

**CITY OF PEORIA, ARIZONA
CITY MANAGER REPORT**

RCM #: 3 F

Date Prepared:

Council Meeting Date: August 26, 2008

TO: Carl Swenson, City Manager
THROUGH: J.P. de la Montaigne, Community Services Director J.P.
FROM: Chris Calcaterra, Sports Facilities Manager
PREPARED BY: Chris Easom, Operations Manager
SUBJECT: 98 KUPD "End of Summer Scorcher" Concert

SUMMARY:

The City of Peoria has contracted with Radio Events Group, owners of 98 KUPD, to put on a Festival Concert at the Peoria Sports Complex. The "End of Summer Scorcher" Concert will take place at the Sports Complex on September 20, 2008 from 2 p.m. to 9:45 p.m.

This concert is a non-traveling show featuring multiple bands. Headline acts will be Alice in Chains, Deftones, Theory of a Deadman, Tantric and more. In addition, local bands will be featured on a second stage. Due to the draw of the headline acts, attendance is projected between 12,000 and 15,000 attendees.

Both the talent promoter and radio promoter have been involved in past concerts at the Sports Complex. Thus, they are familiar with the rules, regulations and layout of the venue. The concert will stay within the approved sound decibel regulations set forth in the contract and will be monitored by a contracted company. Peoria PD and Fire have both been notified and will compile and provide an operations plan for the event. Several operational meetings involving Sports Complex staff, PD, Fire, KUPD radio station staff, concert production and security staff, concessions and parking personnel will be held prior to the concert.

In this one day event contract for an all day music festival, the City will receive the following from the promoter:

- 100% of a \$2.00 Facility Fee for each ticket sold (from 0 to 7,500)
- 100% of a \$3.00 Facility Fee for each ticket sold over 7,500
- 100% of a \$2.00 Consignment Fee for each ticket sold at a local specified outlet
- 100% of a \$2.00 Box Office Fee for each ticket sold at the Peoria Sports Complex
- 25% of all Tickets.com convenience fees for tickets purchased online or via phone
- 50% of net parking revenue
- 50% of concession revenue commission

The "End of Summer Scorcher" Concert has a projected net revenue of \$70,000. The City's expenses related to this concert and festival event will be reimbursed by the promoter.

ATTACHMENT:
