



SUMMER CONCERTS IN THE PARK

The Conejo Recreation and Park District, in cooperation with the Arts Council of the Conejo Valley and the Oakleaf Music Festival, present a series of five outdoor concerts from Memorial Day through Labor Day. These concerts feature original artists, tribute bands, and the local pops orchestra in the beautiful natural amphitheater setting at Conejo Community Park. Every year thousands of people attend the series. This is due to an excellent reputation for presenting high quality artists in pleasant surroundings. These important events are FREE and accessible to all.

Who The Program Serves

This program serves the entire community - families, seniors, and literally anyone wishing to attend. Since the program is free, it provides opportunities for enrichment through music. Individuals who may not otherwise have the opportunity to participate in arts programs through traditional methods, (i.e. purchasing a ticket and attending a concert) may simply arrive at the park and enjoy live music.

Funding Sources

For the past forty years, the series has been funded by donations from local businesses, organizations, individuals, foundations, and public agencies. For example, The Thousand Oaks Acorn, The Ventura County Star, and The City of Thousand Oaks have been long-time financial and in-kind supporters of the event.

Partnership Opportunity

The **Summer Concerts in the Park** series provides local businesses tremendous benefits. Major Sponsors are recognized on stage the day of the concert and have the opportunity to set up a display, and post a banner. Additionally, significant exposure is provided with online and print advertisement. Please see attachment for a full description of all sponsorship levels.

Results

In 2013, attendance at the five-concert series was at a record high with over 17,000 people in attendance, each concert drew 2,000-5,000 audience members. The entertainment included, The Long Run, A Tribute to the Eagles, The Conejo Pops Orchestra, Motown Soul Revue, Captain Cardiac & the Coronaries, and Journey Revisited. Every year each concert is evaluated by way of audience surveys and formal evaluations by the staff. The audience's evaluations are consistently high; participants note the quality of the talent, the sound, the beautiful park environment, and the staff. This community service is greatly enjoyed and appreciated by thousands.