

The Calistoga Memorial Day Music Festival

Pre Production Concert Plan

Summary

6/16/08

Produced

By

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Calistoga Memorial Day

Music Festival

Summary/Overview

Pre-Production Plan

This is the Intellectual Property of Dalton J. Piercey Created & Developed For The Calistoga Chamber Of Commerce.

Summary:

This Summary/Overview and Projected Production Itinerary will focus on the three (3) day music festival that will be facilitated by the City of Calistoga and the Calistoga Chamber Of Commerce. The Chamber will also form additional partnerships with interested Sponsors, Non-Profits and Community Organizations. The event will take place on Memorial Day Weekend 2009 in May. That includes, Sat. 23rd, Sun. 24th, Mon. 25th. Additionally, Pre event festivities can begin in the local establishments on Thurs. May 21st and Fri. 22nd. The location will be at the Napa County Fairgrounds located in Calistoga. There are 3 days and there are 5 shows per day. Show schedule is 1:00pm to 9:00 pm. There are two (2) stages. There will be fifteen (15) acts total with 9 local and regionally known acts, 3 nationally renowned acts opening for 3 nationally renowned ("named") main acts. The main headlining act can either appear once on Sunday the 24th or appear twice such as (ex.) Johnny Rivers would require, Sat. 23rd, Sun. 24th. Additionally, local establishments can benefit with the 9pm festival shut down by having music acts performing in town. There also can be Pre Show events at the festival grounds on Thurs. May 21st and Fri. 22nd. Thursday could hold performances by songwriters from the area. A "Songwriters Open Mic", additionally Performances by High School Bands and the Napa Musicians Performance Guild Ensemble, Motown Review. Or Thursday can be used primarily for an exclusive Guild performance. Friday is an optimal use for an "AIR GUITAR" competition this should be a strong draw for the pre show.

The music festival should include beverage vendors and food vendors in relationship to sponsorship and the cultural relationship to the valley focusing on food and wine. Additionally there should be vendors that have wares related to concert products, music products and music technology products, i.e. such as Apple iTunes demonstrations and products, Bose Stereo Sound, etc. Further, there

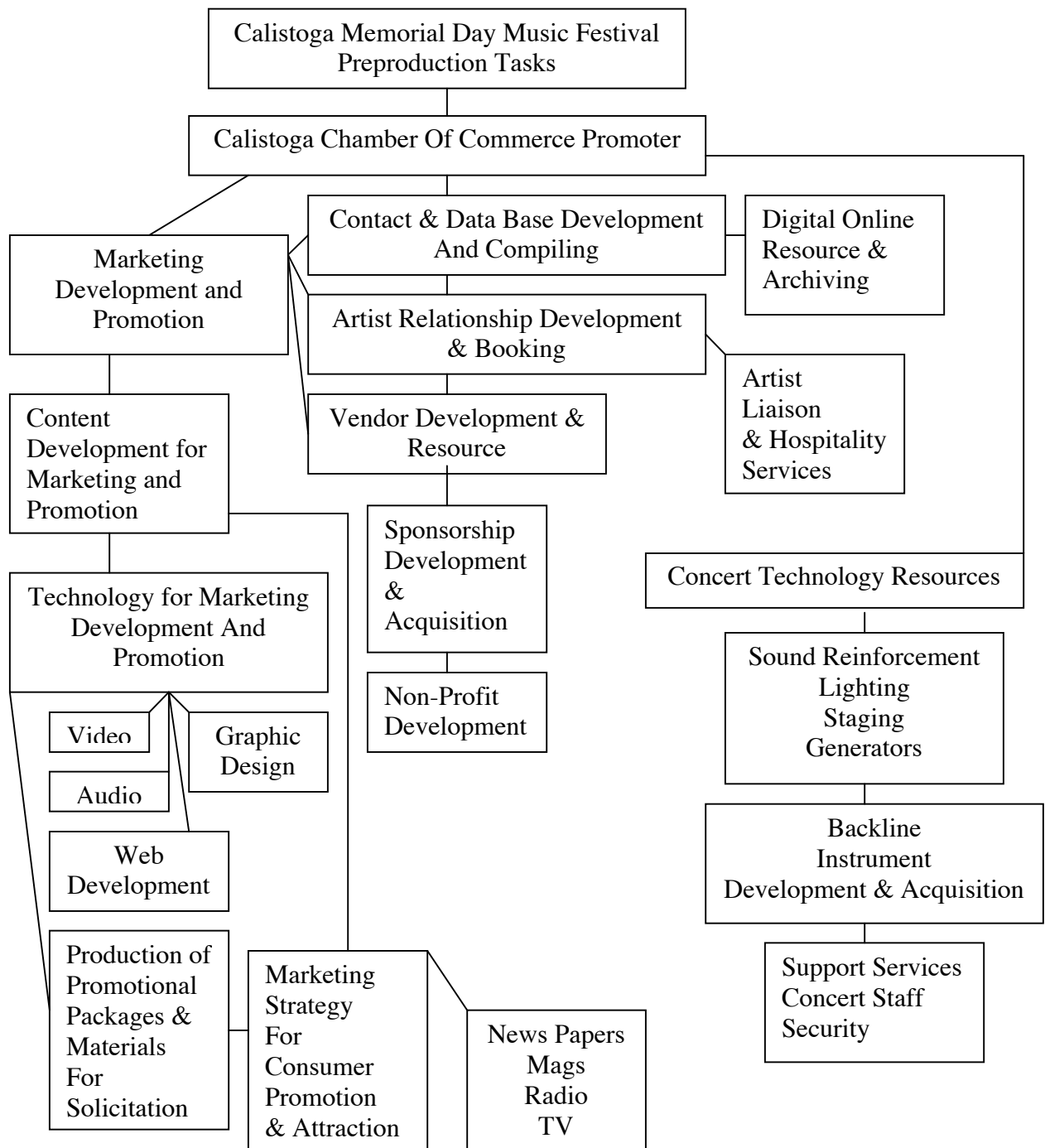
is a consideration to have a vendor section exclusive to businesses in Calistoga revealing the nature of the city and community. A vendor's package will have to be produced to solicit vendors. To aid in developing a vendors network and contact information bank. The Memorial Day Music Festival should include a Veterans Ceremony in the late morning hours of 11 am to 1pm, this will be held on the last day of the festival May 25th.

