

**CITY OF PLYMOUTH
AGENDA
Special City Council
Medicine Lake Room
3400 Plymouth Boulevard, Plymouth, MN
January 13, 2026, 6:00 PM**

1. CALL TO ORDER

2. TOPICS

- 2.1** Overview of Parks and Recreation ticketed concert series
 - 1. Presentation
- 2.2** Discuss 2026 council workshop
- 2.3** Set future study sessions
 - 1. Calendar

3. ADJOURNMENT

To: Dave Callister, City Manager

Prepared by: Jennifer Tomlinson, Parks and Recreation Director

Reviewed by:

Item: **Overview of Parks and Recreation ticketed concert series**

1. Action Requested:

Informational only

2. Background:

In 2014, the first outdoor ticketed concert was held in the City of Plymouth at the Hilde Performance Center. Upon direction of the City Council, the city entered into an agreement with Sue McLean and Associates (the promoter), a Minneapolis-based concert promoter. The event was branded as Live at Hilde by the promoter. The concert series ran every year, except for 2020 during the COVID Pandemic, until ending in 2025. Attendance varied by year and artist lineup, but typical attendance was between 3,000 and 7,000 people per event. Several shows sold out, including Sheryl Crow and the Goo Goo Dolls.

Parks and Recreation rented the Hilde to the promoter and was compensated at a standard daily rate. In 2024 the city received \$10,000 in revenue; in 2025 the city received \$2,000 in revenue.

After the conclusion of the 2025 concert series, staff reevaluated the success of the series, considering attendance, successful coordination and quality of acts. The series has seen a gradual decline in attendance over the past three years, highlighting an opportunity to reimagine and refresh the experience for our community. Staff researched opportunities moving forward and evaluated the following options; bringing on a new promoter, a hybrid approach with staff taking a more active role in managing and executing the series, and bringing the operation entirely in house to be managed by Parks and Recreation.

Staff determined that the best course of action initially is to move forward with a hybrid approach where a promoter works with the city to secure acts for the 2026 season to design an impactful summer concert. Staff has been working with a promoter to produce a two-day concert series July 31 and August 1, 2026. This item will cover the planning process, anticipated outcomes and measures of success.

3. Budget Impact:

The ticketed concert series was included in the 2026 budget approved by council on December 9, 2025, within the recreation fund.

4. Attachments:

- 1. Presentation



Hilde Amplified ticketed concert series

Jennifer Tomlinson and Jess Koch

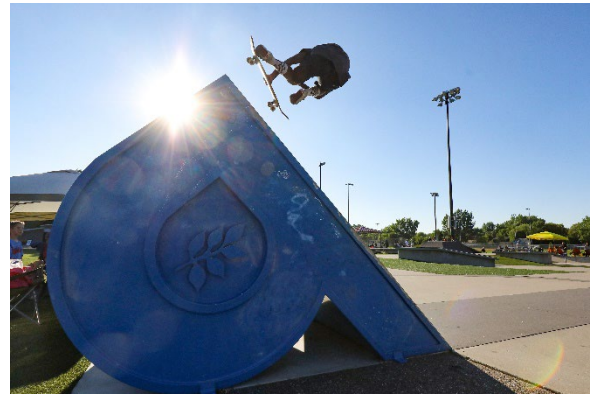


Agenda

- Parks and Recreation Special Events
- History of ticketed concert series
- Other Cities
- Considerations and transition
- Next steps



