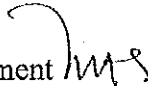




Date: 11/12/2008
To: Recreation and Park Commission
From: Margot Shaub, Director of Partnerships & Resource Development 
Rich Hillis, Mayor's Office of Economic Development
Through: Jared Blumenfeld, Interim General Manager
Re: **Golden Gate Park Benefit Concert RFP**

Agenda Item Wording:

Discussion and possible action to approve a Request for Proposals package for the production of an annual RPD benefit festival in Golden Gate Park.

Background:

The Golden Gate Park benefit concert (2008-Outside Lands Festival) was conceived originally as a test pilot to raise funding for Golden Gate Park, which has not received an infusion of money since the 1992 bond. The event occurred over three days in Golden Gate Park's, Polo Fields, Speedway Meadow, and Lindley Meadow August 22, 23, and 24. The event was a success with attendance at 130,070 and revenue to the Department totaling \$815,000 plus expense reimbursements and repairs.

Since then, the Department has met with a number of stakeholders and interested parties to solicit feedback about the festival and to help develop this RFP in a way that would result in submitted proposals for future concerts that address the goals of this Department, mitigate impacts on the neighborhoods and coordinate with other city agencies by creating:

- a new ongoing revenue stream to benefit the park system
- an iconic event that is representative of San Francisco and Golden Gate Park and will bring cultural and economic value to the Bay Area
- a means of calling broader attention to both virtues and needs of San Francisco's public parks, Golden Gate Park among them

Staff is suggesting the RFP be issued on November 26, 2008 and to be due December 19, 2008. This shortened response time enables time for a prevailing proposer to begin the process of gearing up for an August 2009 event.

Key Terms of the RFP are:

- Minimum Annual Guarantee of \$1,000,000 versus percentage share of ticket sales, food and beverage, merchandise and sponsorship
- A \$3.00 park improvement fee assigned to each ticket that will be paid directly to RPD
- Three-year term with a two-year extension
- Minimum Qualifications include ten years experience in booking and promoting popular music in a major metropolitan market



- Outreach to neighborhood groups and city agencies for planning purposes
- Adherence to City noise ordinance
- Security deposit in the amount of \$50,000.
- All standard City insurance and indemnification requirements.

Proposed Schedule for the RFP process is:

RFP issued:	November 26, 2008
Pre-submittal conference and tour:	December 3, 2008
Deadline for submission of written questions:	December 8, 2008
Proposal deadline:	December 19, 2008, no later than 3:00pm
Recreation and Park Commission consideration of selected respondent:	February 5, 2009
Lease negotiations:	Feb. 2009
Recreation and Park Commission approval of lease:	February 19, 2009
Board of Supervisors Mayor approval of lease	February 19, 2009
Anticipated Lease commencement:	April 1, 2009

Recommendation:

For the production of an annual RPD benefit festival in Golden Gate Park.

Financial Impact:

An annual minimum of \$1,000,000 plus Park Improvement Fee and a share in food & beverage sales, merchandising and sponsorship.

Supported By:

Recreation & Park Department

Opposed By:

Certain concerned neighbors

Attachments:

RFP (including sample lease)