

MEMORANDUM OF UNDERSTANDING

between

THE NEW YORK CITY DEPARTMENT OF PARKS & RECREATION

and

THE CITY OF NEW YORK MAYOR'S OFFICE OF MEDIA AND ENTERTAINMENT

This **MEMORANDUM OF UNDERSTANDING** ("MOU"), dated April 5, 2023, is made by and between **THE CITY OF NEW YORK MAYOR'S OFFICE OF MEDIA & ENTERTAINMENT** ("MOME"), with offices located at 1 Centre Street, 27th Floor, New York, NY 10007 and **THE NEW YORK CITY DEPARTMENT OF PARKS & RECREATION** ("PARKS") with offices located at The Arsenal, Central Park, 830 Fifth Avenue, New York, NY 10065 (each a "**Party**" and collectively, the "**Parties**").

ARTICLE 1. BACKGROUND

- A.** MOME's mission is to strengthen and support the creative economy and make it accessible to all.
- B.** PARKS is New York City's principal provider of recreational programs and athletic facilities, committed to creating thriving public spaces for all New Yorkers by increasing the accessibility and quality of those parks that serve all of New York City's diverse constituencies in neighborhoods throughout the five boroughs.
- C.** MOME organizes the annual NY Music Month, a month-long series of programs, events, and concerts each June.
- D.** PARKS has provided free concerts in select New York City ("NYC") parks for the NY Music Month in previous years, including calendar years 2018, 2019 and 2022.
- E.** This MOU memorializes the continued partnership between the Parties to present free NY Music Month concerts ("**the Concerts**") in select NYC parks.

ARTICLE 2. TERM

- A. Term.** This MOU shall take effect on April 1, 2023, and will expire on March 31, 2024 ("**Term**") unless sooner terminated or extended under Article 2 or Article 6 of this MOU.
- B. Renewals.** The Parties may renew this MOU for up to four one-year periods after the Initial Term.

ARTICLE 3. SERVICES

- A. Generally.** The Parties shall work together on the Concerts in NYC parks.
- B. Amendments.** The Parties may mutually agree to amend this MOU to incorporate additional programs.

C. MOME Responsibilities.

1. MOME shall

- a. Provide PARKS with the funding described in **Appendix A** to pay for the costs of the Concerts.
 - b. Design and create artwork for all promotional materials for the Concerts based on information Parks provide to MOME, which will not be unreasonably withheld or delayed.
 - c. Promote the Concerts on the nymusicmonth.nyc website and in press releases.
2. MOME may provide PARKS with Public Service Announcements (“PSAs”) and promotional materials to distribute at the concerts.

D. PARKS Responsibilities.

1. PARKS shall:

- a. Expand its summer musical programming in parks by adding the Concerts described in **Appendix B** to its program schedules.
- b. In consultation with MOME staff, secure talent, locations, and sound for the Concerts ensuring all new talent is booked for 2023.
- c. Provide MOME with information in advance about each concert with ample time for MOME to create the marketing materials.
- d. Allow MOME the opportunity to deliver remarks to the attendees before each concert begins and distribute MOME promotional materials at the Concerts.
- e. Designate each of the Concerts as a “NY Music Month” event.
- f. Include MOME’s name and logo. and the NY Music Month name and logo on all promotional and advertising materials developed for the Concerts, including the PARKS’ website, subject to MOME’s review and approval. Such promotional and advertising materials to be designed by MOME, shall include, at a minimum:
 - i. a promotional banner at each park during a concert,
 - ii. press listings/advisories to 200 media outlets,
 - iii. printing and distributing 3,000 posters to community boards, local organizations, recreation centers, etc.
 - iv. listings in or on PARKS’ website, social media websites (including “boosts” and paid advertisements), and newsletters.
- g. Print the marketing materials (e.g., postcards and banners) for distribution and display.
- h. Provide program staff for the Concerts and will assign:
 - i. 3 to 4 staff members to provide oversight for each concert, and
 - ii. Parks Enforcement Patrol (“PEP”) staff as needed for security.

- i. [Intentionally Omitted].
- j. Provide MOME with detailed wrap reports on the Concerts, including approximate attendance, rain dates or cancellations, and other relevant information within four (4) weeks of the last concert.

E. Promotion. The Parties will work strategically to develop a joint communications and promotional campaign for the Concerts and shall coordinate all such efforts. The Concerts shall be marketed as “NY Music Month” events. Any publicity, promotion, or advertising concerning the Concerts (“Concert Promotional Materials”) shall refer to MOME as a partner and include the “NY Music Month” logo, and a quotation from MOME’s Commissioner about the Concerts.

F. Timeline. The Parties shall coordinate activities according to the timeline described in Appendix B. Changes to the timeline are subject to the Parties’ mutual agreement.

