



## MEMORANDUM

TO: Jonathan Serret, Cultural Affairs Director, City of Thousand Oaks  
CC: Drew Powers, City Manager, City of Thousand Oaks  
Ingrid Hardy, Assistant City Manager, City of Thousand Oaks

FROM: Patricia Jones, Director of Special Projects, New West Symphony

RE: 2023 New West Summerfest

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The New West Symphony is setting out to create a Hollywood Bowl-style experience at Moorpark College, in anticipation of its 4,000-seat outdoor amphitheater in Ventura County, with its 2023 inaugural New West Symphony Summerfest. Just as the Los Angeles Philharmonic partners with the Hollywood Bowl to provide its summer pops concerts, Moorpark College wishes to partner with the New West Symphony to provide the same. The LA Phil derives 60% of its annual budget from the summer concerts. New West is hoping this new venture will help us bridge the financial gap between our Spring and Fall season of performances.

The purpose of this new venture is to engage new and diverse audiences and provide entertainment of the highest caliber to our regional community. As part of this engagement, we are planning to work with local vendors and community partners, attract attention from new audiences from Ventura, Los Angeles and beyond. This aligns with NWS's future dreams, and to help build an audience for the amphitheater; help fundraise and contribute toward the capital campaign; and ultimately become the summer pops orchestra for summer music festivals. The outdoor venue is also attractive to audiences who are still reluctant to be indoors. NWS will launch the first annual Summerfest weekend June 24-25, 2023, which will include:

- Saturday, June 24, 2023: Headliners from mainstream, country, jazz, pop and rock with the NWS Orchestra. Players such as Jason Scheff, Bill Camplin and Danny Seraphine of Chicago, Robby Kreiger from the Doors and country sensation Blanco Brown.
- Sunday, June 25, 2023: VIP Dinner with regional leaders and orchestra supporters and *Raiders of the Lost Ark* movie night with the NWS Orchestra.

Community engagement activities will include:

- Student engagement from area schools and Moorpark College
- NWS Harmony Project of Ventura County performance
- Popular food trucks and food booths from local restaurants
- A beer garden featuring local breweries and beverage distributors

By taking its programming outdoors with an annual summer festival, NWS will meet concertgoers where they are. Your investment in Summerfest will bring hundreds of years of orchestral arts, decades of experience, with current day programming to keep high quality music performance and music education alive in our communities and attracting new audiences. It also brings the Thousand Oaks Civic Arts Plaza brand to Moorpark.

Over the course of 28 years, more than 168,000 people have attended NWS concerts. When one support the arts, there is an economic multiplier effect on the community. Ticket holders tend to spend \$7 in the community for every \$1 spent on tickets. Ticket prices range from \$10.00 to \$125.00. With the average ticket price of \$67.50 x \$7.00 x 168,000, this translates into \$79,380,000 multiplier effect over the course of 28 years. This data was generated by California Lutheran University.

The 2023 Summerfest budget is approximately \$700,000. The City of Thousand Oaks understands that an investment in the arts increases the quality of life for everyone and provides excellent cause marketing and other brand benefits to its sponsors. It's a win-win! We view this as a regional project; therefore, we are submitting letters of request to area cities to share in our desire to partner with you and them to help make this dream a reality. **We are seeking a Ruby Sponsorship in the amount of \$25,000 to help us launch this enormous effort this summer.** The City of Thousand Oaks will receive 10 two-day passes to the festival, 10 VIP tickets to the pre-concert dinner on Sunday, advertising, complimentary parking, exposure on social media, website, email blasts, print ad in program book.