



# **Public Facilities, Recreation, and Special Events LiVE! @ Murphy Park May 2021 Recap and FY 22 Downtown Events**

**SEPTEMBER 14, 2021**





# LiVE! @ Murphy Park – May 2021 Recap

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## **Goal**

- Using live Entertainment to attract a consistent, diverse customer base to the downtown area.
  
- Establish downtown as a destination and create foot traffic and repeat visits to downtown.



# LiVE! @ Murphy Park – May 2021 Recap

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Approximately 7,500 guests attended the 16-night series

Thursday average:	263
Friday average:	625
Saturday average:	688
Sunday average:	288

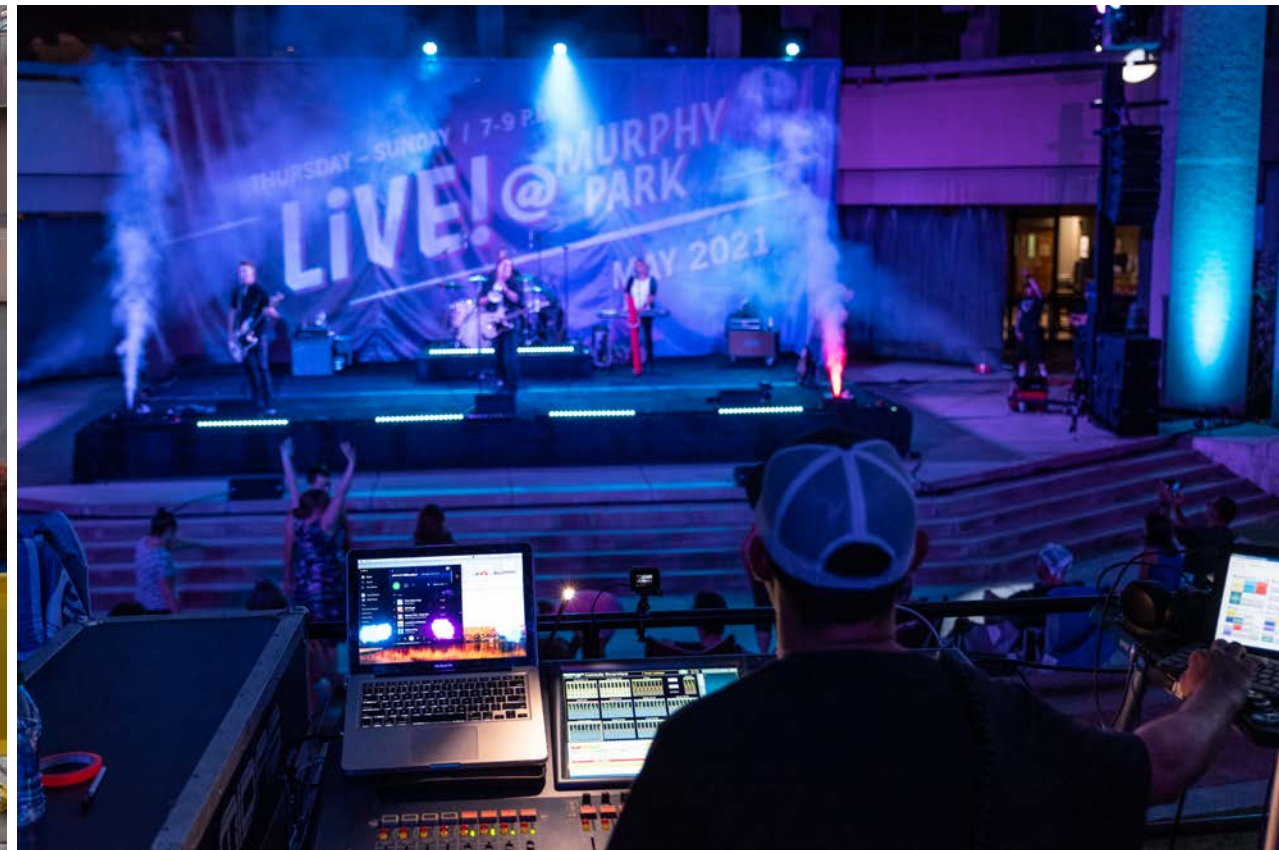


# LiVE! @ Murphy Park – May 2021 Recap



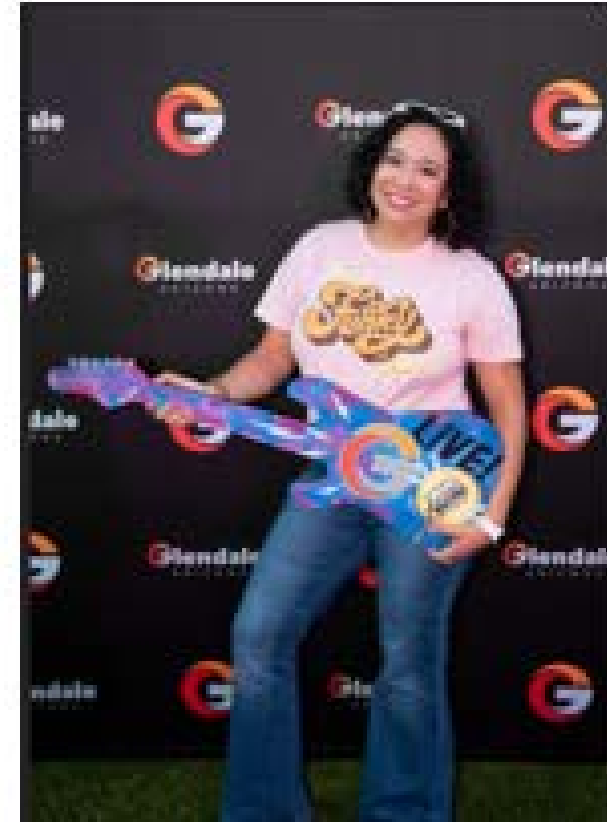
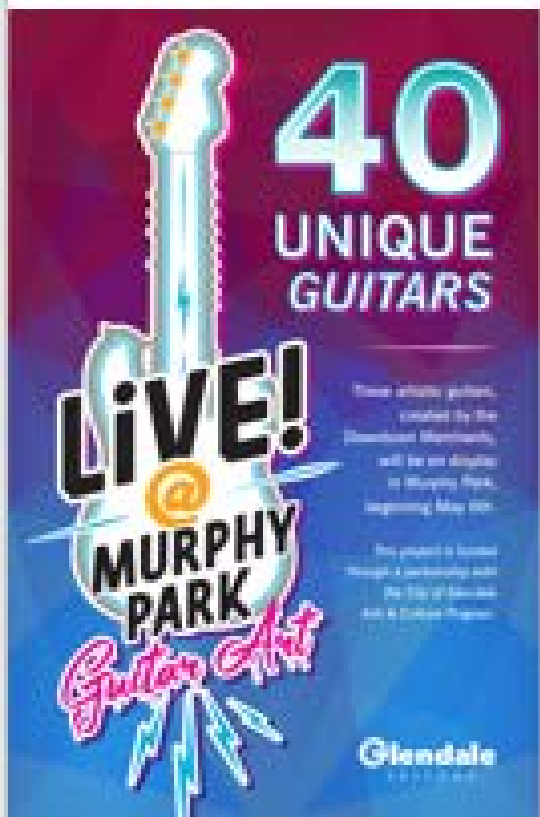


# LiVE! @ Murphy Park – May 2021 recap





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## **Economic Impact**

-Sales tax collections up almost \$7,000 over the pre-COVID collections from May 2019.

-This represents approximately \$215,000 in increased taxable sales for the downtown merchants.



# FY 22 Downtown Events

## Transition Budget for Special Events – The Pivot

Downtown Events	\$200,000
