

# City of Brisbane Agenda Report

To: Honorable Mayor and City Council  
From: Noreen Leek, Recreation Manager  
Subject: Application for Event Co-Sponsorship  
Date: Meeting of October 4<sup>th</sup>, 2018

## **Recommendation:**

Approve Friends of the Brisbane Library Chamber Concert Series as a co-sponsored event.

## **Background:**

The Friends of Brisbane Library will present their 15<sup>th</sup>, and final, concert season of Live at Mission Blue, which brings classical music to Mission Blue Center. Kevin Fryer, Live at Mission Blue Director, will present one closing performance for the 2019 Chamber Concert Series. The final concert is scheduled for January 12. "Four the love of the Cello" will feature a quartet of Cellists, all who have played previously in the series, and who each recognize the importance of this final concert. The event is designed to be a fundraiser with all ticket receipts going towards FOBL's goal of raising \$100,000 for the new library.


## **Fiscal Impact:**

In 2018, \$16,576.75 was spent in support of the series. The amount budgeted for the 2019 series was \$17,800 assuming a multi-concert program. Given that this series will include just one final performance, expenses have been modified and outlined below. The Friends of the Brisbane Library are requesting financial consideration for this year's series in the amount of \$10,320 based on the summary provided below:

1. Waiver of deposit for use of Mission Blue Center - if no damage there would be no loss of revenue.
2. Waiver of 80/20 split as this is a fundraiser for the Friends of the Brisbane Library.
3. Riser set up/break down - \$800
4. Staging - \$1,200
5. Lighting Technician - \$600
6. Lighting Equipment Rental - \$1,500
7. Printing of Brochure - \$2,300
8. Mailing Brochure to Community - \$420
9. Director's Fee - \$3,500

**Total Cosponsorship Request = \$10,320**

  
Noreen Leek  
Recreation Manager

  
Clay Holstine  
City Manager

# CO-SPONSORSHIP EVENT APPLICATION

CITY OF BRISBANE, 50 Park Place, Brisbane, CA 94005  
415 - 657-4320

## 1. ORGANIZATION INFORMATION

Organization: Live at Mission Blue  
Fohl

Contact Person: Kevin Fryer  
Day Phone: 650-219-4956

Evening Phone: same  
Address: 414 Swallowtail Ct

City of Residence: Brisbane  
Zip: 94001

## 2. FACILITY

Facility Requested: Mission Blue  
Center

If Mission Blue Center, specify room (s)

Costanos Room (Dance Floor)

Buckeye Room (Carpeted Room):

Lupine Room (Conference Room):

Date and Time Requesting to Enter Facility:

Date and Time Requesting to Leave Facility:

## 3. Event Information

Date: Jan 12, 2019 Day of Week: SAT # of Co-sponsored events this year 1

Starting Time of Event: 12:00 noon Ending Time of Event: 11: PM

Non Profit for Charity  For Profit  Fundraiser for Organization Use

160 Number attending under 18 years old: 10 est 18 - 20 years: 20 est 21+ years: 130

yes Requesting Promotional Support

What is purpose of event: This concert will serve as the  
Final performance of the Live at Mission Blue  
Concert Series. It will be the 73rd event of a  
series spanning 15 years. It will also be a benefit  
for the new library

Will you need special sitting, tables, chairs, risers, etc.? Yes or No (please circle) Please explain if yes. Yes

Risers, chairs, stage

Will event require sound equipment?

Sound Technician? no

Will event require theatrical lighting equipment? yes

Lighting Technician? yes

Will event require promotional support?  Yes  No If Yes, what is requested? Brochures, Box office, city news

5. **ALCOHOLIC BEVERAGES\***

Will alcoholic beverages be served? Yes  No  Sold? Yes  No

If selling alcohol, your group must obtain an Alcoholic Beverage Permit.

Please attach a copy of the permit.

