



Memorandum

Date: November 11, 2015
To: Bruce D. Glasscock, City Manager
From: Amy Fortenberry, Director of Parks & Recreation
Subject: TMR 20 Music Festival

The Texas Music Revolution produced by local radio station KHYI 95.3 (Metro Broadcasters – Texas, Inc.) is heading into its 20th year this spring. They have been hosting this one day event at Southfork Ranch and would like to secure a location that would allow the event to grow. They have discussed using the special events field at Oak Point Park and Nature Preserve and the Amphitheater to operate two stages for a day and a half event to be held on March 25 & 26, 2016.

The dates for use of the park are available, the Collin College campus is closed this particular weekend so parking across the street is available, pending confirmation from the college's president. KHYI is asking for a five year agreement with renewal options. They are seeking a cash advance of \$100,000 annually under this agreement along with up to \$85,000 of in-kind City services which includes: police, security, traffic control, fire and rescue services, emergency services personnel, parks maintenance and support. Although not anticipated this year, use of Plano Event Center in future years would also fall under in-kind services that are available.

KHYI proposes that the City share in the event production responsibility and associated revenue and expense. The City will be responsible for food, beverage, and parking and will keep 100% of these revenues. KHYI will handle all other logistics and will keep 100% of gate and merchandise receipts. KHYI and the City will share in the solicitation of sponsors. The revenue will be split 66/33 with the group securing the sponsorship receiving the higher percentage of the sponsorship revenue for that particular sponsor. For each year of the term, if the City fails to recover the \$100,000 that is advanced for the event, KHYI, once it nets \$65,000, will repay any shortfall up to \$100,000 from surplus net proceeds. KHYI is agreeable to provide the City with complimentary tickets for elected officials, other dignitaries, and their guests. The City will set up and operate this hospitality area.

Funding for this event is available in the Convention and Tourism Fund if Council desires to enter into this agreement. It is imperative from the event organizer's perspective to have Council direction by November 23, 2015. He has holds on artists and needs to begin booking them which is dependent on the location of the event.

This is an event with a solid track record and history. They are providing opportunity for us to recover, partially or completely our investment in the event, although it cannot be guaranteed and is largely weather dependent. If the Council desires to host large scale events, this agreement would provide an opportunity to do so at a fairly low cost. A License Agreement is included on the agenda for Council's consideration and action. If approved, a separate agenda item will follow at a future meeting to authorize the appropriation of the funds.