



Memo

October 27, 2025

TO: Alamo Municipal Advisory Council (Alamo MAC)
FROM: Scott Anderson, Special Districts
SUBJECT: 2025 Alamo Summer Events at Livorna Park

The purpose of this memo is to report the estimated audience attendance at each of the 2025 Alamo summer events, provide comments and feedback, and begin the process of selecting bands and movies for summer 2026. Alamo MAC members may want the Parks and Recreation Committee to convene to select dates, choose from the list of suggested bands, and select movies from the Swank Entertainment website for the Alamo MAC, to consider and accept at the December 2, 2025, Alamo MAC meeting.

Alamo Summer Concert Series 2025

- **July 11th - Other Peoples Money – 750 attendees**
 - Returning band, for second year. Good event turnout with positive reception to food truck and shaved ice vendor. Successful start of series.
- **July 18th - Moonalice – 650 attendees**
 - New band, first time performing at Livorna. Attendance was lower than anticipated with minimal dancing/engagement. The band had a lot of members plus a production team. Band sound/performance did not apply sufficiently for the size of the venue. The band required additional power to support stage equipment. Staff wouldn't recommend for future concerts.
- **July 25th - The Sun Kings – 1,100 attendees**
 - Returning favorite of Alamo. Attracted largest attendance of summer series. Future events could consider placement of additional speakers for crowd behind the gazebo. Staff received complaints about the lack of parking and location of food truck near playground. Weather cooler than normal for this time of the year.



- **August 1st – Jake Gill – 600 attendees**

- New band selection, first time performing at Livorna. Poor attendance although weather was comfortable for outdoor entertaining. Band sound was adequate. Band didn't pay food truck for meals. Staff would not recommend returning for future concerts.

Alamo Movies Under the Stars 2025

- **September 19th The Wild Robot – 90 attendees**

- Increased event attendance numbers over 2024. Positive feedback from those in attendance. Early start time (7:15pm) was a success.

- **October 10th Hotel Transylvania – 110 attendees**

- Start time adjusted to 6:45pm (sun went down @ 7pm).
- Positive feedback from attendees. Good movie choice.

Additional comments:

- The new band selections struggled to attract large crowds and were seemingly not a great fit for the park venue. Would recommend considering number of band members and music genre more strongly for future selections.
- Would recommend selecting majority local and classic/classic rock bands with one or two bands outside of those categories.
- Food trucks and shaved ice vendor were well received this year with positive feedback from both attendees and vendors. Although, shaved ice vendor did not receive a lot of business during colder evenings. Staff would recommend sticking with one truck and one desert/specialty truck going forward.
- No significant issues or concerns with parking lot closed to public.
- Deputy Fisher and his volunteers provided safety at all the concerts without any incidents.
- New movie dates/times were received well by community but still not a huge turnout.



Contra Costa County Public Works Department

Warren Lai, Director
Deputy Directors
Stephen Kowalewski, Chief
Allison Knapp
Sarah Price
Carrie Ricci
Joe Yee

Attachments:

Proposed 2026 Schedule of Events:

The suggested dates for the 2026 events are listed on the attached "Proposed Schedule of Events" sheet. The dates were selected based on the prior year's schedule and uncertainty of potential regulations regarding community events due to the current County and State orders related to public gatherings.

These suggested dates are provided for the Alamo MAC members to consider, revise if needed, and accept at the December 2, 2025, Alamo MAC meeting.

List of 2026 Bands to Consider:

The suggested bands for the 2026 concert series are listed on the attached 2026 Alamo Summer Concert Series sheet. The list is based on successful bands which have played at the park and bands that have contacted County staff with interest in performing in the Concert series. Please choose six bands, so staff can check availability and begin the County contract process. Based on availability, the band selection will be narrowed down to four bands. Please list bands in order of preference.

This list of suggested bands is provided for the Alamo MAC members to consider, revise if needed, and accept at the December 2, 2025, Alamo MAC meeting.

Movie Website:

The website to SWANK motion pictures <https://www.swank.com/> is provided here for Alamo MAC members to choose six movie selections. Based on availability, the movie selection will be narrowed down to two movies. Movie selections should be made with consideration for an all-age viewing audience. Movies should be rated G. **Please list movies in order of preference.**

This website provides a variety of movies to choose from and is provided for the Alamo MAC members to consider, revise if needed, and accept at the December 2, 2025, Alamo MAC meeting.

SA:

G:\spdist\CSA R-7\Alamo Recreation\Event Planning\Annual Event Report\2025\Alamo 2025 Events Report & 2026 Proposal.docx