

MONROE CITY COUNCIL

Agenda Item Cover Sheet

TITLE:	<i>Authorize Mayor to Sign Agreement with High Road Promotions for Monroe MusicFest</i>
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DATE:	DEPT:	CONTACT:	PRESENTER:	ITEM:
4/23/13	Parks & Recreation Dept.		Mike Farrell	Consent Agenda #1

COUNCIL GOAL:	<i>Enhance & Increase Economic Development</i>
OBJECTIVE:	<i>Use Recreational Lands to Create New Revenues</i>

Discussion: 1/22/13, 2/12/13
Public Hearing – Plan. Com.:
Public Hearing – Council:
First Reading:

Attachments: 1. Agreement with High Road Promotions for Music Festival Coordination

DESCRIPTION/BACKGROUND

At the 1/22/13 City Council meeting, Council supported development of a City-led Music Festival event for 2013. High Road Promotions of Monroe has agreed to provide services outlined in the attached agreement to the City in support of the event. Agreement has been reviewed by the City Attorney and is approved as to form.

IMPACT – BUDGET

At the 2/12/13 City Council meeting, Council approved budgetary authority up to \$40,000 for expenses related to the event, which is expected to be offset from revenues generated from the ticketed event.

IMPACT – SERVICE DELIVERY

Under this agreement, High Road Promotions shall provide the professional services necessary for the successful implementation of this new music festival event.

TIME CONSTRAINTS

Music festival planning has been underway and the professional services provided by High Road Promotions must commence as soon as possible in order to meet the festival event task deadlines.

RECOMMENDED ACTION

Motion to Authorize Mayor to Sign Agreement for Services with High Road Promotions for Music Festival Coordination.

ALTERNATIVES TO STAFF RECOMMENDATION