



## Legislation Text

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### **JVC Media Quarterly Concert Series (B)**

**This item is a request by JVC Media for City co-sponsorship of a downtown quarterly concert series beginning October 10, 2015.**

JVC Media of Florida has requested that the City of Gainesville partner with JVC to co-sponsor a quarterly WOW-FM Concert Series. The first concert is scheduled to take place October 10<sup>th</sup> on Lot 10 from 5:00 p.m. until 10:00 p.m. Gainesville's own Sister Hazel will be the inaugural national act to kick off the quarterly concert series.

Each quarterly concert will feature a national headliner, preceded by an opening local act. In the past the City has primarily co-sponsored events with non-profit entities, so the proposed co-sponsorship would be a change from previous practice. JVC is proposing that the concerts be free and open to the public while also having a VIP ticket purchase option, and take place in downtown Gainesville. JVC Media plans to allow beverage (including alcohol), food, and sponsor vendors onsite during the festival hours, upon proper permitting.

JVC Media of Florida is part of JVC Broadcasting, which owns radio stations in New York and Florida, including two radio stations in Gainesville. JVC operates out of space at the Continuum building on West University Avenue, having specifically sought out a downtown location.

At the request of Mayor Braddy, City staff attended a meeting with JVC to discuss their proposed concert series. City staff has been working with JVC as they have continued to plan and seek permits for the October 10<sup>th</sup> kick-off event. JVC would like to receive the City's approval to be a co-sponsor of the concert series. City staff proposes that the City be a co-sponsor similar to the City's co-sponsorship of the United Way's United Downtown events that used to take place on Fridays before home football games.

As a co-sponsor, the City would: 1) waive fees for use of the event venue; 2) help promote the event; 3) support JVC to address event planning challenges; and 4) provide JVC with a small discount on law enforcement services (all other costs would be paid at cost). As lead entity and organizer of the event, JVC would need to provide insurance for the event.

City staff believes the proposed concert series is an exciting opportunity to support additional activity and entertainment in the downtown area.

The proposed co-sponsorship is similar to what the City has done for other entities such as United Way and can be accommodated with existing resources.

The City Commission approve co-sponsorship of the proposed JVC Media Quarterly Concert Series.