The objective of this event is to substantiate a very large draw of consumers to the City Of Calistoga, which will increase the City's overall tourist traffic in the given time period. Though the music event itself should focus on large numbers of attendee's. A three-day music festival is not by any means a small event. It is a very large event requiring planning, strategy and pre-production. Content development and hard copy promotional materials have to be developed with strategy and planning. This would be the first step. It is necessary so that when first contacts are made and recorded to the event database, hard copy can be dispatched to the contact. The reasoning behind this action is to build the required resource base to facilitate the event. Additionally, a "teaser card" or "Bi-fold" introducing the event can open that 1st level of communication with the artists, the major companies and solicitations for vending and/or sponsorship.

The conceptual design, the "look" of the event should be applied to all hard copy materials and carried through to the event itself. So a concept of "theme" has to be discussed and strategize. Clearly this would involve content development. Implementation of weekly meetings to discuss strategy and content development are essential.

Other major events in the Bay Area command anywhere from 65.00 per person to attend to 200.00 per person to attend the event. The object of our festival is to have different levels of ticket pricing for the event. The object of pre-production is to simulate the actual cost in development and acquisition to project the costs. Then in turn determine the ticket pricing structure. Which then in turn would determine the amount of projected attendance and foot traffic for the event. Given that formula then the event can be streamlined to meet the resources of the community. Finally, determinations can be made to contract, sub-contract out, or have specific needed service's facilitated by the Chamber itself.

Concert Pre-Production Flow Chart:



Contact & Data Base Development And Compiling:

The task of researching and contacting all necessary individuals, organizations and groups to facilitate event. Network development and compiling (recording) data into the production book and utilizing industry sources, digital tools and building online URL locations specific to the purpose of the project.

Artist Relationship Development & Booking:

Networking and developing contact with potential musical acts for the event. Using industry sources for research and development.

Vendor Development & Resource:

The task of networking and developing contact with potential vendors for the event.

Non-Profit Development:

The task of networking and developing contact with potential non-profit organizations for the event.

Artist Liaison & Hospitality Services:

These services are a necessary function to provide accommodations for potential artists that will perform at the event. Again to resource and network to develop contact with potential contractors and businesses to provide these services.

Note: Major national acts can be quartered to hotel accommodations, or keep in mind that some acts have touring buses and can billet at the fair grounds.

Sponsorship Development & Acquisition:

The task of networking and developing contact with potential sponsors for the event. Potential Sponsorship Targets: Primary targets: Music industry vendors. Secondary Targets: Corporate businesses. Additional targets: local businesses. Sponsorship will entitle potential sponsors vending for their product of promotion of their product. Branding of sponsorships product on banners placed strategically at the event and branding on all printed material. Additionally branding on all online tools for marketing.

