STAFF REPORT

AGENDA TITLE:

Table layout for the 2010 Jazz and Blues by the Bay Concert Series

RECOMMENDED MOTION:

Approve ___ number (number to be determined by Commission) of tables to be placed along the east side of Gabrielson Park for Jazz and Blues by the Bay.

SUMMARY

The number of tables to be placed along the east side of Gabrielson Park for jazz and Blues by the Bay has changed from year. For the 2010 season of Jazz and Blues by the Bay Staff is recommending that a map with a set number of tables be approved by the Parks and Recreation Commission.

BACKGROUND

Jazz and Blues by the Bay was started by the Parks and Recreation Department in 1997. Over the years the event has become more and more popular. As a way to offset the expenditures of the program, reserved tables have been made available for residents and businesses to purchase on both a seasonal and individual concert basis.

In 2008, after expansion of the grass area by the Rotary Club of Sausalito, the layout for Jazz and Blues by the Bay was reconfigured to accommodate additional tables while still retaining a large area for free seating on the lawn.

For 2010 additional room for tables was created by the removal of a large concrete pedestal that was once used for the Castillo Sculpture.

These recent changes to the Park now present the option of reconfiguring the table layout. As noted, the removal of the concrete pedestal now allows for more tables to be place in the northern section of the grass area without taking away any of the pre-existing free lawn seating. This area is very popular with concert goes and the new tables will be welcomed.

The area of most concern, however, is the area along the east side of the grass along the path closest to the water. In 2008 14 tables were placed in this area. In 2009 13 tables were placed in this area. Recently, staff went to the Park and did a mock layout with 15 tables in the same area.

The tables in this area are the most sought after tables as they have the best view of the performers, are easily accessible, and are close to the water.

ISSUES

As Jazz and Blues by the Bay has become more popular, the issue of crowding has become a problem, especially along the east side of the grass where the tables are located. On most nights staff has had to ask people who have put blankets down to either move or remove their blankets so that table holders can have room to sit. The blankets were placed either between the tables or so close to the tables that the tables and accompanying chairs were no longer usable. Staff has also witnessed individuals moving tables and chairs to make room for their blankets.

FISCAL IMPACT

Table sales are a major revenue source for the Parks and Recreation Department. The more tables available, the more potential for revenue. In addition, table location often pays an integral role in how much sponsors are willing to pay for their table.

STAFF RECOMMENDATIONS

Staff recommends that the Parks and Recreation Commission approve a number of tables to be placed along the east side of Gabrielson Park for Jazz and Blues by the Bay.

Options are:

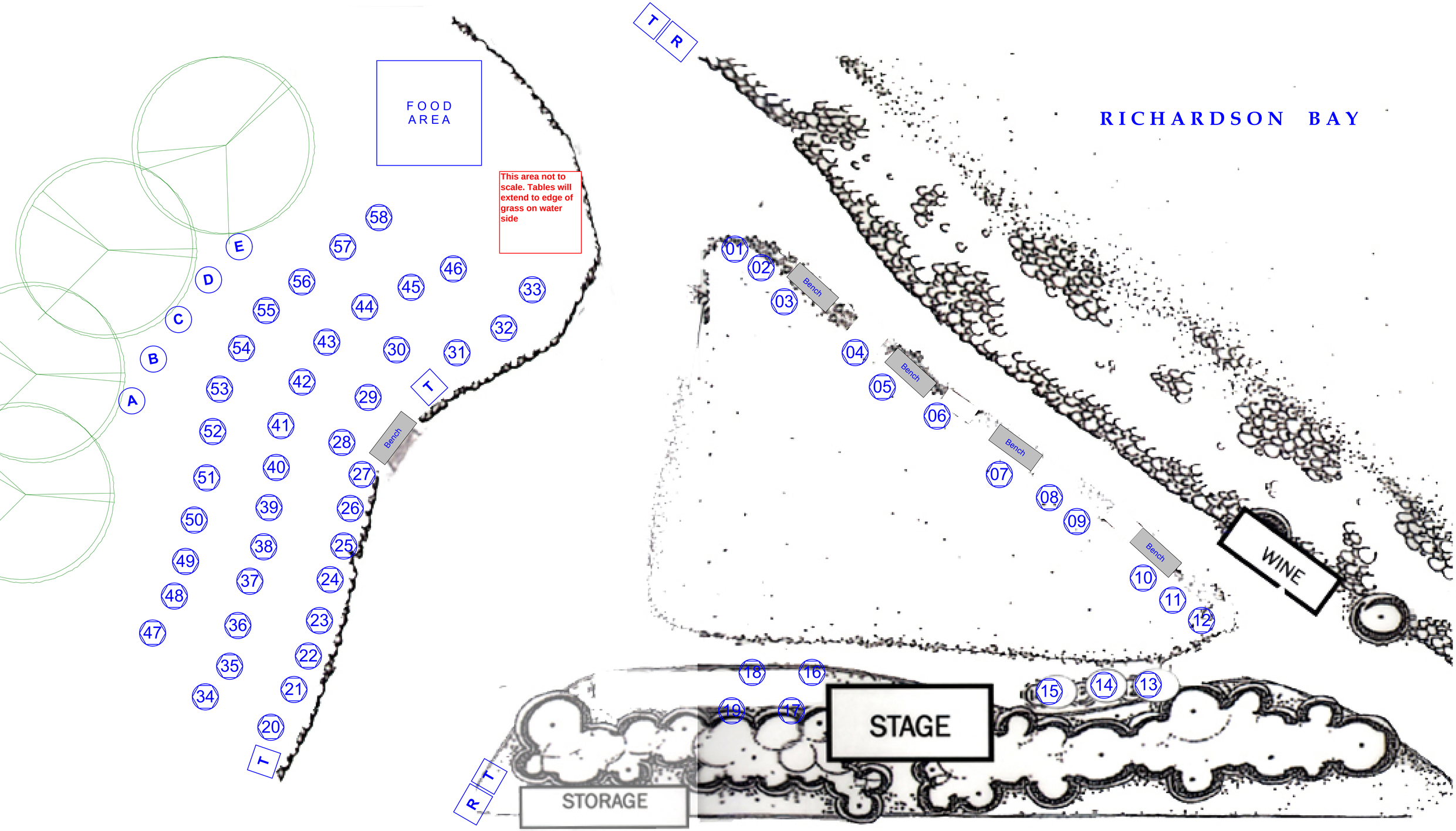
A. No tables along East side of park grass
B. Limiting the tables along the East side to allow for more blanket seating
C. Having a full complement of tables (15) along the East side of the grass so that there is not room to place blankets between the tables.