Parks and Recreation Special Events



EVENT	2025 Attendance	Notes
Puzzle Palooza	100	Full w/ 25 teams
Fire & Ice	2,500	
Pie Day	500	
Discover Plymouth	2,200	
Pint-Size Prom	98	
Primavera	600	
Bark in the Park	600	
Memorial Day Event	75	
Beaches and Bonfires	450	
Plymouth Concert Band	100	
Summer Skate Series	175	
Farmers Market	18,206	15-week season
Hilde Nights - June	4,800	
Music in Plymouth 5K	220	
Music in Plymouth	16,500	
Hilde Nights - July	1,800	*poor weather
Beaches, Bands and Brews	500	
Hilde Nights - August	2,500	
Plymouth Rockers	120	
Kids Fest	5,500	
Walk with the Mayor	60	
Halloween	4,500	
Veterans Day Event	140	
Plymouth Artisan Market	3,000	
Merry Market	650	
Santa Visits the Sensory Room	100	Full at 100 kids
Total	65,994	

History of ticketed concert series

- 2014-City Council entered into an agreement with Sue McLean and Associates, a Minneapolis-based concert promoter. The event was branded Live at the Hilde by the promoter.



2014 Inaugural Concert





History

Year	Artist	Estimated Total Attendance	Ticket Price
2025	Michael Franti & Spearhead with HIRIE	Rain out – 1,000	\$52-\$125
2024	Michael Franti & Spearhead and Stephen Marley Lucinda Williams with DESSA	Franti – 2,500 Williams – 1,800	\$60-\$150
2023	Lauren Alaina with David J, Monique Smaz Andy Grammer with Devon Cole Indigo Girls	Lauren Alaina -2,000 Andy Grammer – 5,000 Indigo Girls – 4,500 (sold out)	\$60-150
2022	Gary Clark Jr. with Cold War Kids, Suzanne Santo, Kiss The Tiger Kelsea Ballerini with The Band Perry, Brittney Spencer	Gary Clark -4,000 Kelsea Ballerini – 4,000	\$60-150
2021	BoDeans with special guest Annie Mack Okee Dokee Brothers Trombone Shorty	Trombone Shorty 4,000 Okee Dokke Bo Deans	\$37-\$102
2020	CANCELLED	N/A	N/A
2019	BoDeans with special guests GB Leighton and DJ Shannon Blowtorch	3,500	\$30-\$150
2018	Lucinda Williams with Dessa, Chastity Brown, and Kiss the Tiger	ARTIST CANCELLED	N/A
2017	Goo Goo Dolls with Phillip Phillips & Lydia Lyza Soul Asylum & Guided By Voices with The Suicide Commandos	Combined both shows 8,500	\$25-\$100
2016	Cheap Trick with The 4onthefloor ZZ Ward with Eric Hutchinson	3,000	\$29.50-47 GA \$77-152 VIP
2015	Big Head Todd and The Monsters with G. Love and Special Sauce and JJ Grey and Mofro	2,200 with 130 given away	\$25-78
2014	Gear Daddies and Gary Louris & Karen Grotberg of The Jayhawks	500	\$37 GA \$54 (VIP) \$77 (VIP-Golden Circle)



Other cities

- **SummerStage Benefit Concerts – Central Park’s Rumsey Playfield, New York, NY**
Ownership – run by City Parks Foundation, a non-profit organization that presents free outdoor music and performing arts festivals.
Capacity – 5,000
Ticket Pricing – For Benefit shows- **\$30 - \$90+**
- **Scottsdale Center for the Performing Arts**
Ownership – run by Scottsdale Arts, a private, non-profit organization contracted by the City of Scottsdale to manage it, along with the Scottsdale Museum of Contemporary Art (SMoCA) and Scottsdale Public Art
Capacity – Scottsdale Civic Center Amphitheater holds 1,200
Ticket Pricing - \$60 - 170 – amphitheater tickets
- **Van Wezel Performing Arts Hall - Sarasota, FL**
Ownership – Owned and operated by the City of Sarasota, FL
Capacity – 1,741 seats
Ticket Pricing - \$50 - \$100
- **Red Rocks Park and Amphitheater – Morrison, CO**
Ownership – Owned and operated by the City of Denver
Capacity – 9,525
Ticket Pricing - **GA:** \$60 - \$100, **Mid-Level Reserved** \$100 - \$150 **VIP:** \$200 - \$600+
- **Riverfront Concert Series – Nashville, TN – Ascend Amphitheater**
Ownership – Operator: Opry Entertainment Group (OEG) starting in 2026. Previous Operator: Live Nation (since the venue opened in 2015) Ownership: City of Nashville
Capacity – 6,800
Ticket Pricing – Lawn - \$30 - \$80, Reserved \$70-\$200, VIP 200-\$1,000
- **Party in the Park – Rochester, NY**
Ownership – Owned and operated by the City of Rochester
Capacity – 2,000
Ticket Pricing – GA \$7, 12 and under – Free, VIP \$35



