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Staff Analysis

# Tom Petty Remembrance

**170453A**

**Presented by:**

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Director, Parks, Recreation & Cultural Affairs

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## CITY OF GAINESVILLE STAFF ANALYSIS

**Legistar No:** 170453  
**Title:** Tom Petty Remembrance  
**Sponsor:** Parks, Recreation & Cultural Affairs & Strategic Initiatives  
**City Staff Contact:** Steven Phillips & Samantha Wolfe

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### **Summary of Issue**

The Parks, Recreation and Cultural Affairs (PRCA) and Strategic Initiatives Departments have received initial feedback and reviewed the options for memorializing Tom Petty.

### **History/Background Information**

On October 2, 2017, the residents of Gainesville lost a beloved musician and hometown hero, Tom Petty. In the months since his passing, residents have requested that the City of Gainesville find a way to publicly honor Petty in a lasting and meaningful way.

On November 9, 2017, the General Policy Committee discussed ways of engaging the public in remembrance of Tom Petty. A draft outreach plan was presented, showing action steps and a tentative timeline. To date, online and in-person surveys have been conducted and collected. The Parks, Recreation and Cultural Affairs (PRCA) and Strategic Initiatives Departments have analyzed feedback for the General Policy Committee's consideration.

### **Options**

Listed are those options the City would have direct control of doing, as long as the funding is available. The surveys also received suggestions for tributes that would be outside the City's control or jurisdiction, such as renaming the Gainesville Regional Airport, renaming East University Avenue or Highway 441, or placing a statue on County property.

- A. Renaming a city street
- B. Renaming a city park or facility
- C. Adding a statue to a city park or facility
- D. Hosting an annual concert or music festival
- E. Proclaiming his birthday, October 20, as Tom Petty Day

**F.** Dedicating the month of October to his musical legacy and celebrating the local music culture

**Staff Recommended Option**

Staff feels that most of the six options can be achieved with minimal funding, except for the cost of a statue or hosting an annual music festival (depending on the magnitude). We currently have a tribute to Tom Petty as part of our Free Friday Concert Series and established procedures for City Street and Park Renaming. The City Commission also has the ability and authority to do a proclamation in honor of Tom Petty's birthday in October.

**Attachments/References**

Included are the survey results and a power point presentation on the feedback received.