



Parks and Recreation Commission
November 16, 2019

Summer Concert Series

Presented by,
Candace Avina, Recreation Coordinator





Interdepartmental Collaboration

Police

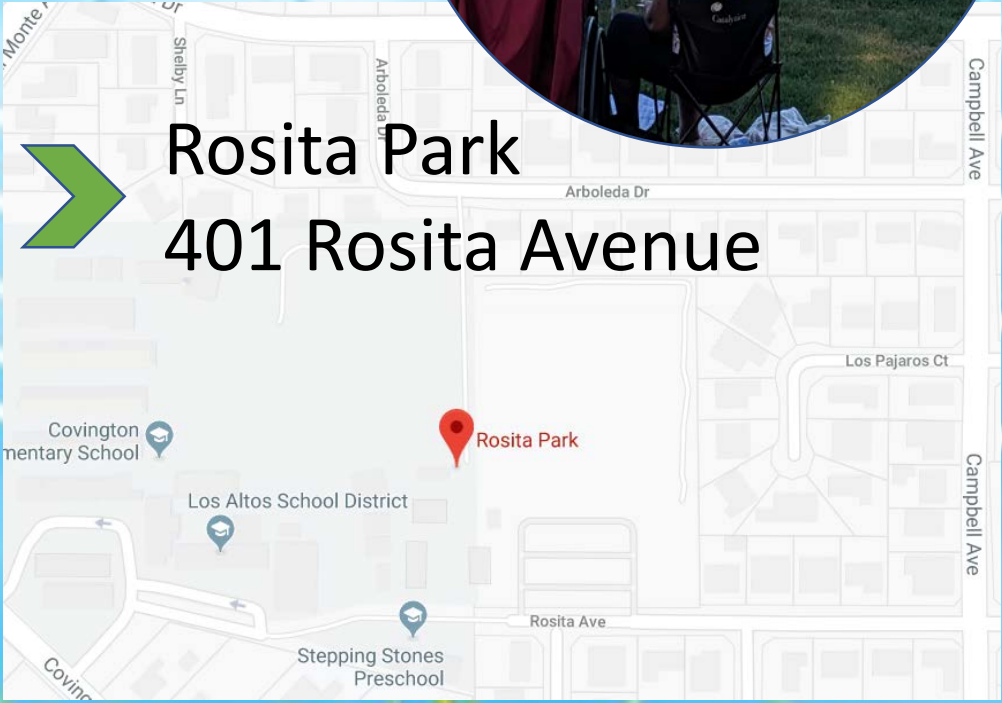
Maintenance Services

Recreation

Finance

Administration

Locations



Budget

\$38,000



City of Los Altos – Community events operational program
budget in the Recreation and Community Services
Department

2019 Adjustments

- First concert series held at Rosita Park
- Peninsula Symphony Concert moved to Grant Park
- Biblio attended Peninsula Symphony Concert for the first time
- Public Arts Commission hosted an art in the park installation
- Mission Trails Trash and Recycle receptacles stayed at each venue
- 2 Portable toilets and 1 hand washing station were brought to Rosita Park for concert duration



Band Selection?

- Band media kit emailed to info@losaltosrecreation.org
- Genre of music chosen based on
 - 1) Requests
 - 2) Community Members
 - 3) Past year's line-up
- Interested Bands
- Past bands
- Bands that have performed at other cities
- Recommendations
- Sound technician offers consultation on line-up as needed.
- Draft line-up is approved by Recreation and Community Services Supervisor, Manager and Director

Sound

THOR AUDIO
SOLUTIONS
650-823-5361



Marketing

Social Media

Twitter

Facebook

Next Door

Constant Contact

City Website

City TV Station

Give aways

Hard Copies

Posters

Flyers

Posts by:

Angelika Ignaitis



Recreation Manager Jaime Chew, City of Los Altos AGENCY

Summer Concert Series 2019

Our Summer Concert Series is back for 2019!
Thank you to everyone who came out last Thursday! We will be back at Grant Park this week for our Saturday, June 22 Peninsula Symphony Concert. Hope to see you there!

2019 Summer Concert Series Lineup

- Saturday, June 22 | Peninsula Symphony | Grant Park | 6:30-8pm
- Thursday, June 27 | Cocktail Monkeys | Rosita Park | 6:30-8pm
- Thursday, July 11 | California Cowboys | Grant Park | 6:30-8pm
- Thursday, July 18 | Dirty Cello | Rosita Park | 6:30-8pm
- Thursday, July 25 | Megatonnes | Grant Park | 6:30-8pm
- Thursday, August 1 | Petty Theft | Rosita Park | 6:30-8pm
- Thursday, August 8 | Lucinda Belle | Grant Park | 6:30-8pm

For more information about this year's bands,
<https://www.losaltosca.gov/recreation/page/summer-concert-series-14>



Marketing

2019 Los Altos Sounds of Summer

CONCERT SCHEDULE
THURSDAYS / 6:30-8PM

June 13 PEELERS GRANT PARK TOP 40	July 11 CALIFORNIA COWBOYS GRANT PARK COUNTRY	July 25 MEGATONES GRANT PARK ROCK / BLUES / POP / MOTOWN
June 22 SAT PENINSULA SYMPHONY GRANT PARK CLASSICAL / MOVIE TUNES	July 18 DIRTY CELLO ROSITA PARK BLUES / BLUEGRASS	August 1 PETTY THEFT ROSITA PARK TOM PETTY TRIBUTE BAND
June 27 COCKTAIL MONKEYS ROSITA PARK 60'S THRU CURRENT FAVES		August 8 LUCINDA BELLE GRANT PARK BRITISH JAZZ SENSATION

PICNIC FRIENDLY EVENT!

CITY OF LOS ALTOS
Summer
CONCERT SERIES

MORE INFO?
LOSALTOSRECREATION.ORG
OR CALL 947-2790

GRANT PARK: 1575 HOLT AVE
ROSITA PARK: 401 ROSITA AVE

GRANT PARK: 1575 HOLT AVE
ROSITA PARK: 401 ROSITA AVE

GRANT PARK: 1575 HOLT AVE
ROSITA PARK: 401 ROSITA AVE

Created by:
Malcolm Taam
Maltdesign.com

Peninsula Symphony



Average of 500 people per concert



Success

Feedback

Survey

Comments to Staff

Family tradition



 **City of Los Altos Recreation & Community Services** Published by Angelika Ignaitis [?] · August 8 · 🌐

Tonight is our last Summer Concert of 2019! Join us at Grant Park for Lucinda Belle at 6:30pm. Thank to you every who came out to this year's Summer Concert Series! We want to know what your thoughts about our Summer Concert Series and how to make it even better! Please take a moment to fill out our Summer Concerts Survey.



[SURVEYMONKEY.COM](#)
Summer Concerts Survey
Web survey powered by SurveyMonkey.com. Create your own online surv...

Internal Staff Recommendations for 2020

- Increase Biblio attendance at Concerts
- Increase presence of interactive art installations/activities
- Maintain concerts at Rosita Park
- Food Trucks



- Latin Music
- Celtic Music





Thank you!

Questions?

Creating Community through People, Parks and Programs