ARTICLE 4. FUNDING

A. Funding Amount. MOME shall provide PARKS with the funding listed in Appendix A.

B. Payment of Funds. MOME will transfer the funding for the Concerts to PARKS from the incentive funds currently in MOME’s budget. PARKS will submit invoices to MOME specifying the funds to be transferred.

ARTICLE 5. TERMINATION

Termination: Either Party may terminate this MOU with or without cause upon 30 days written notice to the other Party. However, any project or course in progress will be completed and funded according to the terms of this MOU.

ARTICLE 6. PROJECT COORDINATION

A. The Parties agree to work cooperatively to resolve any disputes arising from their respective responsibilities under this MOU and the completion of the Concerts.

B. Should conditions arise that prevent the undertaking or completion of the services described in this MOU, PARKS shall immediately notify and consult MOME for alternative solutions before acting to terminate the Concerts.

ARTICLE 6. MISCELLANEOUS

A. Notices. All notices required under this MOU shall be delivered by email to the other Party at the following addresses:

To PARKS:

Susan M. Donoghue, Commissioner
NYC Department of Parks & Recreation
The Arsenal, Central Park
830 Fifth Avenue
New York, NY 10065

Email: susan.donoghue@parks.nyc.gov

With a copy to:

Alessandro G. Olivieri, General Counsel
NYC Department of Parks & Recreation
The Arsenal
Central Park
830 Fifth Avenue
New York, NY 10065

Email: alessandro.olivieri@parks.nyc.gov

To MOME:

Anne del Castillo
Commissioner
Mayor's Office of Media & Entertainment
1697 Broadway, Suite 602
New York, New York 10019

Email: adelcastillo@media.nyc.gov

With a copy to:

Lori Barrett-Peterson
General Counsel
Mayor's Office of Media & Entertainment
1 Centre Street, 27th Floor
New York, New York 10007

Email: lbarrett-peterson@media.nyc.gov

- B.** This MOU shall be binding upon and for the Parties' benefit and each of their respective successors and permitted assigns. The provisions of the MOU shall be solely for the Parties' benefit, and no other person or entity shall be a third-party beneficiary of this MOU.
- C.** The services provided under this MOU shall comply with all applicable provisions of federal, state, and local laws.
- D.** Neither Party will assign, transfer, convey, subcontract or delegate any rights, obligations or duties under this MOU without the other Party's prior written consent, which will not be unreasonably withheld, delayed, or conditioned. Any assignment, transfer, conveyance, subcontract, delegation or other disposition without this consent shall be void.

ARTICLE 7. COUNTERPARTS

This MOU and any amendments may be executed in any number of counterparts, each constituting a separate original when executed and delivered. All counterpart images together shall constitute a single agreement.

IN WITNESS WHEREOF, the Parties have duly executed this MOU on the dates below their respective signatures.

**NEW YORK CITY DEPARTMENT
OF PARKS & RECREATION**

**MAYOR'S OFFICE OF MEDIA
AND ENTERTAINMENT**



Susan M. Donoghue
Commissioner

Patricia Kaufman
First Deputy Commissioner for
Creative Sector Programs

Date: April 5, 2023

Date: April 5, 2023

Appendix A

BUDGET

BUDGET FOR CONCERTS	
Fiscal Year 2023	
Bronx Concerts	\$43,650.00
Artist Fees*	\$38,000.00
Vendor Production	
Sound Equipment	\$36,000.00
Additional Elements (arts & crafts)	\$850.00
Staffing	\$1200.00
Queens Concerts	\$45,160.00
Artist Fees*	\$39,500.00
Vendor Production	
Sound Equipment	\$3,600.00
Additional Elements (arts & crafts)	\$560.00
Staffing	\$1,500.00
Marketing	\$6,683.00
Posters	\$1,683.00
Digital Ads	\$5,000.00
TOTAL CONCERTS BUDGET	\$95,493.00

*The total amount allocated to Artist Fees and Vendor Production is an estimated amount that cannot be exceeded.

APPENDIX B
PROJECT TIMELINE FY2023

April 2023	PARKS and MOME will discuss upcoming schedule, plan and staffing needs for the Concerts.
May 2023	PARKS to coordinate and program the Concerts in the Bronx and Queens.
June 2023	PARKS and MOME communications staff to finalize announcement of the Concerts as part of NY Music Month.