ABC permits may be obtained from:

The State of California Alcoholic Beverage Control Department  
185 Berry Street  
San Francisco, CA 94107  
415 / 557 - 3660

\*Full Liquor Liability: If liquor, beer or wine is available for consumption and money is transacted in any form (i.e. for donation, for a ticket, for a meal, for entry to the event, for the beverage) then full liquor liability premiums are necessary.

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6. **ADMISSION FEES AND SALES\***

Will there be an admission fee or booth fee?: Yes  No  Amount of Fee: 15/20

Will there be sales of novelties or goods?: Yes  No

Will there be sales of food?: Yes  No

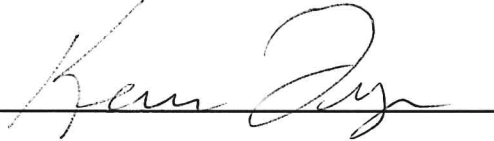
(If yes, a Permit To Operate is required by the California Health and Safety Code. Applications can be obtained from the Brisbane Parks & Recreation Department 415 / 467-6330)

Does your group have a City of Brisbane License?: Yes  No

\* Additional insurance is required for exhibitors, non-food sales concessionaires and food sales concessionaires.

I have read and understand the Policy and Procedures for Event Sponsorship and hereby agree to comply with its content. I understand that failure to observe these regulations or City, State or Federal law will result in cancellation of my event and co-sponsorship status for future events.

Applicant's Signature



Date

Sept 10, 2019

## **Proposal for final concert of Live at Mission Blue**

Live at Mission Blue began in the spring of 2003 when JungHae Kim and I collaborated in presenting two trial concerts at Mission Blue Center. They were well received and proved that the Center was an ideal setting for chamber music.

Following this success, I began an ongoing series in the fall of 2003 presenting five concerts. To date we have presented 72 events, including concerts, lectures, master classes and school programs. We have presented musicians of national and international acclaim, emerging artists, and great masters of the field. We have featured Early Music, New Music, and World Music, and a number of world premiers, composed specifically for Live at Mission Blue.

There are conversations in classical music circles that question the relevance of live performances. The pace of modern culture, the rise of digital distractions, the increasing competition for our attention, has left presenters scrambling to maintain existing audiences. Furthermore, the opportunities for well-trained Classical Musicians to earn a living in the rapidly expanding economy of the Bay Area are threatened.

Our concert series has been my response to these challenges. We've explored how the Arts can be used to help bind together and strengthen community. Live at Mission Blue has been a success not only as measured by the quality of the performance, but in the way it brings community together to experience and explore our humanity as expressed in the Arts. It is in the regular rhythm of such events that a community finds reassurance and a positive sense of identity.

It is a difficult decision to bring Live at Mission Blue to a close after 15 years. It is not because the events themselves are in decline. To the contrary, last season was as successful as any, both from the Artists point of view as well as the audience. But behind the scenes there have been a number of headwinds gathering. Notably, funding is always a challenge. In an effort to increase funding, we applied twice for grants from the San Mateo Arts Commission, but did not receive them. We did a survey at the end of last season, and from that learned that our audience is very supportive, but raising ticket prices (earned income) was not favored. We have raised funds through FOBL with remarkable success over the years. And now FOBL is tasked to raise funds for the new library, and we see ourselves working as at cross-purposes.

It takes a specific kind of energy and enthusiasm to begin a project like Live at Mission Blue, and another kind of energy to sustain it over many years. But the most challenging creative energy is required to bring it to a successful close.

Our final concert is scheduled for January 12. "Four the love of the Cello" will feature a quartet of Cellists, all have played previously on our series, and recognize the importance of this final concert. The event is designed to be a Fundraiser with all ticket receipts going towards FOBL's goal of raising \$100,000 for the new library.

Thank you for your enthusiasm and support of Live at Mission Blue. It has been my pleasure and honor to produce Live at Mission Blue for 15 wonderful seasons.

Kevin Fryer: Artistic Director, Live at Mission Blue