

## STAFF REPORT

**Date:** Tuesday, September 23, 2014  
**To:** Bryan H. Montgomery, City Manager  
**From:** Lindsey Bruno, Recreation Manager  
**Subject:** **Work Session Regarding Special Event Expansion**

Approved and Forwarded to City Council:

*Bryan H. Montgomery*  
Bryan H. Montgomery, City Manager

for

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### Summary and Background

The City of Oakley Parks, Trails and Recreation Master Plan is the guiding tool for recreation planning. The Master Plan identifies expansion of special event programs to provide for general improvement of quality of life and new opportunities for community gatherings as a priority. Since the development of the Parks, Trails and Recreation Master Plan the City has facilitated various special events including car shows, farmers markets, concerts, movies, festivals, and more. Currently the Recreation Division offers over 10 annual events including: Science Week, Movies in the Plaza (4), Cityhood Celebration, Oakley Kids Fishing Derby, Heart of Oakley Festival, Harvest Festival, and the Christmas Tree Lighting.

During the May 27, 2014 Fund Balance discussion council expressed a desire to expand current events and develop additional events to add to the annual schedule. Staff plans to expand regularly scheduled events in 2015 including the Cityhood Celebration, Heart of Oakley Festival, Harvest Festival and Christmas Tree Lighting. The remainder of the funds could be used to develop new community events.

### Work Session Focus

The focus of this work session centers on what can be added to the existing schedule of events. Staff have brainstormed a variety of special events that can highlight downtown, utilize the newly completed amphitheater and encourage a sense of pride in the community. The following is a list of possible options to expand and develop new special events.

### Concert in the Park Series

Concerts would take place each month from May to September at the new amphitheater and could highlight the high school bands, local talent or more well-known performers. In addition to the concert aspect the event could also feature one of the following: "Taste of Oakley" restaurant tour, car show, children's area and vendors, or gourmet food trucks. These aspects could be held individual as stand-alone events or added to a concert to draw participation.

### **Movie in the Plaza Series**

Currently there are movies held monthly from May to August, this event could be expanded to include additional movies, or at an additional cost could be expanded to showcase local film makers in a film festival.

### **Cityhood Celebration**

As the Cityhood Celebration attendance has continued to grow there is a need to expand the number of entertainment opportunities at the event for families.

### **Heart of Oakley Festival**

The success of the 1<sup>st</sup> and 2<sup>nd</sup> Annual Heart of Oakley Festivals has been obvious to those that attended and there are a number of opportunities to expand this event. Possibilities include the addition of a community stage, additional winery participation, additional food trucks, and additional marketing to make the event a regional draw.

### **Harvest Festival**

The Harvest Festival began as part of the Decennial Celebration in 2009, and while it has seen success as the Harvest Festival it has created confusion in the past two years with the Heart of Oakley. This event could be rebranded and expanded to include food, additional children's activities and more.

### **Christmas Tree Lighting**

The Christmas Tree Lighting has expanded every year and fills the council chambers with participants. Expansion of this event would include ways to accommodate additional performers and audience members.

### **Possible Parade Options**

There are various options to add a parade to an existing event to highlight and draw attendance. Possible options include the Memorial Day Observance or the Veterans Day Observance.

### **Conclusion**

Staff recommends the City Council review the information provided, through the Staff Report and provide Staff with direction on council preference as how they would like to expand the current schedule of special events.