



## Staff Report

**TO:** City Council  
**FROM:** Doug Story, Community Services Director  
**DATE:** August 20, 2024  
**SUBJECT:** Summer 2024 Beaumont Nights at Towncenter Summary

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**Description** Review Cost Summary and Discuss Future Plans for Beaumont Nights at Towncenter.

### **Background and Analysis:**

On June 13, 2024, the City of Beaumont launched Beaumont Nights at Towncenter, a vibrant community event in downtown Beaumont. Set along Beaumont Avenue between 6th and 8th Street, the event showcased local vendors, artisans, and food delights, providing a lively atmosphere in the heart of the City. The event featured a dynamic lineup of live music performances, including various tribute bands, while family-friendly activities such as rock climbing and bouncers ensured there was something for everyone. Beaumont Nights at Towncenter continued for seven Thursdays with the program ending on July 25, 2024. Staff estimates the weekly attendance for the program was between 1,500 – 2,000 people.

Beaumont Nights followed a well-organized timeline each Thursday, starting with road closures at 12:00 PM, including 7th Street and Euclid Avenue. At 2:00 PM, additional road closures went into effect including Beaumont Avenue from 6th St to 8th St. At 3:00 PM, vendor setup began, with all booths required to be ready by 4:30 PM. The program kicked off at 5:00 PM, welcoming attendees to explore vendors, food, and activities. The live music performances took place from 6:30 PM to 8:30 PM. The event wrapped up at 9:00 PM, after which vendors and staff began teardown and cleanup, with roads reopening at approximately 11:00 PM.

### Highlights:

1. Community Engagement: The downtown market night successfully brought the community together, creating a vibrant atmosphere for residents, visitors, and local businesses.
2. Economic Impact to the Downtown: The market night had a positive economic impact on the downtown area, increasing foot traffic and sales for local

businesses. Both registered vendors and nearby establishments benefited from the influx of visitors.

3. Cultural Enrichment: The event offered a rich cultural experience, showcasing local artisans, diverse performers, and food vendors. This range of offerings allowed attendees to explore and appreciate the unique cultural aspects of Beaumont, enhancing the overall appeal of the market night.
4. Positive Feedback: The event received overwhelmingly positive feedback from downtown businesses, vendors, and attendees. Many attendees praised the atmosphere and variety of activities, expressing their support for future market nights. This positive reception highlights the success of the event and its potential room for growth.

#### Challenges:

1. Coordination/Logistics: There was a significant impact on staff time noted on Thursdays in which the workload from various departments had to be adjusted to prepare for the event including street closures and setup. In the future, there may be opportunities to adjust the work hours for employees to allow for a later start time to reduce overtime costs. As the event progressed throughout the summer, staff became very efficient in completing their tasks for set up and teardown.
2. Budget Impact: Provided in Attachment A, is a breakdown of the personnel, costs, operational costs and capital costs. There may be an opportunity for staff to purchase equipment, including generators and golf carts, which may reduce the recurring costs if the event continues for a longer duration. These items could also be used throughout the year for various other events and operations.
4. Vendor Participation and Coordination: A significant portion of the vendors that registered for the event did not show up. This was unfortunate as this was not communicated and staff had an extensive waitlist for the program. Staff would like to explore possibilities of collecting a registration fee or a refundable deposit from vendors.
5. Extreme Heat: Starting at 5:00 PM proved to impact the attendance at the beginning of the event due to temperatures being extremely high. Staff would like to compare the start times of surrounding market nights and consider starting the events after 6:00 PM.

As shown in Attachment A, the Cost Summary reflects a comprehensive overview of the expenses associated with organizing and executing the Beaumont Nights at Towncenter. Personnel Costs accounted for \$94,730.83, which included both regular wages and a significant amount of overtime pay, highlighting the extensive time and effort required by staff to manage the event.

Non-Personnel Operating Expenses made up the bulk of the costs, totaling \$259,294.23. Key expenses included \$176,200 for concerts and \$25,903.35 for the

rental of generators. Additional costs were incurred for services such as portable toilets, vendor coordination, recreation rentals, health permits, and advertising. Some of the costs associated with operating costs and supplies are items that can and would be used in future events and would not need to be purchased again (fire extinguishers, portable battery-operated lights etc.). Capital expenses include modular barricades in the amount of \$176,389.00 to manage crowd control and secure the event area. While the barricades were a one-time purchase, other items would incur additional costs for each event the city chooses to host. These recurring items include generators, portable toilets, health permits, and recreational rentals.

The cost summary underscores the significant financial investment required to deliver a successful community event like Beaumont Nights. With careful consideration needed for both the direct costs and the labor involved, we can carefully plan to ensure both the safety and enjoyment of attendees continues.

**Future Direction Needed:**

1. Budget and Funding
2. Event Frequency
3. Vendor Requirements
4. Contingency Planning
5. Live Entertainment

**Fiscal Impact:**

Expanding Beaumont Nights at Towncenter will require additional resources to be allocated for the expenditures associated with additional staffing, entertainment, marketing, and equipment rentals. Based on existing data at the current program level, staff estimates an additional \$55,000 will need to be allocated for each additional week of the program, which is the average cost per week of the personnel and recurring rental and entertainment costs.

It is worth considering the implementation of a registration fee for vendors to participate in the program. A registration fee can generate additional revenue and address the issue of vendor no-shows. Charging for booth spaces will provide funds to support event costs and enhance the overall experience, while also encouraging vendors to commit more firmly to their participation. This approach promises a more reliable and diverse vendor presence, making Beaumont Nights more appealing and successful for both vendors and attendees. Alternatively, a refundable deposit can provide incentive for vendors and discourage no-shows without financially impacting the participating vendors.

The cost to prepare this staff report is estimated to be \$360.

**Recommended Action:**

Discussion and direction to staff.

**Attachments:**

- A. Beaumont Nights at Towncenter Cost Summary
- B. Police Department After Action Report