CONCERT SCHEDULE

JUNE 2023

QUEENS CONCERT SERIES				
Artist	Genre	Location	Date	Time
TBD	R&B	Rochdale Park	Friday, June 2	7:00 p.m. – 9:00 p.m.
TBD	Reggae	Archie Spigner/St. Albans Park	Saturday, June 10	7:00 p.m. – 9:00 p.m.
TBD	Hip-Hop/R&B	Roy Wilkins Park	Monday, June 19	3:00 p.m. – 5:00 p.m.
TBD	Gospel	Baisley Pond Park	Friday, June 30	7:00 p.m. – 9:00 p.m.
BRONX CONCERT SERIES				
Artist	Genre	Location	Date	Time
TBD	Latin	Barretto Point Park	Saturday, June 3	6:00 p.m. – 8:00 p.m.
TBD	Kids	Loretto Playground	Friday, June 9	5:00 p.m. – 7:00 p.m.
TBD	Hip-Hop/R&B	Walter Gladwin Park	Saturday, June 17	6:00 p.m. – 8:00 p.m.
TBD	Latin	Ferry Point Park or Playground	Saturday, June 24	6:00 p.m. – 8:00 p.m.



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MAYOR'S OFFICE OF MEDIA & ENTERTAINMENT

May 6, 2024

Susan M. Donoghue, Commissioner
NYC Department of Parks & Recreation
The Arsenal, Central Park, 830 Fifth Avenue
New York, NY 10065
Email: susan.donoghue@parks.nyc.gov

Re: 1st Renewal and Amendment of NYC Parks-MOME MOU Free Concerts in the Parks

Dear Commissioner Donoghue:

The Mayor's Office of Media and Entertainment ("MOME") is delighted to continue to work with the Department of Parks & Recreation ("NYC Parks") to provide free entertainment in public parks. (MOME and NYC Parks, collectively the "**Parties**").

Reference is made to that Memorandum of Understanding dated April 5, 2023 (the "MOU") between MOME and NYC Parks concerning "Concerts" in public parks throughout New York City.

The MOU expired on March 31, 2024. The Parties wish to extend the Term until March 31, 2025, by exercising the first renewal of the MOU ("First Renewal"). The Budget for this First Renewal is in **Exhibit A-1** and the Timeline is in **Exhibit B-1**.

NYC Parks and MOME have also agreed to amend the MOU to delete Anne del Castillo's contact information in Article 6(a), and replace it with the following:

Shira J. Gans
Senior Executive Director, Policy + Programs
Mayor's Office of Media and Entertainment
1 Centre Street, 27th Floor
New York, NY 10007
Email: sgans@media.nyc.gov

To the extent they were not amended by this First Renewal, the remainder of the terms in the MOU continue to apply. Please sign on the next page to indicate your agreement to the above terms.



THE CITY OF NEW YORK
MAYOR'S OFFICE OF MEDIA & ENTERTAINMENT

Sincerely,

Approved as to Form

[REDACTED]
Lori Barrett-Peterson
Chief Operating Officer
Mayor's Office of Media and Entertainment

[REDACTED]
Mohar Ray
Acting Corporation Counsel

ACCEPTED AND AGREED TO:

[REDACTED]
Susan M. Donoghue, Commissioner
NYC Department of Parks & Recreation



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MAYOR'S OFFICE OF MEDIA & ENTERTAINMENT

Appendix A-1

BUDGET

BUDGET FOR CONCERTS Fiscal Year 2024	
Bronx Concerts	\$20,700.00
Artist Fees*	
Vendor Production	\$12,400.00
Sound Equipment	\$5,500.00
Additional Elements (arts & crafts)	\$600.00
Staffing	\$2,200.00
Queens Concerts	\$21,200.00
Artist Fees*	
Vendor Production	\$17,000.00
Sound Equipment	\$3,000.00
Staffing	\$1,200.00
TOTAL CONCERTS BUDGET	\$41,900.00

*The total amount allocated to Artist Fees and Vendor Production is an estimated amount that cannot be exceeded.



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APPENDIX B-1

PROJECT TIMELINE FY2024

April 2024	PARKS and MOME will discuss upcoming schedule, plan and staffing needs for the Concerts.
May 2024	PARKS to coordinate and program the Concerts in the Bronx and Queens.
June 2024	PARKS and MOME communications staff to finalize announcement of the Concerts as part of NY Music Month.

CONCERT SCHEDULE

JUNE 2024

QUEENS CONCERT SERIES				
Artist	Genre	Location	Date	Time
Neil Berg's Fifty Years of Rock and Roll	Rock and Roll	Cunningham Park	June 15, 2024	7:00 p.m. to 8:30 p.m.
DJ Clue and Company	Hip-Hop/R&B	Roy Wilkins Park	June 19, 2024	5:00 p.m. to 7:00 p.m.
BRONX CONCERT SERIES				
Artist	Genre	Location	Date	Time
Frankie Negron	Salsa	Soundview Park	Saturday, June 8	5:00 p.m. to 7:00 p.m.



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May 6, 2025

Susan M. Donoghue, Commissioner
NYC Department of Parks & Recreation
The Arsenal, Central Park, 830 Fifth Avenue
New York, NY 10065
Email: susan.donoghue@parks.nyc.gov

Re: 2nd Renewal and Amendment of NYC Parks-MOME MOU Free Concerts in the Parks

Dear Commissioner Donoghue:

The Mayor's Office of Media and Entertainment ("**MOME**") is delighted to continue to work with the Department of Parks & Recreation ("**NYC Parks**") to provide free entertainment in public parks. (MOME and NYC Parks, collectively the "**Parties**").

