



**City of Albany**  
**Office of Special Events & Volunteer Services**  
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**Memorandum**

TO: Deputy Mayor Phil Calderone  
Bob VanAmburgh  
FROM: Sue Cleary, Special Events  
DATE: December 16, 2010  
RE: Year end report

**2010 Year End Accomplishments**  
**The Office of Special Events**

1. The Office of Special Events and Volunteer Services has continued to improve City Events with the following FREE events:

\* Production of city events:

- Tulip Festival
- Alive at Five –10-week series
- The Father’s Day Concert
- September in the City Art Fair
- Jazz Festival
- Half Moon Arrival Ceremony
- Volunteer Appreciation Party
- City Hall Tree Lighting
- Last Run 5K

\* Assistance on production of 9 co-sponsored events

- Gospel Gala
- Pride Festival
- Juneteenth
- Carnival on the Hill
- Senior Sundays
- Latin Fest
- Lark Fest
- Columbus Parade and Italian Festival
- Mayor’s Fall Drop Off – part of Make A Difference Day

\* Provide staff support on numerous other city sponsored events including press conferences, special ceremonies and other smaller events.

## **Revenue / Sponsorship**

- **Total revenue** including cash sponsorship for the 5 special events produced TO DATE (Tulip Festival, Alive at Five, Father's Day Concert, September in the City Art Fair, Jazz Festival) is **\$656,127**(this does not include Last Run 5K)
- **Total surplus** on the 5 special events produced events TO DATE (Tulip Festival, Alive at Five, Father's Day Concert, September in the City Art Fair, Jazz Festival) is **\$234,668** (this does not include overtime or the Last Run 5K)
- **Net surplus** including overtime for 5 special events produced TO DATE is **\$66,925** (this does not include the Last Run 5K)
- Entered into a 3 year contract with DeCrescente Distributing – proving to be the highest level sponsor to date - \$293,000 over 3 years
- Introduced merchandising of tee shirts at Jazz Fest and netted an \$800 profit on merchandise sales
- Last Run 5K estimates: Revenue \$36,200; Total surplus: \$14,922; net surplus \$5,722

## **Event Attendance**

(\* Includes only events fully produced by OSE – co-sponsored events not included)

Total estimated event attendance TO DATE for 2010:

- Tulip Festival: 80,000
- Alive at Five Concerts (10): 100,000
- Father's Day Pops Concert with the Albany Symphony: 5,000
- September in the City Art Fair (5 weeks): 3,800
- Jazz Festival: 12,000
- Last Run 5K – 1,200 runners plus spectators TBD

## **Other Event /office accomplishments:**

- Events continued to be produced without tax dollars
- Tulip Festival, Alive at Five, Father's Days Concert, and Jazz Festival each resulted in a surplus
- Successfully decreased operating expenses 7%
- Successfully decreased event expenses by 20% without compromising quality
- Decreased overtime for events (Police, Fire, DGS, Special Events) by \$40,286.
- Successfully reprogrammed the Father's Day concert to the present the Army Materiel Command Band – resulted in a savings of **\$37,441**
- Redesigned the annual volunteer recognition event resulting in a 36% decrease in expenses.
- Garnered over 80 gifts from area businesses for the volunteer recognition party
- Increased the capacity of The Last Run 5K by 200 runners (total 1,200) and sold out 2 ½ weeks prior to event – fastest sellout in the 14 year history of the run
- Developed Facebook and Twitter pages for strategic promotion of events
- Recruited 90 new volunteers
- Assisted the 2009 Tulip Queen and Court with the first Tulip Fundraiser at City Hall resulting \$2,500 raised for the Tulip Fund at the Community Foundation
- Website [www.albanytulipqueen.com](http://www.albanytulipqueen.com), sponsored by WSG, includes a monthly blog by the Queen and Court members.
- Organized the City Hall Team for the Corporate Challenge for the 2<sup>nd</sup> year
- Continue to TIPS train ALL beverage service volunteers

**Event Changes:**

- Eliminated Friday Night tulip festival entertainment in Washington Park.
- Eliminated one Alive at Five show to produce a total of 10 concerts in the series
- Fathers Day Concert performers changed from the Albany Symphony to the Army Materiel Command Band
- Redesigned Volunteer Appreciation party and moved event to Lakehouse
- Changed the Last Run 5K route to increase runner capacity by 200 runners to 1,200 participants
- Eliminated Winterfest event due to poor attendance and extreme weather in 2009.

**Additional Information**

- All services & event related items (technical, port a potties, tee shirts, table-chair-tent rentals, fireworks, beverage sponsor) are acquired through the RFP process resulting in significant savings
- Adjusted salaries of vacated staff positions for new hires. Resulted in a savings in personnel expenses, as well as created a better parity with current staff salaries.

The City of Albany Office of Special Events continues to strive to present high quality, free events to the public, as well as generating income to the city.