

CITY OF DANA POINT

AGENDA REPORT

Reviewed By:	
DH	X
CM	X
CA	X

DATE: APRIL 27, 2005

TO: CITY MANAGER/HONORABLE MAYOR AND CITY COUNCIL

FROM: SHARIE APODACA, DIR. OF ADMINISTRATIVE SERVICES
KEVIN EVANS, RECREATION MANAGER

SUBJECT: APPROVE a) THE SPONSORSHIP OF THE CAPISTRANO VALLEY SYMPHONY 2005 FOURTH OF JULY CONCERT AND b) APPROVE THE TRANSFER OF \$20,000 FROM THE RESERVE SERVICE ENHANCEMENT FUND TO THE COMMUNITY SERVICES ACCOUNT (81) ; AND c) AUTHORIZE THE CITY MANAGER TO EXECUTE THE CONTRACT

RECOMMENDED ACTION:

That the City Council a) approve the sponsorship of the Capistrano Valley Symphony (CVS) 2005 Fourth of July Concert and b) approve the transfer of \$20,000 from the Reserve Service Enhancement (RSE) Fund to the Community Services Account (81-241); and c) authorize the City Manager to execute the contract.

ISSUES:

The City approached the Capistrano Valley Symphony regarding the possibility of re-establishing a long standing tradition of offering a 4th of July Concert in Dana Point. The Symphony is requesting \$20,000 to sponsor the two hour concert that precedes the annual 4th of July Fireworks display.

BACKGROUND:

Since 1984, the Symphony has conducted concerts for the residents of Dana Point and throughout Southern California. The symphony's performances vary from the "Rivera Pops" series, to chamber music and major events like the Dana Point 4th of July concert. In partnership with the Laguna Cliffs Marriott Resort Hotel (Dana Point Resort Hotel), the symphony provided a musical tribute to "America" through a variety of marching and patriotic tunes. The resort hotel and Lantern Bay Park provided an excellent backdrop for a magnificent symphonic

concert preceding the City's annual fireworks display. An average of 2,000 people attended the concerts featuring many familiar scores from John Phillip Sousa and other well-known composers.

Throughout the years, sponsorships for the event have included local businesses and hotels. Over the past few years the lack of sponsorships and scheduling conflicts has resulted in the symphony being unavailable to perform for the annual holiday concert.

DISCUSSION:

In 2004, the City sponsored a concert at Heritage Park to celebrate the 4th of July and the response from the public was overwhelming. Over 2,500 people attended the early evening concert and stayed to view the fireworks display.

With the tremendous support and input from the public to continue to offer family programs on the Fourth of July, the City's continued sponsorship of a concert followed by a fireworks aerial display would be appropriate and most welcome by the community and visitors alike.

The proposed venue and format for the concert would be to have the Capistrano Valley Symphony (CVS) perform from the lawn of the Laguna Cliffs Marriott facing the Lantern Bay Park and ocean view. The public can view the concert for free on the grass in Lantern Bay Park or purchase VIP passes from the Marriot and listen to the concert from the lawn area of the hotel. These logistics were proposed by the CVS and have already been arranged with the Marriot.

The \$20,000 requested sponsorship would pay for the cost of the symphony performance and marketing program. The Capistrano Valley Symphony has approached the Laguna Cliffs Marriot to be a contributing sponsor of the concert through the donation of product and supplies (i.e. chairs, stage, restrooms, and electrical needs). The City has contacted the County of Orange regarding the use of Lantern Bay Park on July 4, 2005 and the possible waiver of all permit fees. Based on Lantern Bay Park serving as the overflow seating area for the concert, and due to the orchestra and all support equipment being located on the Marriot's property, the County is not requiring the City to obtain permits for this event.

FISCAL IMPACT:

The transfer of \$20,000 from the Reserve Service Enhancement fund to the Community Services Account (81-241).

ALTERNATIVE ACTION:

- 1) Approve the recommended action with changes.

- 2) Other action as directed by City Council.

ACTION DOCUMENTS:

None

SUPPORTING DOCUMENTS:

None