

From: [Jarrod Fucci](#)
To: [*CI-StPaul Contact-Council](#); [CouncilHearing \(CI-StPaul\)](#)
Subject: Breakaway Memo
Date: Tuesday, May 13, 2025 11:42:34 AM
Attachments: [Breakaway x St. Paul Event Memo V2.pdf](#)

You don't often get email from jarrod@teambreakaway.com. [Learn why this is important](#)

To whom it may concern,

Please find the attached memo to be attached to the agenda on the public hearing regarding Breakaway Music Festivals SLV re-hearing.

Please note this is what Breakaway is requesting is considered for adoption in tomorrow's hearing.

Thank you,



JARROD FUCCI | PRESIDENT

954.643.6089

[@BREAKAWAY @JARRODFUCCI](#)

[SEE WHAT WE'VE BEEN UP TO](#)

BREAKAWAY

Dear St. Paul City Council, Stakeholders & Community Members,

After a successful 2024 debut that brought meaningful economic impact to St. Paul, Breakaway Music Festival is excited to return in 2025. With strong ticket sales and enthusiastic support from fans, we look forward to once again bringing vibrant music, culture, and community to the city. However, we are currently facing several challenges that demand significant time, energy, and resources to ensure a sustainable future for the festival in St. Paul.

Last year, Breakaway drew nearly 24,000 attendees to the Hamline-Midway neighborhood, spotlighting local businesses and the city's commitment to revitalization. These attendees supported the local economy—renting cars, using public transit, visiting attractions—and generated over \$6.7 million in economic impact. The festival also hired hundreds of local staff and vendors to manage operations, offering real job opportunities and income for residents.

We recognize the concerns raised following the 2024 event and have made several key changes in response to community feedback, especially regarding sound management and mitigation. Our goal is to be a respectful, responsible partner to the city and its residents.

Since the 2024 event, we've worked closely with city departments and local organizations, including the Saint Paul Police Department, Department of Safety and Inspections, Union Park District Council, Hamline Midway Coalition, and Allianz Field, to implement the following improvements:

- **Relocated Main Stage** to direct sound into Allianz Field for better absorption
- **Modified Sound Schedule** to gradually increase levels throughout the day
- **Adjusted Hours** from 4–11 PM to **3–10:30 PM**
- **Reduced Sound Levels** below what was initially requested in the variance application
- **Launched Community Notice Campaign** including direct-mail outreach to residents
- **Created Real-Time Feedback System** in coordination with SPPD to reduce 911 calls
- **Funded On-Site DSI Oversight** during the event for compliance monitoring
- **Established 15-Minute Reporting** to stakeholders on sound levels during the festival
- **Optimized Audio Equipment Placement** to further reduce neighborhood impact

These changes reflect our serious commitment to being responsive partners and to continually improving the event experience for both attendees and residents.

In September 2024, we submitted a sound level variance request for our 2025 event at **103 dBA at 125 feet**. Following discussions, we're now proposing lower levels that gradually build throughout the day. Highlights of the proposed sound levels for each stage are outlined in the enclosed schedule and remain below industry standards and artists' preferences. The 125-foot and 100-foot measurement distances are based on current equipment placements and cannot be safely moved closer to the stage.

To continue delivering economic benefits and a top-tier experience for fans, appropriate sound levels are essential. Without them, we risk disappointing attendees and deterring future events from choosing St. Paul—ultimately undermining the city's cultural and economic potential.

BREAKAWAY

We've acted in good faith by listening to community concerns and making real changes. Now, we ask for the City of St. Paul's support in recognizing the value of cultural events like Breakaway. We believe the adjustments we've made show our deep investment in St. Paul and demonstrate that the short-term impacts are outweighed by the long-term benefits for the community.

Thank you for your time and continued support. We look forward to working together to ensure the success of Breakaway in 2025 and beyond.

Sincerely,
Jarrod Fucci
President, Breakaway Music Festival

**** SEE FOLLOWING PAGE FOR BREAKAWAY SOUND LEVEL REQUEST ****

BREAKAWAY

Breakaway Proposed & Adjust Sound Level Schedule:

Main Stage Set Times	Proposed dBA	Measurement Distance
3:00 – 4:00 PM	94	125'
4:05 – 4:55 PM	96	125'
5:00 – 5:50 PM	98	125'
5:55 – 6:55 PM	100	125'
7:00 – 8:00 PM	101	125'
8:05 – 9:05 PM	102	125'
9:15 – 10:30 PM	103	125'

Second Stage Set Times	Proposed dBA	Measurement Distance
3:00 – 4:05 PM	92	100'
4:10 – 5:00 PM	94	100'
5:05 – 5:55 PM	96	100'
6:00 – 7:00 PM	98	100'
7:05 – 8:05 PM	99	100'
8:10 – 9:10 PM	100	100'

DSI Recommendation (for reference)

Main Stage Set Times	Proposed dBA	Measurement Distance
4:00 – 4:45 PM	95	100'
4:50 – 5:25 PM	96	100'
5:30 – 6:15 PM	97	100'
6:20 – 7:10 PM	98	100'
7:15 – 8:55 PM	98	100'
9:00 – 10:30 PM	100	100'

Second Stage Set Times	Proposed dBA	Measurement Distance
4:00 – 4:50 PM	95	75'
4:55 – 5:50 PM	96	75'
5:45 – 6:35 PM	96	75'
6:40 – 7:30 PM	97	75'
7:35 – 8:25 PM	98	75'
8:30 – 9:30 PM	99	75'

Challenges faced based on the DSI recommendation above:

- Audio levels do not allow for an acceptable consumer experience
- Audio levels do not align with artist agreements / requirements
- Distance at which sound is measured is incredibly challenging to meet as sound measurement tools are installed at the distances displayed in the Breakaway proposal above