

APPROVED
NOV 05 2020

BOARD OF RECREATION
AND PARK COMMISSIONERS

BOARD REPORT

NO. 20-208

DATE November 05, 2020

C.D. 9

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: VARIOUS DONATIONS: 2020 AT-HOME CONCERT SERIES - PERSHING SQUARE

AP Diaz	_____	* S. Piña-Cortez	<u><i>SPC</i></u>
H. Fujita	_____	C. Santo Domingo	_____
V. Israel	_____	N. Williams	_____

M. Shue

General Manager

Approved X

Disapproved _____

Withdrawn _____

RECOMMENDATIONS

Accept the in-kind donations as noted in the Summary of this Report and direct that appropriate recognition be given to the donors.

SUMMARY

Due to the COVID-19 pandemic, Pershing Square's 13th Annual Summer Concert Series was cancelled. Department of Recreation and Parks (RAP) Staff worked with several Pershing Square partners and the Pershing Square Park Advisory Board to implement a virtual concert series called "At Home Concert Series", which ran for eight weeks, from July 11 to August 29, 2020. Each week, a band was showcased live on various RAP social media platforms. Channel 35 also aired the concert series each Saturday.

The virtual concert series was a huge success. The total cost for production for the virtual series was \$120,411. The cost to RAP was \$30,498. Louise Capone, Senior Recreation Director II at Pershing Square Park was instrumental in raising in-kind donations (includes pro-bono performances from all bands) valued at \$89,714.00 as follows:

- \$11,952.27 Pershing Square Park Advisory Board,
- Free marketing valued at \$10,000 from Cal State Northridge radio station 88.5.
- \$10,000 from Centerstaging for production and film location,
- \$21,761.30 from Neptune Productions for lighting and staging.

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- Performance by Mirage, a Tribute to Fleetwood Mac, valued at \$8,000
- Performance by ECONO, a Latin 80's band, valued at \$3,000
- Performance by Charlie's Angels, a Disco band, valued at \$1,000
- Performance by Dog N Butterfly, a tribute to Heart, valued at 5,000
- Performance by JEMS, an acoustic band, \$3,000
- Performance by Vintage Trouble, a highly popular rock Band, valued at \$10,000
- Performance by Sunny War, acoustic Blues vocalist, \$1,500
- Performance by Sugaray Rayford and Blues and Funk band, valued at \$7,500

STRATEGIC PLAN INITIATIVES AND GOALS

Approval of this Board Report advances RAP's Strategic Plan by supporting:

Goal No. 4: Actively Engage Communities

Outcome No. 3: Activated parks and increased use of digital engagement

FISCAL IMPACT

Acceptance of these donations will result in no fiscal impact to RAP's General Fund, except for unknown savings, as donations may offset some expenditures.

This Report was prepared by Belinda Jackson. Executive Director, EXPO Center