

Date: August 15, 2013

To: Bruce D. Glasscock, City Manager

From: Amy Fortenberry, Director of Parks and Recreation

Subject: Overview of Proposed Music Festival

The Parks & Recreation Department has been working with Live Nation, the world's leading producer of live concerts, to host multi-day, multi-act music festival at Oak Point Park and Nature Preserve. A license agreement has been prepared for Council's review and action which upon execution, will result in an inaugural festival being produced in May 2014.

It is the mutual desire of Live Nation and Plano Parks & Recreation to produce a first class music festival with top industry talent. The first year will be a smaller event with approximately 20,000 people per day, focusing on fan experience. This is comparable to the capacity at Gexa Energy Pavilion. This smaller initial year allows the festival committee to improve upon various components and grow the event in a controlled manner. After time, the festival could grow to a capacity of 50,000 - 70,000 per day. Master planning of the festival site shows that the required support facilities, such as potential stage areas and parking, can accommodate this type of growth.

Live Nation will be required to obtain a special event permit as outlined in the City of Plano's Code of Ordinances. The permit process will ensure that proper planning and safety measures have been addressed. These areas include but are not limited to: traffic, parking, food and beverage permits, temporary infrastructure, litter collection and removal, security, and emergency action plan. The license agreement details specific items that do not fall under the special event process but are conditions in which the City must agree in order to create and build this signature event. Key items include:

- Festival will be on a weekend in May, not to conflict with Richardson's Wildflower! Festival (if Wildflower changes dates in future years, Live Nation is not obligated to change dates)
- Two year term with four renewal options
- One time contribution - \$500,000 for headlining performance artists
- In-kind services - \$125,000 with eventual goal of becoming cost neutral
- Live Nation retains 100% of revenues and is responsible for all expenses except as mentioned above
- Live Nation to be responsible for set up and removal of equipment and temporary improvements
- Plano Centre may be used by a separate license agreement
- City to provide site preparation including mowing, fertilization, insect control, and removal of standing water
- Live Nation will provide links on festival website to the City of Plano website and the Plano Convention and Visitor's Bureau website along with using the City's name as feasible in advertising materials

The general location of the festival will be on the hillside on the north east side of the park, in the area that is across Los Rios from Fire Station 11. This area is located out of the flood plain which is crucial for festival success. A site plan will be submitted and reviewed for approval as part of the special event permitting process. The first year, we expect three stage areas to be erected to accommodate approximately 60 different acts over a two day period. Music will end by 11 pm on Saturday and 10 pm on Sunday. These time limits are not called out in the license agreement however they are a part of the special event permit process required for the festival. Chapter 15, Section 4 of the Plano, Texas Code of Ordinances allows, by permit, certain accommodations for special events. The special event permit for the festival will most likely include: the sale of alcohol in the designated festival area, the sale of goods and services, conducting commercial and business activity in the park, and motor vehicle use in the park.

Staff is developing a Community Engagement Plan. The purpose of the plan is twofold: (1) to inform key neighborhoods of the pending festival, and (2) receive and appropriately respond to citizen concerns related to the event. City staff, with support from the event organizer, will take the lead in working with the citizens to minimize the expected impact on nearby homeowners. The City will act as the clearinghouse for complaints about the event prior to, during and after the festival. The City will also coordinate a post event evaluation and debriefing similar to what we do with other large events. An outline of the plan is attached to this memo.

The agreement before you provides a method for producing a signature event in Plano. It caps our participation in the event while allowing Live Nation to have a risk-reward scenario. The strengths of both parties will combine for a first class music festival. Plano has a showcase park unlike any other in North Texas and will soon have a showcase event to match its grandeur. Live Nation has access to top musical talent, the ability to handle event promotions and ticketing, and has concert and festival operations expertise. This is a great opportunity for us to provide a music festival that serves our citizens, stimulates the economy, provides entertainment, and promotes Plano as a destination in a cost and resource effective manner.