



City Council Staff Report

Subject: Quarry Park Amphitheater Production Management Agreement - Amendment No. 1

Date: February 25, 2025

Submitted By: Charles Wilson, Recreation Coordinator
Veronica Tracy, Parks and Recreation Director

Department: Parks and Recreation

Recommendation:

Adopt a Resolution of the City Council of the City of Rocklin Approving and Authorizing the City Manager to Execute an Amended Agreement With Push the Show, LLC (majority-owned by Ineffable Music Group, Inc.) for Production Management at Quarry Park Amphitheater.

Background:

On September 5, 2023, staff issued a Request for Proposal (RFP) for production management at Quarry Park Amphitheater. The goal was to secure a qualified company with expertise in producing special events, concerts, and festivals to support year-round operations at the venue. Services include production, marketing, talent acquisition, staffing, and hospitality management. The City received one qualified response from Ineffable Music Group, Inc. (Ineffable). Following interviews and proposal evaluations, staff determined that Ineffable was a qualified candidate to operate the venue. The initial agreement was approved by the City Council on January 9, 2024.

The 2024 initial season under Ineffable's management resulted in 13 successful concerts with approximately 16,000 tickets sold, demonstrating the effectiveness of Ineffable's operational strategy and marketing approach, reinforcing the long-term viability of the partnership.

The agreement originally designated that the City would allocate \$25,000 per year toward marketing initiatives and assistance for amphitheater operations. This provision has now been removed from the agreement, ensuring that Ineffable will assume the primary responsibility for marketing efforts without City's additional financial contributions.

Fiscal Impact:

With the removal of the City's \$25,000 annual marketing allocation, the City will no longer have direct financial obligations related to amphitheater marketing. The Production Management Agreement remains structured to be self-supporting, with the City continuing to receive per-ticket revenue and additional payments for sold-out events.

ATTACHMENTS:

1. Resolution
2. Resolution Exhibit A - Amendment No. 1
3. Original Agreement