



**Date:** March 12, 2019

**To:** Thomas J. Bonfield, City Manager  
**Through:** Keith Chadwell, Deputy City Manager  
**From:** Andre Pettigrew, Director  
Office of Economic and Workforce Development (OEWD)  
**Subject:** Agreement with Moog Institute, Inc. to Support Moogfest 2019

### **Executive Summary**

This agenda item is a recommendation to approve the contract with Moog Institute, Inc. for \$60,000.00 to fund Moogfest 2019, which would bring visitors to Downtown Durham and spur economic development through cultural arts. The contract would be for Fiscal Year 2018-2019 (July 1, 2018– June 30, 2019).

### **Recommendation**

OEWD recommends that City Council authorize the City Manager to execute a contract with Moog Institute, Inc. to support Moogfest 2019 in an amount not to exceed \$60,000.00.

### **Background**

Moogfest is a four day, three night festival in downtown Durham, and the 2019 event will be Moogfest's fourth year in the Bull City. It is unique to the festival world in that it is the only festival that is built to provide a platform that allows for the synthesis of music, art and technology. By day it is a mind expanding conference for creative and technology enthusiasts. By night, Moogfest presents performances by pioneers in the electronic music, alongside pop and avant-garde experimentalists of today.

Moogfest is a tribute to Dr. Robert Moog and the profound influence his inventions have had on how we hear the world. Over the last sixty years, Bob Moog and Moog Music have pioneered the analog synthesizer and other technology tools for artists. This exchange between engineer and musician is celebrated with a unique festival format where the creative process is understood as collaboration among many people, across time and space, in commerce and culture.

The festival occurs in a walkable 1-mile stretch, with the heart in the American Tobacco Campus, extending to the Carolina Theatre at one end to the Durham Fruit Company at the other. The festival boasts over 100 performers, presenters, artists, and workshops in more than a dozen venues throughout the four days. This includes both ticketed and free programming, attracting locals and visitors from over 40 states and multiple foreign countries.

For 2019, Moogfest is putting more emphasis on local partners and businesses in our promotion as well as our talent booking. We are working with local vendors to highlight their businesses on our festival map, to enhance the ecosystem of Moogfest and Downtown Durham. Collaborative programming with these individuals and organizations is well under way.

As part of the festival, Moogfest contracts with over a dozen venues in Durham providing an economic and community benefit to many of these facilities, not to mention the exposure to national press that the venues receive. The festival in May of 2018 provided a total economic impact to Durham in the amount of \$7.1M. The direct impact to Durham was \$5.2M and the tax benefit to the City and County of Durham was \$190,913.

Equally important, over 200 credentialed media attended the 2018 event. The 2018 Festival resulted in almost 1 billion impressions. These included articles and publicity from acclaimed national media outlets such as The New York Times, Forbes, Wired, MixMag, and Consequence of Sound, to name a few. Durham was highlighted in over a dozen post-festival articles about the festival, including acclaimed national music publications including Resident Advisor and Pollstar.

In addition, Moogfest employs a local Durham-based staff year round, and during the three months leading up the festival, contracts with over 400 local/regional technical and event professionals, to help produce the event. These contracts also provide funding and business for many Durham based businesses and retailers.

### **Issues and Analysis**

Moogfest 2018 provided a total economic impact to Durham in the amount of \$7.1M. The direct impact to Durham was \$5M and the tax benefit to the City and County of Durham was \$190,913.12.

Equally important, over 200 credentialed media attended the 2018 event. The 2018 Festival resulted in over 917M media impressions. These included articles and publicity from outlets such as The New York Times, Rolling Stone, Billboard Magazine, Forbes, WIRED, Vanity Fair, ResidentAdvisor.net, engadget, and Consequence of Sound to name a few. The festival coverage resulted in almost 1400 media stories about the festival and specifically Durham. Moogfest's live-streaming during the festival added to the in-town Durham impressions, with a total impression reach of over 12M.

In addition, Moogfest employs a full time staff of 7 year-round employees, and during the three months leading up the festival, contracts with over 200 technical and event professionals and 300 volunteers, both local and national, to help produce the event. These contracts and programs provide significant funding and business for many Durham based businesses.

For 2019, Moogfest has an internal Community Partnerships staff person dedicated to providing year round collaboration in Durham and the Triangle. That position is responsible for engaging in the community in a way that both promotes Moogfest's mission along with that of the broader Durham music, arts, culture and technology communities. Collaborative programming with these individuals and organizations is well under way.

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Moogfest also provides programming that is free to the public, with a goal to provide Durham the opportunity to experience and be inspired by new forms of music and music technology, forward thinking artistic engagement, technological advances in a wide variety of fields, and a myriad of entrepreneurial possibilities - all while foregrounding issues of equality and accessibility. Moogfest presents outdoor music programming from leading national artists, highlighting DJ's, producers,

and live acts formally unavailable to the public in a free setting. Moogfest's free programming mission extends beyond music and provides daytime opportunities for the public to engage with some of the brightest and most innovative minds in creative fields, research, technology and social equality. On the national front, some of these include MIT, Google, NYU, Virginia Tech and more. The event also provides public engagement with local research and innovation right here in Durham, including Duke University, North Carolina Central University, IBM, and United Therapeutics to just name a few. Moogfest aims to be a gateway for the city of Durham to have a front row seat for great ideas and mind expanding research.

For the more tech based and entrepreneurial component of Moogfest's free day-time programming, Durham's own American Underground serves as both a venue and a contributor to the discussion as many of their dynamic entrepreneurial residents discuss and demonstrate future-focused technology with international experts in the heart of Downtown Durham. Here, local entrepreneurs and tech focused endeavors can engage with leaders in a variety of fields and enrich their own practices based here in Durham.

Free STEAM workshops for youth will also be available during the festival. These workshops utilize both local and national talent in producing and instructing the workshops.

Moogfest has taken great care to create an organizational structure to the Festival that allows it to achieve financial stability. The revenue generated for the Festival is derived from ticket sales, national and local sponsorship, and merchandise/food/beverage sales during the festival. The intent is for the Festival to remain in Durham for as long as Durham finds it a valuable asset to their community culture.

In its efforts to support and administer cultural arts programming that strengthens economic development possibilities in Durham through increased visitation, retail sales, and through the improvement of its reputation as a cultural arts hub, OEWD recommends this item.

### **Alternatives**

Council can choose to pass this item, to not pass this item, or to change the amount of the contract. If full funding is not approved, Moogfest programming may be reduced, with some of the free offerings for the public being scaled down or eliminated.

### **Financial Impact**

If approved by Council, Moogfest would be supported with a budgeted FY2018-2019 appropriation from the Downtown Revitalization Funding. The funding will be used to off-set the costs of providing free programming during the festival, which includes all Installations, Pop-Up Factory, Modular Marketplace, STEAM workshops, and the free music programming at the American Tobacco Campus.

### **Equal Business Opportunity Summary**

This item was not reviewed by the Department of Equal Opportunity/Equity Assurance for compliance with the Ordinance to Promote Equal Business Opportunities in City Contracting.

### **Attachments**

- Attachment A - Program Scope and Description Moogfest 2019
- Attachment B - Budgeted City-Funded Expenditures Moogfest 2019
- Attachment C - Deliverables Reporting Form Moogfest 2019
- Attachment D – Total Event Budget Moogfest 2019