Marketing Development and Promotion:

Marketing to potential contractors and subcontractors for the event.

Marketing to consumers through hard copy advertising, internet, email blasts, newspapers, television and radio.

Content Development for Marketing and Promotion:

Content is the written expression that discusses the event that we are planning to stage. This is a very important aspect of the promotion and solicitation material that we forward to our potential participants. The content is a clearly defined explanation of the event and focus of the participants' task. For example, in contracting a potential concert production company we would focus the content to their specialty and in turn the same for vendors, music acts and concert music fans. The content should carry the fluid concept of the community culture and the culture of the event that we are proposing.

Technology for Marketing Development And Promotion:

The Chamber with my assistance can do all the creation of the promotional and marketing materials in house. Digital tools can be utilized, such as video and audio production. Including DVD's and CD's for use as marketing tools. We can perform desktop publishing to produce the master graphics for the promotional materials. We can develop an online site for the event that will act as a web hub for communication. The event can then be listed in the National listing for festivals. Web crawlers and search engines can enable the chamber to reach a bigger market for all the above.

Promotional Packages & Material:

The following materials can be produced for contact distribution:

- Post cards, used as a follow up tool or interest tool.
- Bi-folds, for a medium level of communication about the event. Used as a follow up tool or interest tool.
- Full promotional packages used as a presentation tool. For concert vendors, technology providers, musical acts, corporate sponsors.
- DVD's giving a visual representation of the event.
- Audio Cd's representing the music theme of the festival.
- And Pod Casting.
- Online representation.

Marketing Strategy For Consumer Promotion & Attraction:

These are the specific tools that can be resourced to promote the event to specific consumer demographics and geographical markets.

- News Papers.
- Trade and Commercial Magazines.
- Radio.
- T.V.
- Internet.
- Email Blasts.
- Pod casting.
- Internet movie streaming.

Concert Technology Resources:

Sound Reinforcement, Lighting, Staging, Generators. Shopping the costs for these services can determine our best cost price and best service from concert contractors. So the goal is to obtain quotes and shop by comparison.

Backline Instrument Development & Acquisition can be difficult at best to obtain sources and subcontract those materials and services. Some concert production companies carry their own backline. National touring artists touring by bus will carry their own backline. However most artists that will travel by air will require backline at the event. For example; The artist Johnny Rivers requires backline for his performance. Also keep in mind that while negotiating with the artist the less the artist receives in compensation, the more the artist will want in perks and most likely introduce backline as a negotiating tool.

Support Services, Concert Staff and Security:

These services will have to be determined.

- Stage Security.
- Back stage security.
- Gate Crews.
- Stage hands. (The concert production company will bring their own crew).
- Crowd security.

- Hired staff.
- Volunteer staff.
- Vending Manager and staff.
- Event Director.
- Comptroller.
- Communications Director.
- Staff team managers.
- Clean Up crew.
- Artist liaison and liaison staff.
- Trouble Shooter.

Event date: Memorial Day Weekend 2009. May Sat. 23rd, Sun. 24th and Mon. 25th. Pre event festivities Thurs. May 21st and Fri. 22nd.

Participants: Known participants and projected participants.

- Calistoga Chamber Of Commerce.
- Napa County Fairgrounds Commission.
- City Of Calistoga.
- Napa Musicians Performance Guild.
- Budweiser.

This list will be updated as other participants networked, developed and allocated for the event.

Location Of Event: Napa County Fairgrounds and Calistoga City.

Stage Location: Main Stage locations (2) are in the Fair Grandstand area.

Though the Main stage can be minimized to one stage based upon the Concert Production Company that is contracted for the event. (3) Sub-stage's are located in the Fair Plaza area. The Main Stages are stages that are medium size concert stages. The Sub-stage are small stages on 12" inch risers, the Chamber Staff can handle the smaller stages. Sound reinforcement will be one small PA per stage.

Vendor Location: Vendors may be located in the Main Stage (Grandstand area) and Sub-stage (Fair Plaza area) performance area. Additionally vendors may be located parallel (facing each other) with a pathway between the two performance area's.

Performance Schedule:

Preproduction for event: 9am to 7pm May 19th and 20th.

Projections: for Thursday May 21st.

Production Crew arrives at 3:00pm.

Songwriters Open Mic: 5:00pm at sub-stages in Fair Plaza Way.