Reference is made to that Memorandum of Understanding dated April 5, 2023 (the "MOU") between MOME and NYC Parks concerning "Concerts" in public parks throughout New York City.

The MOU expired on March 31, 2024. The Parties extended the Term until March 31, 2025, by way of the first renewal of the MOU, dated May 6, 2024 ("**First Renewal**"). The Parties wish to extend the Term until March 31, 2026, by exercising this second renewal of the MOU ("**Second Renewal**"). The Budget for this Second Renewal is in Appendix A-2 and the Timeline is in Appendix B-2.

NYC Parks and MOME have also agreed to amend the MOU as follows:

A. Article 3, Section D is deleted in its entirety and replaced with:

D. PARKS Responsibilities.

1. PARKS shall:

- a. Expand its summer music programming in parks by adding the Concerts described in Appendix B-2 to its program schedules.
- b. In consultation with MeanRed Productions ("**MeanRed**"), secure locations for the Concerts.



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- c. Work with MeanRed to produce the Concerts, including but not limited to, securing the necessary Parks permits, scheduling, and marketing and promotion.
- d. Allow MOME the opportunity to deliver remarks to the attendees before each concert begins and distribute MOME promotional material at the Concerts.
- e. Designate each of the Concerts as a "NY Music Month" event.
- f. Include MOME's name and logo, and the NY Music Month name and logo on all promotional and advertising materials developed for the Concerts, including the PARKS' website, subject to MOME's review and approval. Such promotional and advertising materials to be designed by MOME, shall include, at a minimum:
 - i. a promotional banner at each park during a concert,
 - ii. press listings/advisories to 200 media outlets,
 - iii. printing and distributing 3,000 posters to community boards, local organizations, recreation centers, etc., and
 - iv. listing in or on PARKS' website, social media websites (including "boosts" and paid advertisements), and newsletters.
- g. Print the marketing materials (e.g., postcards and banners) for distribution and display.
- h. Provide program staff for the Concerts and will assign:
 - i. 3 to 4 staff members to provide oversight for each concert, and
 - ii. Parks Enforcement Patrol ("PEP") staff as needed for security.

To the extent they were not amended by this First Renewal or this Second Renewal, the remainder of the terms in the MOU continue to apply. Please sign on the next page to indicate your agreement to the above terms.

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THE CITY OF NEW YORK
MAYOR'S OFFICE OF MEDIA & ENTERTAINMENT

Sincerely,

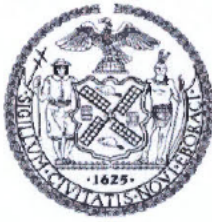
Approved as to Form

[Redacted Signature]
Pat Swinney Kaufman
Commissioner
Mayor's Office of Media and Entertainment

[Redacted Signature]
Mohar Ray
Acting Corporation Counsel

ACCEPTED AND AGREED TO:

[Redacted Signature]
Susan M. Donoghue, Commissioner
NYC Department of Parks & Recreation



THE CITY OF NEW YORK
MAYOR'S OFFICE OF MEDIA & ENTERTAINMENT

Appendix A-2

BUDGET

BUDGET FOR CONCERTS Fiscal Year 2025	
Concerts	
Promotional Materials (posters and banner)	\$2,000.00
Additional Items (arts and crafts)	\$1,000.00
TOTAL CONCERTS BUDGET	
	\$3,000.00



THE CITY OF NEW YORK
MAYOR'S OFFICE OF MEDIA & ENTERTAINMENT

APPENDIX B-2

PROJECT TIMELINE FY2025

April 2025	PARKS and MOME will discuss upcoming schedule and staffing needs for the Concerts.
May 2025	PARKS to coordinate the Concerts in the Bronx and Queens.
June 2025	PARKS and MOME communications staff to finalize announcement of the Concerts as part of NY Music Month.

CONCERT SCHEDULE

JUNE 2025

QUEENS CONCERT SERIES				
Artist	Genre	Location	Date	Time
TBD	TBD	Roy Wilkins Park	June 19, 2025	3:00 p.m. to 5:00 p.m.
Hood Celebrity	Dancehall/Reggae/Hip Hop	Queensbridge Park	June 28, 2025	5:00 p.m. to 7:00 p.m.
BRONX CONCERT SERIES				
Artist	Genre	Location	Date	Time
La Ecellencia	Salsa	Ferry Point Park	June 14, 2025	5:00 p.m. to 7:00 p.m.
DJ Doo Wop	Hip Hop	Soundview Park	June 21, 2025	5:00 p.m. to 7:00 p.m.