

SANTA MONICA — PIER —

SANTA MONICA PIER CORPORATION Board of Directors Special Meeting Agenda

January 10, 2014
3:30 PM

Santa Monica Public Library, Main Branch
601 Santa Monica Blvd., 2nd Floor Santa Monica, CA 90401

Call to Order
Roll Call

1. **Action & Discussion Items**

- A. Discussion and approval of Board recommendation regarding new proposed framework for Twilight Concerts and other Pier events

2. **Adjournment**

If you need any disability-related accommodations, please contact the Santa Monica Pier Corporation office at 310-458-8901 or TDD: 310-917-6626 at least three days prior to the meeting.



Judy Abdo, Board Chair

Beach events have to be beach related or open forum

DATE: Friday, January 10, 2014
TO: Mayor and Council
FROM: Pier Corporation Board of Directors
SUBJECT: Item 8B, Framework for 2014 Twilight Concert Series

The Pier Corporation Board thanks working group members for their thoughtful deliberations. Participants grappled with the dynamics of the Concert series, operational and public safety challenges it presents and potential effects of changing its character. We ask that the City Council carefully consider the following in regard to the framework proposed in the staff report:

Community Programming – Revenue from private and ticketed events has helped to offset the cost of the Pier’s community benefit programming. Producing such events will be more costly with the new deck configuration, and restrictions on temporary signage will significantly dampen sponsor interest, likely reducing the number of such events. As a result, community benefit programs would require subsidy. (Community organizations that hold events on the Pier may be similarly challenged by increased costs and decreased sponsor interest.)

Neighborhood Impacts – The new deck configuration for events will likely increase noise impacts on the Pier’s neighbors. Reconfiguration stems from a change in the standards for computing capacity of the deck and concerns about access for emergency services. It would be helpful for the City to prioritize funding for another stairway on the south side of the Pier and engage a qualified consultant to analyze alternative capacity standards and crowd management strategies.

Customer Experience – We strongly suggest that the framework refer to booking “emerging talent” rather than “emerging local talent” so that TCS audiences continue to experience quality performances and diverse musical genres as we adjust the line up. In regard to the Jumbotron and speakers, loss of those production amenities for half of the concert series will disappoint those who have enjoyed TCS from the beach and eliminate a key means to convey public safety and sustainability messages to beachgoers. We anticipate significant negative response to the half-season change from the audience as well as from sponsors.

Measuring Effectiveness – The framework proposes simultaneous and significant changes to talent, layout, marketing, production and funding of the TCS. By changing so many aspects of the model that has been successful for audience, media and sponsors, it will be difficult to evaluate which variables were actually instrumental in reducing operational and public safety challenges, and which might not have to have been sacrificed. A majority of us urge a more controlled experiment in 2014, focusing on talent selection and the new deck and beach seating area configurations while retaining the Jumbotron and speakers for the season.

increase & exists - more people?
LA County law large events
↳ look up law 5,000 people
↳ Look up beach law about beach events (SM Law?)
↳ (why can't we sell tickets?)

Economic Self-Sufficiency – The Corporation pledged to move toward greater self-sufficiency and demonstrated during the 2013 season that this goal is achievable. Aspects of the proposed framework will reverse that progress, making ongoing City subsidy necessary to continue the TCS and other community benefit programming. We must engage with potential sponsors immediately to secure funding for the 2014 season and will do so creatively and vigorously. However, the proposed framework, as well as current limitations on temporary signage, place us at a distinct disadvantage in those discussions.

Representatives of our Board will attend your meeting on the 14th and would be happy to respond to your questions.

Appendix of Event Types

Pier-produced free Community Events (sponsor-funded, deck-rental fee waived)

- Twilight Concert Series (30 years): Summer concert series (large)
- Front Porch Cinema (12 years): Fall movie series (medium)
- Paddleboard Race & Ocean Festival (5 years): Paddleboard & beach history (medium / large)
- Wake Up With The Waves (9 years): Children's music/art show (small)
- ROGA (2 years): Running & Yoga groups (small)
- STEAM Day (2 years): STEM education activities for kids and families (small)
- Blue Green (2 years): Earth Day event (medium)

Pier-produced Ticketed Events (ticket-sales funded, requires deck-rental fee)

- All Bands on Deck (2 years): Spring emerging bands concert (medium)
- Newport Folk Festival (2 years): Fall folk-artist concert (medium)

Third-party Event Rentals examples (rental of Pier deck by third parties)

- Charity events (Heart Walk, Psoriasis Walk, Pedal on the Pier, Special Olympics)
- Active Lifestyle (Wanderlust Yoga, Volleypalooza)
- Misc/Ent (Shelby Car Show, Tech Week, Autumn Harvest Festival)