging and equipment in support of the headliners, who have greater sound, light, and power needs than our typical event headliners. There also are added costs to light and staff the remote parking lots, retain shuttles and shuttle drivers, and buy out the golf course for load-in, event, and teardown days.

A general breakdown of major expense categories follows.

Category	Budget	Actual
Entertainment	\$755,950	\$760,500
Production/Logistics	\$210,000	\$275,633
Consulting and Services	\$220,000	\$235,500
Marketing & Advertising	\$58,800	\$37,157

The requested supplemental appropriation would cover all anticipated cost overruns not being absorbed into other event budgets, and would restore the advertising budget to near its original figure. There is a revenue offset from ticket sales, concessions, merchandise, and sponsorships that is expected to recover half of the event budget or more.

RECOMMENDATION

That the City Council approve the agreement and supplemental appropriate as set forth in the caption above, and authorize the City Manager to execute the agreement.