Downtown Event Grant Program	\$120,000
The Chocolate Experience with Outside Promoter	\$20,000
Permanent Lighting	\$400,000
City Wide Special Event Administration	\$215,000
City Wide Special Events	\$100,000
<b>Total Special Event Division Budget*</b>	<b>\$1,055,000</b>

\* Does not include Fire, EMS, Transportation or Parks costs



# FY 22 Downtown Events

## **October 2021**

LiVE! @ Murphy Park  
Thursday – Saturday  
7-9 p.m.

## **November 2021**

Murphy Park Holiday Lights  
Friday, November 19  
7 p.m.

Movies by Moonlight  
Saturday, November 20  
7 p.m.

## **December 2021**

Community  
performances  
Friday and Saturdays ,  
until Christmas  
7-9 p.m.

Holiday Programming  
around the Downtown

## **February 2022**

The Chocolate Experience  
Glendale Civic Center  
February 12 and 13

LiVE! @ Murphy Park  
Dates and Times TBD

## **March 2022**

LiVE! @ Murphy Park  
Dates and Times TBD



# FY 22 Downtown Events

## LiVE! @ Murphy Park

**October 2021**

Thursday – Saturday

7-9 p.m.

14 nights of LiVE! entertainment

**February 2022**

**March 2022**





# FY 22 Downtown Events

## Murphy Park Holiday Lights





# FY 22 Downtown Events

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QUESTIONS?