High School Band performs at 6:30pm Main Stage 2.

Napa Musicians Performance Guild Ensemble Performs at 8pm Main Stage 1.

Projections: for Friday May 22nd.

Production Crew arrives at 3:00pm.

AIR GUITAR Competition, 6:00 pm to 10:00 pm at Main Stage 1 and 2.

Projections: for Concerts May 23rd, May 24th and May 25th.

Production Crew arrives at 8:00 am.

Act 1 Performance at 1:00 pm.

Act 2 Performance at 2:30 pm.

Act 3 Performance at 4:00 pm.

Act 4 Performance at 5:30 pm.

Act 5 Performance at 7:00 pm.

Event ends a 9pm.

Consideration must be determined if the event should end at an earlier time on May 25th.

Community Participation:

Local Business and Community Non-Profits should participate in the event.

Personnel:

Pre-production Staff will include Chamber employees and consultant.

Event Staff will include Chamber staff, volunteer groups from the community, contractors and sub-contractors.

Concert Staff will include contractors, sub-contractors and specific Chamber staff.

Legal Counsel should be retained.

Equipment Logistics:

- The event will need one or two main stages. The event will need three (3) small sub-stages.
- A medium to large concert sound reinforcement system. Three small 400 watt to 600watt sound reinforcement systems.
- Back line, Bass, Guitar, Key Board amplification and Drum sets.
- Scaffolding and lighting for the main stages.
- Generators.

Note: Concert productions companies have all the above.

Financial Logistics:

- Are projected through completion upon compiling project data and analysis. Cost vs. return (revenue).
- Liability can be underwritten through Sterling and Sterling Event Underwriters in New York City.
- Admission is gained through purchase of tickets online, local sale's, direct purchase or purchase the day of the event.
- Ticket vendors can be contracted for ticket sales.

I also believe there is a software that facilitates the order of the tickets and the printing of the event on the ticket with destination address too. The NV Opera House utilizes this software. Though it requires a attendant to take phone calls.

Licensing Logistics:

- ABC Licensing.
- Sound Amplification Permits.
- All vendors must provide their own licensing.
- ASCAP, BMI and maybe SEESAC.

Projected number of event consumers:

- 7,000 to 10,000 daily on May 23rd, 24th and 25th.
- Pre show 3,000 to 5,000.

Projected Revenue on Ticket Sales Only:

Should tickets sell at \$65.00 for the main event per day for three days, the sum would be 7,000 @ 65.00 per day for three days = \$136,500.00.

Should packaged tickets sell for \$150.00 for the main event for all three days, projecting that half the consumers purchased the package, the sum would be, 3,500 @ 175.00 per purchase = \$61,250.00

Should the pre show number at 3,000, then that would be 15.00 per ticket, the sum would be 3,000 @ 15.00 per purchase = \$7,500.00. For both pre shows \$15,000.00.

This only a projection calculating the possible revenue that can be gained. Once the costs values are in place and the specific number is valued for each purchase then we will have a more exact projection on the revenue return.

Conclusion:

This pre production plan is important because it will allow us to strategize and determine how we formulate our plan for this event. Further it will help streamline the quantity of services that will be needed to facilitate the event. Importantly it gives direction to building the concert event. Allowing the shopping of multiple providers of services. This is a flexible value. The less expense we have on service providers, then more funds can be allocated for the contracting of musical artists that have large volume draws. That in turn means greater revenue from the ticket sale.

Also of importance is the development of content, theme, concept and conceptual design. With this information the pre production staff can compile the production book with all the necessary information and people that aid in getting the event to a successful venture. Plus the compiling of the information is a reoccurring factor that provides a strong foundation for following years that the event will still be facilitated.

Of crucial importance to register is that this event is really a very unique event to the Napa Valley. While Sonoma has the Harmony Festival, which is extremely successful, Napa has the Mustard Festival, which is moderately successful: mostly impart to the time of year and the weather. But to have an event on Memorial Day weekend sets Calistoga apart from most other regional events. The concert itself proving to be a success will be a national concert festival. As stated before it will increase the amount of tourist foot traffic to the City Of Calistoga in that given time period. So the pre production builds the buzz. And buzz is the key word. Because what is happening by developing leads and contacts is that a buzz is created around the concert community and then every one is talking about it. There is an old saying in the biz, "lip service can get more people to your show than a monkey and a grinder".

To close, the development of theme, content and conceptual design is the steps that set the direction of the "look" of the event. When this is done well it will ensure the successful outcome of the project.

Dalton Piercey