Considerations and transition

Financial

- Hired a promoter to secure acts for 2026-Degy Entertainment
- City to take on logistics for event-internal staff(tracking of hours and costs will be completed for end of event summary)
- Intent is to break even in year one and grow series in subsequent years
- Funded out of the recreation fund, no general fund dollars associated with expenses
- Ticket prices have been established:

Ticket Pricing

General - \$80

VIP Pit - \$150

VIP Deck - \$125

2-Day - \$135

Weather-Concert will be rain or shine – if weather turns severe or there are factors that impact the equipment (e.g., downpours, lightning). The City will take out an insurance policy in the event the concert is forced to cancel due to inclement weather. This will refund ticket sales to customers.



Considerations and transition

Considerations

Other cities have non-profits that partner with the city to execute events.

Prior Lake Rotary presents Lakefront Music Festival

Maple Grove Lions presents Rock'n the Grove





Transition

- Rebranded to Hilde Amplified
- Dates July 31 and August 1, 2026
- Currently working on artist offers
- Tentatively planning one night of country and one night of rock
- Artists should be known by the end of January, for February announcement





Next Steps

- Secure artist lineup
- Announcement of lineup through social media and other avenues
- Establish methodology for measuring economic impact
- Continue to work through event logistics
- Continue to document process to incorporate into annual event planning
- Execute Hilde Amplified!



To: Dave Callister, City Manager

Prepared by: Amanda Kaufman, Deputy City Manager

Reviewed by: Ali Timpone, Human Resources Director
Grant Fernelius, CED Director

Item: **Discuss 2026 council workshop**

1. Action Requested:

Discuss 2026 council workshop.

2. Background:

Council has convened annually since 2023 for a workshop to build relationships and set strategic priorities. It is recommended to continue this practice in 2026.

Staff has reviewed council strategic priorities and is making the following recommendations:

- A one-day Friday workshop to be held February 6, February 13, March 6 or March 13 at the Plymouth Community Center
- Workshop to be focused on a deeper dive into council's priority regarding affordable housing
- Workshop agenda items may include:
 - Understanding and defining housing governance/roles
 - Connection/relationship-building activity
 - Brainstorming and visioning for subjects of interest and desired outcomes
- Work with facilitator Mark Ruff with MRuff Strategies, LLC
 - Mr. Ruff has worked in and with local governments in Minnesota for over thirty years. He had a long tenure in public finance with Ehlers Companies including serving as Plymouth's financial advisor through 2016. He then

held roles with the City of Minneapolis as Chief Finance Officer and City Coordinator. Mr. Ruff also served as Finance Director for the League of Minnesota Cities before his current role as an independent consultant. During his career, Mr. Ruff has experience working on housing initiatives as a local government employee and on affordable housing development in consulting roles.

Staff is requesting council come prepared to offer feedback on the recommendations above and other topics of interest for the workshop. Mr. Ruff will be in attendance to hear council's input.

3. Budget Impact:

N/A

4. Attachments:

To: Dave Callister, City Manager

Prepared by: Jodi Gallup, City Clerk

Reviewed by: Amanda Kaufman, Deputy City Manager

Item: **Set future study sessions**

1. Action Requested:

Schedule study sessions and/or add topics as desired.

