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Memo

To: Members of Dublin City Council
From: Dana L. McDaniel, City Manager 
Date: October 14, 2016
Initiated By: Alison LeRoy, Event Manager
Re: Independence Day Entertainer Selection Process

Background

For the past four years, Events Administration staff has hired Bredan Buckley as the talent buyer for the Independence Day Celebration. At the City Council work session on Monday, October 17, he will make a presentation on the booking process and will be available for questions. In addition, staff will present a suggested band list with costs.

Mr. Buckley is the Vice President of booking for Columbus Arenas Sports & Entertainment where his responsibilities including booking acts for Nationwide and Schottenstein Arenas as well as Ohio Stadium. Bredan lives in Dublin with his family.

Event Revenue and Expenses

The revenue and cost breakdown for the Independence Day Celebration is shown below. Of the total expenses, approximately 60% of the budget is attributed to entertainment, including band fee, lodging, sound, lights, etc. Of the revenue, 65% is generated from table and wristband sales and the remainder from sponsors, vendors and kid's wristband sales.

	2014	2015	2016
Direct Expenses	\$434,517	\$421,849	\$430,075
Staffing Costs	\$88,585	\$86,453	\$106,103
Total Expenses	\$523,102	\$508,302	\$536,176
Total Revenue	\$90,081	\$115,122	\$114,669
Cost to City	\$433,021	\$393,180	\$421,507

Entertainer History

The City has been bringing in national acts to the Independence Day Celebration since 1994. Below is a list of past acts and the amount paid to the artists.

Year	Act	Cost
2016	Joan Jett & KC and the Sunshine Band	\$140,000
2015	John Fogerty	\$150,000
2014	Earth, Wind and Fire	\$150,000
2013	Chicago	\$125,000
2012	Joe Walsh	\$100,000
2011	Smokey Robinson	\$92,000
2010	Kenny Loggins	\$88,000
2009	Four Tops & Boyz II Men	\$72,500
2008	Rick Springfield & Taylor Dayne	\$74,500
2007	KC and the Sunshine Band and Village People	\$72,000
2006	Pat Benetar & Otis Day & the Knights	\$87,500
2005	Huey Lewis & the News	\$105,000
2004	Sheena Easton and Kool & The Gang	\$95,000
2003	Tommy James, Chuck Negron (Tommy James did not perform due to storm cancellations)	\$71,250
2002	David Cassidy & Don McLean	\$82,000
2001	Little Richard, Mitch Ryder, Lou Christie, Billy J. Kramer, The Marvelettes and Andy Kim	\$65,000
2000	Mary Wilson of the Supremes, The Miracles, The Drifters, The Coasters and Jay and the Techniques	\$59,000
1999	Frankie Valli and the Four Seasons, the Tokens and Shangri-Las	\$45,500
1998	Peter Noone, Davey Jones and Bobby Sherman	\$53,600
1997	Frankie Avalon and Jan & Dean	unknown
1996	Little Anthony and the Original Imperials	unknown
1995	Dion, Mike Albert & The Big "E" Band	unknown
1994	Chubby Checker and the Wildcats	unknown

Recommendation

Information only.