



City Council Memorandum

To: Mayor Fasbender & City Council Members
From: Paige Marschall Bigler, Recreation Programming Specialist
Date: May 4, 2020
Item: Accept Donation from the Ruth and George Doffing Charitable Fund

Council Action Requested: Accept a \$10,000 monetary donation from the Ruth and George Doffing Charitable Fund in support of the Music in the Park series. This series is a part of the Levee Park 2020 Calendar of Events, held at the Rotary Pavilion.

Background Information: Staff submitted a donation request to the Ruth and George Doffing Charitable Fund to support the growth of the Music in the Park series. Based off consistent community feedback, staff have planned to expand the series, offering a total of ten shows, June through August on Thursday evenings; with the exception of Rivertown Days week. Staff recommends consideration and acceptance of the monetary sponsorship.

Financial Impact: Staff will continue to include donations as a revenue item as part of the budget process to offset programming costs. This donation is additive and should not replace the City's separate allocation of \$10,000 for Rotary Pavilion programming. Any unused dollars will be used for future Music in the Park events. Staff will also work to solicit \$500 individual Music in the Park sponsorships from local and metro area organizations in support of the series, with the intent to secure quality bands.

Advisory Commission Discussion:

None

Council Committee Discussion:

None

Attachments:

- Donation Request
- Letter of Confirmation



City of Hastings Parks and Recreation
 920 West 10th Street, Hastings, MN 55033
 Direct (651)-480-6182 Fax (651)-437-5396
www.hastingsmn.gov

2020
 Music in the Park
 Donation Request

Donation Request: \$10,000

The City of Hastings Parks and Recreation Department is requesting a \$10,000 donation for the Music in the Park Concert Series. Music in the Park is hosted in Levee Park at the Rotary Pavilion in downtown Hastings. The Concert Series will be held Thursday evenings from June 11th to August 27th 7:00 p.m. – 8:30 p.m. including a total of 10 evenings, with rain dates reserved in September. The purpose of Music in the Park is to provide a sense of community pride, to invite the community and visitors to utilize the outdoor facility, increase awareness and patronage to Hastings and to create community connections between individuals, businesses and organizations.

Music in the Park History

Music in the Park is a free Concert Series, open to the public. In the past four years, Music in the Park has grown from 3 shows to 6 shows per season. After consistent feedback from the public to offer more live music, we plan to offer 10 shows in 2020. Bands are chosen to incorporate a variety of genres with the intent of attracting all ages, while provided a family friendly atmosphere. Within the limitations of our allocated funds and increase of shows, we haven't had the ability to book high quality bands, resulting in our stagnant attendance, averaging 200 attendees per show and 1,200 attendees for the Series.

Music in the Park Vision – 3-Year Scope

Our goal is to increase attendance of Music in the Park by booking high quality bands, setting a consistent performance standard and expectation for the Concert Series, in turn creating awareness and patronage of Hastings and continue utilizing the Rotary Pavilion for its intended use.

2020: 10 shows and continued presence of ice cream and popcorn vendors

- Attendance Goal: 2,000

2021: 10 shows and incorporation of Food Trucks or local organization food booths

- Attendance Goal: 4,000

2022: 10 shows and incorporation of Beer Garden and food trucks or booths

- Attendance Goal: 5,000

2020 Music in the Park Schedule *Subject to Change, some contracts are not finalized

June 11th 7:00 – 8:30 p.m. – Ledfoot Larry, Country
 June 18th 7:00 – 8:30 p.m. – Power of 10, Variety
 June 25th 7:00 – 8:30 p.m. – Westwind Swing Band, Jazz
 July 2nd 7:00 – 8:30 p.m. – No Man's String Band, Bluegrass
 July 9th 7:00 – 8:30 p.m. – Brothers Allmanac, Rock Tribute
 July 23rd 7:00 – 8:30 p.m. – Bavarian Musikmeisters, Germanic
 August 6th 7:00 – 8:30 p.m. – 612 Live, Pop & Rock
 August 13th 7:00 – 8:30 p.m. – Jake Nelson Band, Country
 August 20th 7:00 – 8:30 p.m. – Dirty Shorts Brass Band, Funk
 August 27th 7:00 – 8:30 p.m. – Starlette's Web, Pop, Rock & Country

Levee Park Programming History *additional information to provide context

2016 was the inaugural year of programming in Levee Park at the Rotary Pavilion. Since 2016, a variety of programs have been held including: Music, Movies, Art, Fitness, Storytime, History, Performances and more. The fourth year of programming at the Rotary Pavilion in Levee Park took place from June 11, 2019 – October 1, 2019. A total of 37 programs and events were planned for the amenity; averaging 2 events per week. We postponed 6 events due to unfavorable weather conditions. Over 4,400 people attended; compared to 3,900 in 2018, 4,700 in 2017 and 3,600 in 2016. Attendance of events are mainly determined by weather conditions and quality of programming. The City of Hastings allocates \$10,000 to fund the 37 programs each year. An additional \$4,175 in sponsorships were acquired in 2019 compared to \$3,950 in 2018, \$3,450 in 2017 and \$2,000 in 2016. Each year, programming is planned to fit within the allocated funds and acquired donations. Programming is also made possible by in-kind donations and volunteers. In 2019, our Department worked with 63 program partners who shared their time and skill to make the programs a reality for the community and visitors of Hastings and will continue to work with a multitude of partners, donors, and volunteers for years to come.

American Center for Philanthropy



Experience the Power and Joy of Giving

April 16, 2020

City of Hastings Park and Rec.
Attn: Paige Bigler
920 W. 10th Street
Hastings, MN 55033

We are pleased to present you a gift for \$ 10,000.00 made possible through a donor-advised fund of the American Center for Philanthropy. Please consider applying this towards Music in the Park.

This grant was made possible by:

Ruth Doffing
c/o Jeff Carlson
12460 120th Street S
Hastings, MN 55033

The American Center for Philanthropy is a charity dedicated to effective and meaningful charitable giving through the use of donor-advised funds. Donors fund their accounts with irrevocable gifts that are dedicated to philanthropy and then advise the American Center of Philanthropy when they wish to have a grant issued from their Charitable Gift Account and to whom the gift should be granted.

By accepting this grant, your organization recognizes that this gift is not intended to fulfill a pre-existing pledge and that no individual will receive any goods, services or other private benefit as a result of this gift. Please refrain from providing a tax receipt for this grant as we have already provided the donor with a tax receipt for the donation.

On behalf of the American Center of Philanthropy, we wish you well in your philanthropic endeavors.

Encl.