2. Background:

Pending study session topics (at least three council members have approved the following items on the list):

- None at this time

Staff requests for meeting topics and/or changes:

- Review policy on request for proposals and discuss the following traffic items on February 10 at 5 p.m.
 - Intersection Improvements at Providence Academy and Schmidt Lake Road (potential roundabout at Providence Academy's expense)
 - Vinewood Lane Intersection, near Sunshine Factory 4-way stop versus roundabout
 - County Road 101 Update
 - Long Range Initiatives
 - Road Diets (4 to 3 lane) including safety benefit statistics and recent examples
 - Roundabouts (effectiveness for traffic flow and safety)
- Review park dedication and park replacement funds on April 13 at 5 p.m.

3. Budget Impact:

Not applicable.

4. Attachments:

1. Calendar

SUN	MON	TUES	WED	THUR	FRI	SAT
				1 NEW YEAR'S DAY CITY OFFICES CLOSED	2	3
4	5	6	7 5:00 PM SPECIAL PLANNING COMMISSION MEETING Council Chambers 7:00 PM PLANNING COMMISSION MEETING Council Chambers	8 6:00 PM PARKS & REC ADVISORY COMMISSION MEETING Council Chambers	9	10
11	12	13 6:00 PM SPECIAL COUNCIL MEETING Hilde concert series discussion/ 2026 council work- shop discussion Medicine Lake Room 7:00 PM REGULAR COUNCIL MEETING Council Chambers	14 7:00 PM ENVIRONMENTAL QUALITY COMMITTEE MEETING Medicine Lake Room	15	16	17
18	19 DR. MARTIN LUTHER KING JR. DAY CITY OFFICES CLOSED	20	21 7:00 PM PLANNING COMMISSION MEETING Council Chambers	22 7:00 PM HOUSING AND REDEVELOPMENT AUTHORITY MEETING Council Chambers	23	24
25	26	27 5:00 PM SPECIAL COUNCIL MEETING Housing policy discussion/ Tobacco licensing ordinance Medicine Lake Room 7:00 PM REGULAR COUNCIL MEETING Council Chambers	28 10:00 AM DESTINATION MARKETING ORGANIZATION ADVISORY BOARD MEETING Mooney Lake Room	29	30	31



SUN	MON	TUES	WED	THUR	FRI	SAT
1	2	3	4 7:00 PM PLANNING COMMISSION MEETING Council Chambers	5	6	7
8	9	10 7:00 PM REGULAR COUNCIL MEETING Council Chambers	11 7:00 PM ENVIRONMENTAL QUALITY COMMITTEE MEETING Medicine Lake Room	12 6:00 PM PARKS & REC ADVISORY COMMISSION MEETING Council Chambers	13	14
15	16  PRESIDENTS DAY CITY OFFICES CLOSED	17	18 7:00 PM PLANNING COMMISSION MEETING Council Chambers	19	20	21
22	23	24 5:30 PM Voluntary Advisory Board Recognition Event City Hall Lobby 7:00 PM REGULAR COUNCIL MEETING Council Chambers	25	26 7:00 PM HOUSING AND REDEVELOPMENT AUTHORITY MEETING Council Chambers	27	28

SUN	MON	TUES	WED	THUR	FRI	SAT
1	2	3	4 7:00 PM PLANNING COMMISSION MEETING Council Chambers	5	6	7
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29	30	31				



April 2026

SUN	MON	TUES	WED	THUR	FRI	SAT
			1 7:00 PM PLANNING COMMISSION MEETING Council Chambers	2	3	4
5	6	7	8 7:00 PM ENVIRONMENTAL QUALITY COMMITTEE MEETING Medicine Lake Room	9	10	11
12	13 7:00 PM REGULAR COUNCIL MEETING Council Chambers	14	15 7:00 PM PLANNING COMMISSION MEETING Council Chambers	16	17	18
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26	27	28 7:00 PM REGULAR COUNCIL MEETING Council Chambers	29	30		

*Per MN Statute 13D.02, members may be attending remotely.