

SRTBIA EVENT SUPPORT REQUEST 2019

EVENT DETAILS

1. Event Name: **COUNTRY SUMMER**
2. Event Dates: June 14-16, 2019
3. Event Description: A three-day country music festival and “entertainment happening” at the Sonoma County Event Center at the Fairgrounds. Country Summer is the preeminent music event in Sonoma County and the biggest country music festival in Nor Cal. We are Santa Rosa’s signature music event. Country Summer offers a fabulous fan experience that features marquee national recording artists & groups, a second stage featuring local/regional acts, Food & Beverage concessions, Merchandise Vendors and other Western Lifestyle experiential and sponsor related activities. Country Summer is the annual, flagship event for Froggy 92.9. – part of locally owned Amaturo Sonoma Media Group.
4. Country Summer is a returning Event.
5. Executive Producer: Alan Jacoby (ajjacoby@aol.com); 3161 Overlook Drive, Gainesville, GA 30506
6. Impact Entertainment, Sports & [Event Marketing LLC](#)
7. Event Cost: In 2014, the Country Summer production budget was \$1,200,000 including \$700,000 for talent. In 2015, we expanded to three days and upgraded our talent roster for an Event Cost of \$2,200,000. Since that time, our total yearly investment has grown to \$3,000,000. In 2019, costs will again increase to over \$3,000,000 as we continue to grow our presence on the national festival scene, invest in the local community and add additional charitable causes to our program.
8. Amount Requested: Sixty Thousand (\$60,000.00) Dollars
9. The funds will be used to market the event outside of Santa Rosa and the Sonoma County area. Being our sixth year and having a good grasp of the local market, we see our biggest growth potential being from outside the local area and our goal is to bring new people into town for the weekend who might otherwise have stayed home.

GENERAL EVENT INFORMATION

1. In 2018, room utilization **for staff alone** (including pre-event) exceeded 200 room nights. Looking at our customers, our ticket buyer information showed that we, again, drew from around the U.S. and internationally (30+ states and 5 foreign countries), and we saw an increase in three day package holders year over year proving that fans are coming to, and staying overnight in, Santa Rosa. In 2018, our out of market customer base reached about 55%, a 4% gain over 2017.

2. Our target audience is the Country Music fan. In 2019, our capacity for the three days will be 36,000 fans (12,000 per day).
3. As stated, we have specific data showing we attract fans regionally, nationally and internationally – however, Santa Rosa hospitality officials are better able to gauge the number of room nights we generated last year. A good portion of our 200 staff room nights were at the Flamingo but we also spread the business around town. One of the event's financial partners brought his annual group from Louisiana and they stayed at the Hyatt.
4. We have not contracted any hotels for 2019, but we are again talking to the Flamingo.
5. We're happy to exclusively utilize Santa Rosa CVB services to secure room nights pending a funding level of at least \$25,000.
6. As evidenced by our growing numbers, expansion to three days and the fact that we attract Country music fans from across the United States and globe, Country Summer's ability to incubate is proven and strong. We are continuing to invest in a powerful talent lineup and other event enhancements. So long as we do this, the event will grow – and room night generation will also expand. The goal is to be fully subscribed every day. Country Summer is a destination event made even more attractive by all of the other activities in the area available to our guests.
7. By virtue of our performance over the past five years, Country Summer has proven we deliver a very powerful, comprehensive and fully integrated program that prominently showcases, supports and re-affirms the Santa Rosa brand. The Country Summer event recap and publicity outline (which have been included with our application submittal) show the value we bring to the table. Country Summer affirms that Santa Rosa is open for business.
8. Partnering with Amaturo Sonoma Media Group and closely collaborating with the Sonoma County Event Center at the Fairgrounds provides Country Summer with important credibility within the community and helps our efforts to craft sponsorship and in-kind alliances. In 2018, our local (Santa Rosa) alliances included Redwood Credit Union, Platinum Chevrolet, Kendall-Jackson, Friedman's Home Improvement, Mountain Mike's, Eagle Distributing, Montgomery Village, Les Schwab, Creams Towing and Cattlemens. We supported and raised funds for local causes including the local chapter of Hearts for Veteran's and have also donated a portion of ticket sales (totaling \$30,000 in 2018) directly back to local fire relief efforts. This year, we will again be donating a portion of ticket sales to a local cause in need and will be adding a new element to the festival this year thanks to Sonoma Clean Power and the Redwood Empire Food Bank.

9. As mentioned, Country Summer event costs were 3 million dollars (\$3,000,000+) in 2018 and will continue to rise as we continue to grow. Our two primary revenue streams will continue to be Ticket Sales and Sponsorship. Future funding is contingent upon providing fans with marquee talent to drive ticket sales. From a sponsorship perspective, we must provide our partners with tangible value, keep our existing sponsors (including SRTBIA funding) and add new ones. This will allow Country Summer to continue to take the risk and invest in a high caliber entertainment lineup, first class production and a powerful marketing campaign.
10. Our marketing budget in 2018 grew to nearly \$150,000 (hard cash) and this figure does not include Amaturio Sonoma Media Group's media investment of more than \$300,000. We unequivocally proved Country Summer activated a best in class marketing campaign featuring Radio, Television, Print, Digital Marketing & Social Media, Collateral Materials and Publicity – generating more than 200,000,000 impressions for Santa Rosa. Santa Rosa was and will continue to be integrated into the Country Summer campaign if the SRTBIA continues to be our partner.

SUMMARY

Country Summer is a proven destination and signature event for Santa Rosa. We put heads in beds, we expand the Santa Rosa brand, we generate widespread exposure, we enhance economic development and we increase tax revenue. Country Summer is willing to continue to invest in this property but the support of the SRTBIA is crucial. We look forward to continuing a mutually beneficial partnership with Country Summer's host city – Santa Rosa.

Respectfully Submitted,

Alan Jacoby

Executive Producer

Country Summer; Weekend of June 14th, 2019

Sonoma County Event Center at the Fairgrounds; Santa Rosa, CA

www.CountrySummer.com

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