ATTACHMENTS

Figure A – Map with no tables along east side of grass
Figure B – Map with 12 tables located along east side of grass
Figure C – Map with 15 tables located along east side of grass

PREPARED AND SUBMITTED BY:

_____
Mike Langford
Parks and Recreation Director


FOOD AREA
This area not to scale. Tables will extend to edge of grass on water side
RICHARDSON BAY
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R
Bench
WINE
STAGE
STORAGE
A
B
C
D
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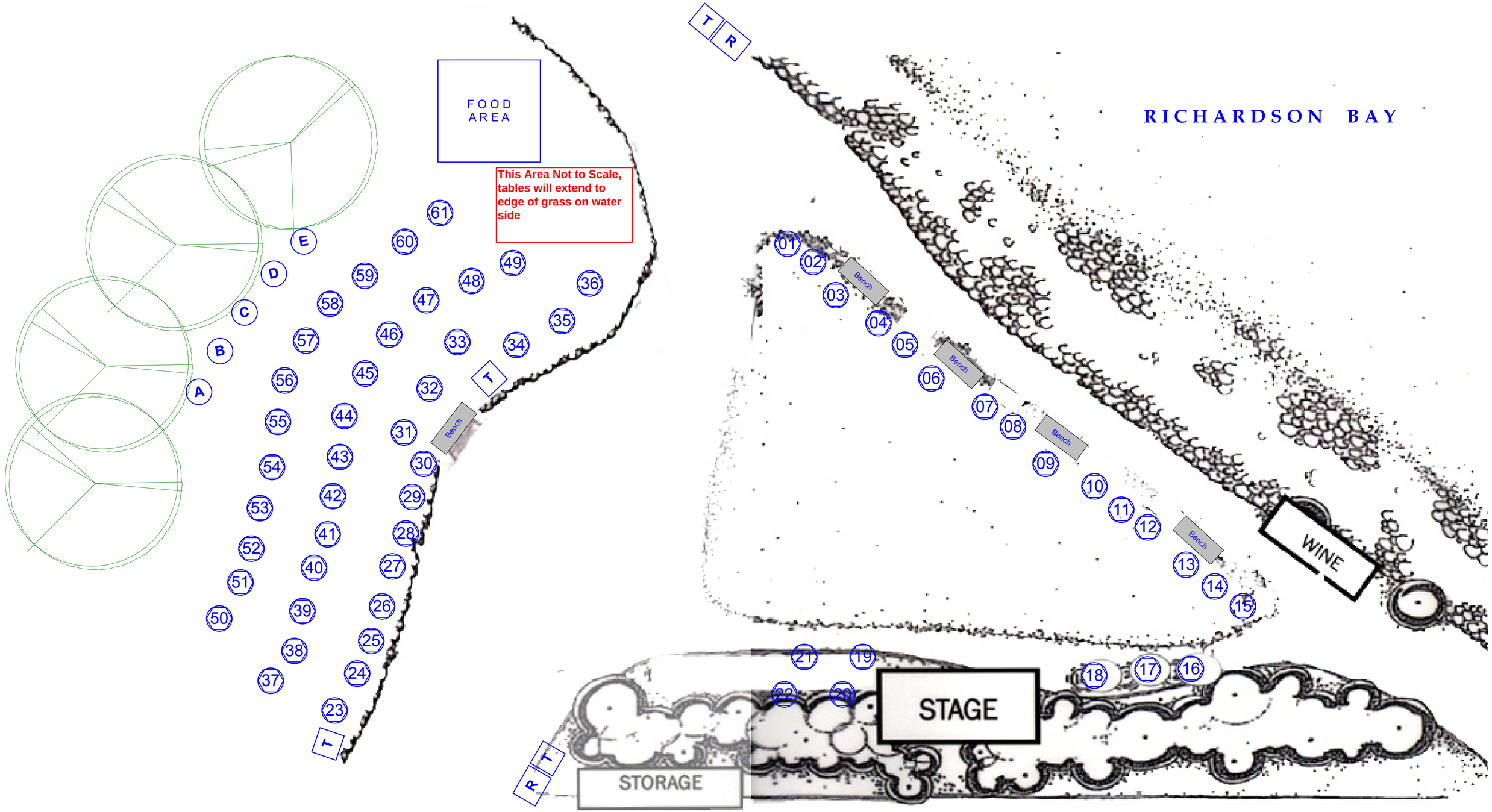
2010 JAZZ BY THE BAY