



AGENDA REPORT

2013 SEP 12 PM 1:01

TO: DEANNA J. SANTANA
CITY ADMINISTRATOR

FROM: Kelley Kahn

SUBJECT: Informational Report on Art + Soul Festival
(Draft Timeline)

DATE: August 28, 2013

City Administrator	<i>Deanna Santana</i>	Date	9/8/13
Approval	<i>Kelley Kahn</i>		

COUNCIL DISTRICT: City-Wide

RECOMMENDATION

Staff recommends that the City Council accept this informational report on the draft general timeline for the 2014 Art + Soul festival.

ANALYSIS

At the July 23, 2013 meeting of the Life Enrichment Committee, staff was directed to return to the Committee on September 24 with a draft timeline for producing the 2014 Art + Soul festival. That draft timeline is included as *Attachment A* to this staff report.

Staff will also return to the December 10, 2013 Life Enrichment Committee meeting with a comprehensive Agenda report to include a five-year analysis of the Art + Soul festival, an overview of festival financials, and possible approaches for the 2014 festival and beyond.

For questions regarding this report, please contact Samee Roberts, Marketing Manager, Department of Economic and Workforce Development at 238-2136.

Respectfully submitted,
Kelley Kahn

Kelley Kahn
Director
Department of Economic & Workforce Development

Prepared by:
Samee Roberts, Marketing Manager
Cultural Arts & Marketing

Attachment A
Art + Soul 2014 Timeline

Item: _____
Life Enrichment Committee
September 24, 2013

ATTACHMENT A

Art + Soul 2014 General Timeline

August 2013:

Debrief with staff and crew/prepare performance summary outline

Prepare 2014 festival timeline for Life Enrichment Committee

September/October 2013:

Survey vendors & artisans on vendor performance/experience

Settle finances/prepare final budget spreadsheet

Prepare/distribute sponsor evaluations

Prepare five-year Art + Soul analysis for 12/10/13 Life Enrichment Committee to include the eight items from Councilmember Desley Brooks as detailed at the 7/23/13 Life Enrichment Committee meeting

October/November 2013:

Prepare 2014 festival budget to include in Agenda Report for 12/10/13 Life Enrichment Committee

Finalize five-year analysis for 12/10/13 Life Enrichment Committee to include the eight items from Councilmember Desley Brooks

December 2013:

Present Agenda report with five-year analysis and possible approaches for Art + Soul in 2014 and beyond to the 12/10/13 Life Enrichment Committee.

January 2014:

Convene music advisory group and begin gathering input for potential musical acts

Initiate sponsorship strategy/recruitment

Review vendor history and develop outreach strategy for 2014 festival

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Art + Soul 2014 Timeline
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February 2014:

Initiate booking of musical acts based on input from advisory group

Track corporate/media sponsorship strategy/recruitment

Solicit applications for handcrafted and imported vendors and non-profits through online registration system

March/April 2014:

Finalize bookings – main and other stages

Send out food booth applications

Distribute advance calendar release announcing **2014** dates

May 2014:

Lineups due from community stage producers (blues, gospel, etc.)

Create final music lineups

Finalize corporate/media sponsorships

Finalize marketing plan

June 2014:

Issue press release announcing dates and lineup

Commence marketing*

July 2014:

Confirm artisan, commercial, non profit and food vendors

Implement operations plan*

** specific marketing and operations functions are too detailed to include in this general timeline*

Prepared by: Samee Roberts, Marketing Manager, Department of Economic & Workforce Development