

2018 Event & Performance Schedule Parameters

Final Recommendation to City Manager

Prescott Park Policy Advisory Committee

October 3, 2017

Introduction

In April 2017, Mayor Blalock appointed the Prescott Park Policy Advisory Committee. Using the 2017 Prescott Park Master Plan as a guide, the Committee's charge is to advise the City Manager with respect to park policies; events, activities, and services in the Park; and operations of licensees and to serve as a communication forum.

The Committee's work has focused on developing recommendations to be used by the City Manager in crafting new license agreements with the organizations operating in the Park. The Committee has deliberated on a number of issues both raised in the Governance Recommendations found in the 2017 Master Plan as well as resulting from its discussions to date as a Committee. The topics to be addressed fall in the following categories: Events & Performance Schedule; Factors in License Agreement Payments; Sound Levels in the Park; Site Signage and "Commercialization"; Layout of Temporary Facilities; and Public Safety. The Committee's Charge is intended to be completed prior to the end of the 2017 calendar year.

In recognition that the timing of the Committee's full recommendations at the end of 2017 do not coincide with 2018 season planning and schedule development, the Committee has concentrated on finalizing its recommendations for the *Events & Performances Schedule* early as called for in the Letter Agreement with the Arts Festival and as recommended by the City Manager.

Parameters for the 2018 Schedule Events & Performances Schedule

The Committee deliberated on the schedule at length in multiple meetings from April to October 2018. The work included direct conversations with representatives of the Prescott Park Arts Festival and a meeting dedicated to public comment on the topic. In general, the Committee recognized that recommendations on the schedule like many other areas of recommendations the Committee is preparing are informed and guided by the Master Plan and the "Park First" approach concept.

Throughout its discussions the Committee recognized programming on the stage as an invaluable community asset, whose continued presence in the Park is desired. At the same time it recognized events and performances generally have four areas of impact: on the condition of the Park itself; on transportation & parking in the vicinity of the Park; off-site sound exposure; and limited on evenings

when the Park is available as a respite and for quiet enjoyment. Out of this list, one, the condition of the park - is addressed at least in part in the Master Plan through a paved path and turf system designed to accommodate an audience area. Discussions on all of these issues led to discussion about the potential benefit of having more spaces in the community that could host some of the largest events (as well as some of the smallest, e.g. outdoor movies).

This section below constitutes the Committee's recommendation for the 2018 Events & Performances Schedule.

Schedule Parameters and Approval Process: In recent years, the process for schedule approval has been limited to the one outlined in the 2012 Operating Agreement. Expectations for the schedule are not explicit, there are limited or no guidelines for season length, number of events, start and end times, etc. In addition, the schedule development by programmers took place without policy guidance and approval was given at the end of the scheduling process. The Committee recommends that schedule parameters (listed below) be established in future agreements and that the approval process for schedule take place on an annual basis with an approval decision, which effectively confirms the schedule parameters have been adhered to. This approach will provide some predictability from year-to-year for both residents and other Park users as well as schedule developers.

Schedule parameters are recommended to include the following:

A. Program Type and Mix:

- a. Future license agreements define the expectations for an overall program mix. There shall be a variety of programming to be offered in the Park with a musical theater production core to the Festival Season. In addition, all programming in the Park shall be "family-friendly" and an emphasis should be on opportunities for local performers as well as local workforce.

B. Festival Season Start and End dates:

- a. Season bookends shall be established for the regular festival season.
- b. The Start of the season shall be no sooner than the Friday of the week school year concludes (using the Portsmouth School Board adopted school year calendar).
- c. The end of season shall be no later than the Sunday night of Labor Day weekend. However, no events which end after 7:00 p.m. on a night before a school day will be permitted.
- d. This would not preclude separate approval of "Special Events" (ex. Chowder Festival, Road Race), which have traditionally fallen outside of the regular season schedule. All special events outside of the season bookends are limited to Friday, Saturday or Sunday (events on Sundays of school nights shall end by 7:00 p.m.).

C. Program Times:

- a. All programming Sunday through Thursday shall end at **a. 10:00/ b. 10:30/ c. 11:00**
- b. All programming on Friday and Saturday shall end at **a. 10:00/ b. 10:30/ c. 11:00**
- c. For the purposes of this section all programming includes rehearsals, sound checks and the like.
- d. These are hard stop requirements and inclusive of intermission and delays of any kind to the program start, including inclement weather.

D. Weekly Schedule

- a. Days per Week: There shall be **a. one/ b. two** days per week where there is no performance or event on the stage or in the Park (Non-Performance Days). This prohibition includes rehearsals, sound checks and the like as well events not requiring or utilizing amplified sound or music. Exception for daytime camp activities.
- b. The Non-Performance Day(s) in a week, shall **a. be consecutive/b. changeable by the week (as agreed at schedule approval)/c. a combination of both/d. specific day(s) ex. Tuesday, etc.**
- c. There shall be no more than two (2) music concerts per week. There shall be no more than **a.12/b. 18/c. 24** concerts during a Festival season, which includes all music concerts, including music festivals.
- d. Programming (all types, including rehearsals, sound checks, performances, meet and greets etc.) on weekend days (Saturday and Sundays) will not begin before 12:00 p.m. Exceptions shall include cast "Meet and Greets" and "Camp Shows" (events traditionally held on weekend mornings) commencing no earlier the **a. 10:00 a.m./ b. 11:00 a.m.** which shall be permitted to take place on up to 6 weekend days.
- e. There will be more musical theater performances than any other performance type.

E. Intensity (audience size):

- a. No event shall be scheduled where its attendance is reasonably anticipated to exceed 1,200 persons. The PPAF may schedule up to a. 2/b. 3/c.4 events where the attendance is expect to exceed no more than 3,000.