CITY COUNCIL AGENDA STAFF REPORT

Agenda Date: April 4, 2005 Reviewed by

Resolution: Resolution #05-13 A Resolution of the Albany City Council

approving the application for grant funds from Target Corporation

for the Music in the Park Concert Series

Report By: Chelle Putzer, Recreation Supervisor

Melinda Chinn, Recreation & Community Services Director

RECOMMENDATION

Approve Resolution #05-13 A resolution of the Albany City Council approving the receipt of grant funds from Target Corporation for the City of Albany's Music in the Park concert series.

BACKGROUND

Target Corporation has a grant-making program, which supports projects that promote the arts, education and family violence prevention. Last fall, Target funded the Music in the Park four-concert series in Memorial Park through this grant program.

DISCUSSION

Based on the success of last year's the concert series, a grant request for a second series was submitted to Target Corporation. The Target Corporate Community Relations Team has notified staff that it has approved an award of \$22,000, which will pay for the equipment, supplies, musicians, and staff needed to put on the 2nd Annual City of Albany's Music in the Park concert series. This year there will be five free concerts in Memorial Park. The concerts will be held every Thursday night in September from 6:30-8:00 p.m. and will be free to the public.

The first goal of these concerts is to showcase a variety of music from around the world, providing a cultural experience for children and adults. The second goal is to encourage families, friends and neighbors to come together, bring a picnic, and enjoy live music in Memorial Park. The third goal is from the Parks, Recreation and Open Space Master Plan, which is to Make Albany a center for cultural and arts activities, with open space for art displays and musical performances.

In addition, the concert series meets the recently established City Council objective to "Continue to bring the community together through existing and enhanced community wide events..."

FINANCIAL IMPACT

The grant of \$22,000 will cover the cost of the concert series.