

Supplemental Information

<https://earth.google.com/earth/d/1u2jXVY580jF0oIQ-Kvz-y6Fb4VZ6wx40?usp=sharing>

Performing Artists:

1. September Moon
2. Kate Watson
3. Josh Weathers

Funds Requested for Event Promotion: \$10,000-\$15,000

Projected Attendance: 4,000 - 5,000

- Music Alley 2022 reported ~4,000 attendees

In-kind donation to Historic Downtown Revitalization Program listed as:

- Booth space (cost: \$100)
- 15 tickets to VIP area with food for dignitaries (cost: \$1,000)

Applicant requesting grant award amount of \$63,395

What % matching funds does Council want to approve?

Questions to Applicant

1. How many food/retail vendors will there be, and what is the booth fee?

Booth fees: Vendor \$100 and Food Vendors \$200. Due to the limited space for this year, we are soliciting 4 food trucks - projected revenue is \$800. Art/Product Vendors Qty 24. Projected revenue is \$2400. Total food/retail booth projected revenue is \$3200.

2. What is the projected revenues regarding beer/wine sales?

This being our first year, we have provided an estimate. We are working with the Veterans Memorial Foundation committee to help with this estimate. We want to increase the budget from \$2500 to \$5000 for the cost of the alcohol. Beer is around \$35/case, and will be sold for \$7/can. \$2500 would bring in \$11,928, with a profit margin of \$9428. We will then share a portion of the profits with the Veterans Memorial Foundation. With an increased beverage line item to \$5000, this would equate to a profit margin of \$18,856.

3. Is one of the goals of this event to raise funds for charity/scholarship?
 - Applicant states 10% of funds raised pledged to locally selected organizations

See response above designating the Veterans Memorial Foundation as a fundraising partner. They will receive 100% of the wristband sales, and we will share profits from the alcohol sale. We are still finalizing the details.

4. What is projected regarding t-shirt sales and cornhole tournament registrations? Is the included \$2500 cost associated with t-shirt printing?

Yes, the \$2500 is the cost for printing 200-250 shirts. We plan to sell a limited number of commemorative t-shirts for the event, and give away 50 shirts as prizes. Sales of 150-250 shirts at \$30/shirt have estimated revenue of \$4500-\$6000. A nonprofit, cornhole4community, is running the cornhole tournament for us, so there will be no expenses associated with hosting the tournament. If all 32 team slots are filled, we will have a revenue of \$250.

5. Will you sell tickets for the VIP area, if so, what is the cost?

No, this is for the sponsors/dignitaries/city council/community leaders.

6. Regarding the VIP area, it appears that food and drink will be provided. What is the estimated expense for food/drink?

The food and beverages are grouped together in the expense budget. Our estimate for food for 50 persons from Hector Valdez is \$1000-\$1300. This is for full service catering for the VIP area, including servers. Estimated beverage cost for beer/wine/water/soda is \$200-300.

7. Event Promotion - can you provide more detail on the magazine advertisement as far as cost to print and which outlets you will utilize?

We have spoken with Arlington Today, and the deadline to submit materials is 8/17 for printing in the September issue. Full page ad cost is \$1800. We are hoping to negotiate an in-kind donation for sponsorship recognition. We are waiting for a response from Living Magazine as well. We have contacted the Mansfield NOW Magazine for Mansfield/Arlington/Grand Prairie and the deadline to submit materials is 8/23 for printing in the September issue. $\frac{2}{3}$ page ad cost is \$874. The estimated budget provided includes \$2500 for graphic work for these ads, so some of the cost for the ads are in the graphic work line item. Even if we cannot negotiate discounted rates, we can still afford to print ads in both magazines and have funds to print posters and/or postcards for the businesses to hand out.

8. Klein Tools is listed as the title sponsor on your documents. What sponsorship revenue have you received?

Klein Tools has pledged \$10,000 as the event Presenting Sponsor.

9. Can you provide your sponsorship campaign?

Presenting Sponsor - \$10,000

20 VIP Passes include reserved seating, food and beverages.
20 Commemorative Shirts
Premium signage on stage LED Screen as Presenting Sponsor
Logo/name on website, social media, emails, and printed promotional collateral
Live acknowledgment as Presenting Sponsor throughout the event
Opportunity to address audience from the stage prior to headlining artist
Shoot shirts out of T-Shirt Launcher to audience
Booth Space at the event

Red Level Sponsor - \$5000

10 VIP Passes include seating, food and beverages.
10 Commemorative Shirts
Premium signage on stage LED Screen as Red Level Sponsor
Logo/name on website, social media, emails, and printed promotional collateral
Live acknowledgment as Red Level Sponsor
Booth Space at the event

White Level Sponsor - \$2500

4 VIP Passes include seating, food and beverages.
4 Commemorative Shirts
Signage on stage LED Screen as White Level Sponsor
Logo/name on website, social media, emails, and printed promotional collateral
Booth Space at the event

Blue Level Sponsor - \$1500

4 Commemorative Shirts
Name on stage LED Screen as Blue Level Sponsor
Small logo/name on website, social media, emails, and printed promotional collateral
Booth Space at the event.

10. Please confirm if a TABC boundary is required for a Temporary Event Permit for alcohol sales. Also, there is no estimated cost included for ice.

We are waiting for clarification to this question from TABC. In the past we submitted a site map of the area and the outlined barricaded area was sufficient. We are adding \$150 in the budget for ice.

11. Can you please provide more detail and breakdown on what is included in the production/LED screen/staff cost for the performance?

The Lot is providing the stage and the main speaker system. The stage speakers, monitors, all the band sound equipment, stage lighting, LED Screen, labor to run all the sound/lighting/tear down/setup etc. is contracted from an outside company, Emerald City Production.

12. In the same Program bucket, there is \$1,500 listed for "other". Can you provide more detail - is this for the performers, etc? What is included?

This is for items such as a dumpster from Republic Service and any other unforeseen cost. If needed, we could purchase additional ice from this line item as well.