



# Memorandum

**Date:** July 18, 2014  
**To:** Bruce D. Glasscock, City Manager  
**From:** Amy Fortenberry, Director of Parks & Recreation  
**Subject:** 2014 Suburbia Music Festival Summary

At the July 28, City Council Meeting, I will provide a summary of the 2014 Suburbia music festival that was held at Oak Point Park and Nature Preserve, May 3-4. I will include some images from the festival, neighborhood response, noise complaints, and positive feedback and reviews. Additionally, the economic impact figures will be shared with you at this time.

I want to thank the other City of Plano departments for their support of the festival. Specifically, the Police, Fire, Emergency Management, Media Relations, Visit Plano, Marketing and Community Engagement, and countless individual staff members who volunteered their time to work the event.

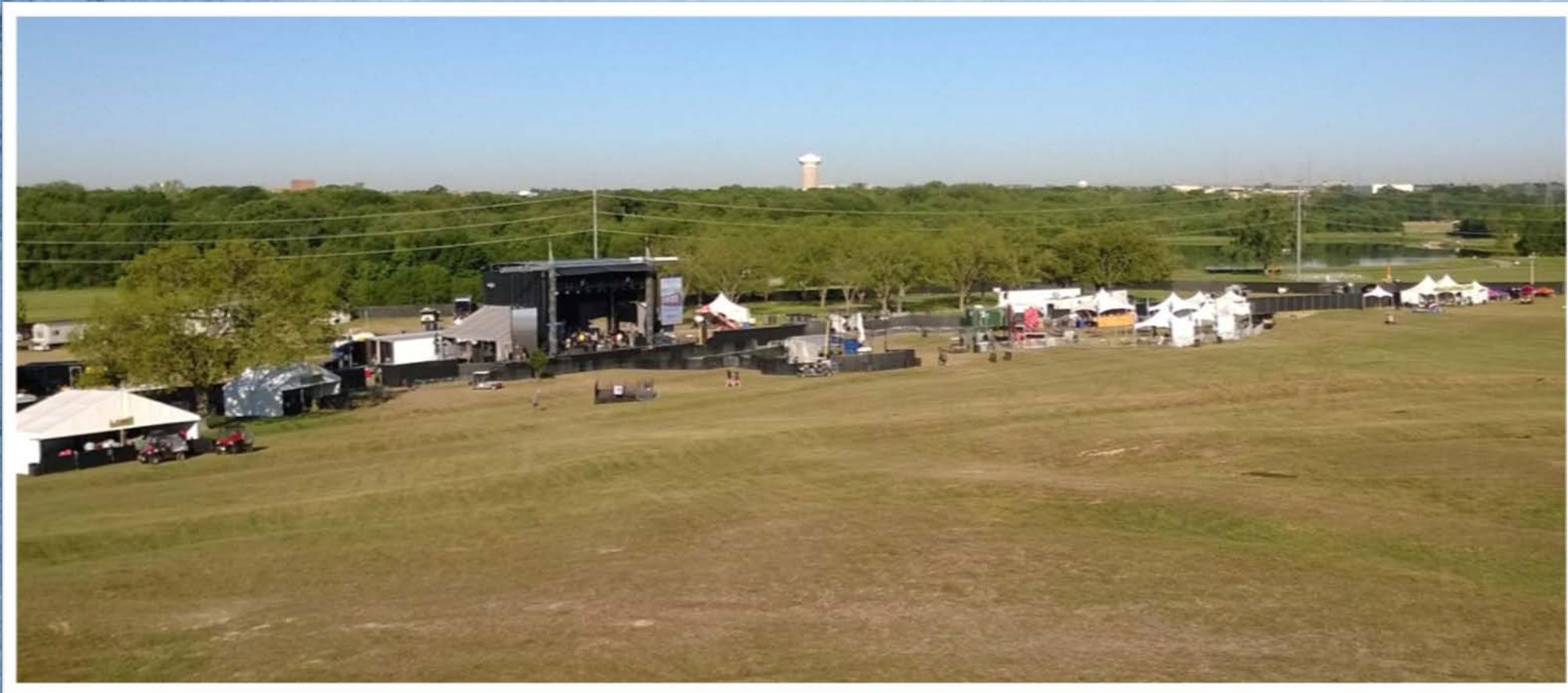
# SUBURBIA

MUSIC FESTIVAL

DAK POINT PARK & NATURE PRESERVE

PLANO \* TX







*City of Excellence*







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*City of Excellence*







*City of Excellence*





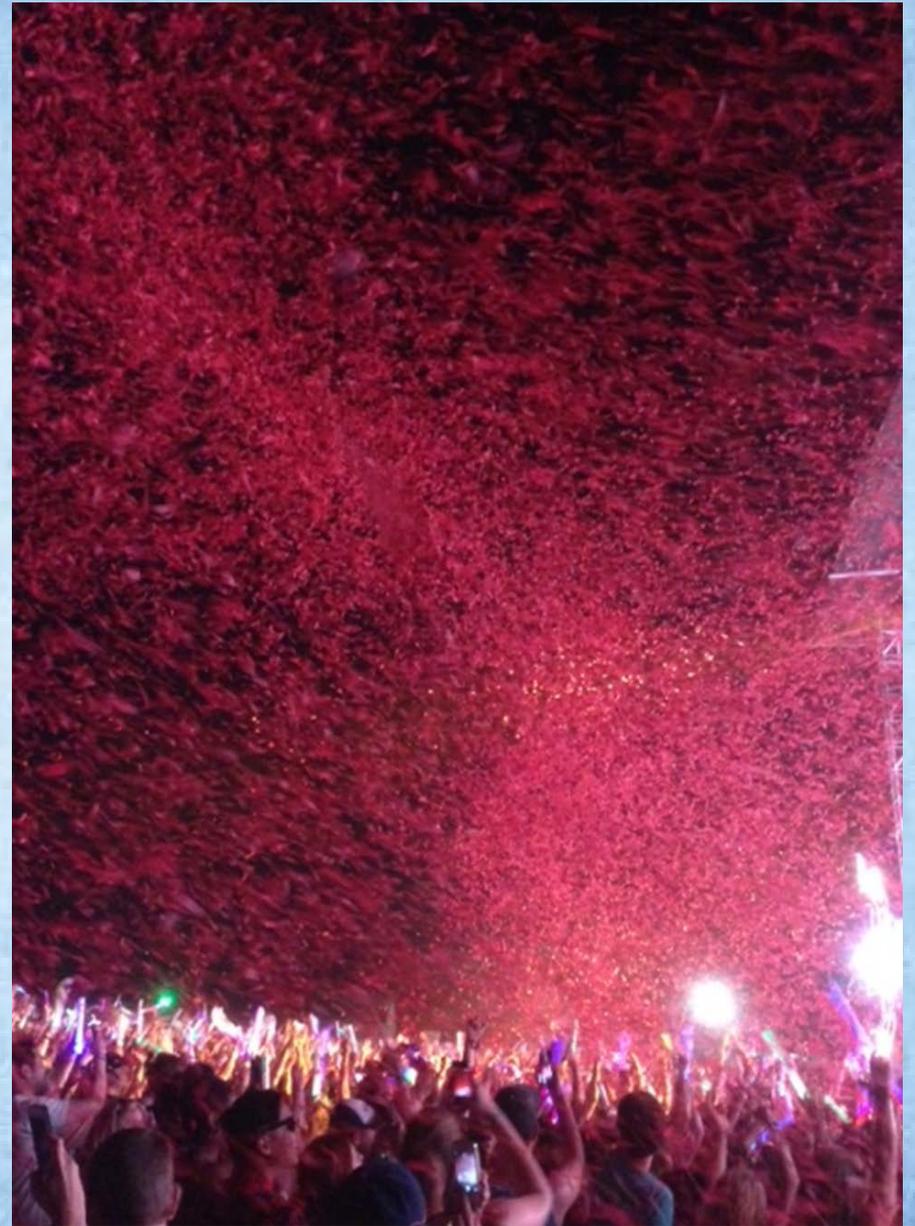
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When I heard Live Nation was attempting to throw a two-day event in Plano, I thought: “*Yeah, right.*” But after spending a weekend at Suburbia Music Festival on a few of the 801 gorgeous acres of Oak Point Park and Nature Preserve, there’s no question that organizers pulled it off. — *Dallas Morning News*



It's not that any of the bands weren't good. It's just that the setting was so much better. --

*Central Track*

It's evident *Suburbia* aims to be DFW's answer to the long-running Austin City Limits... While this festival isn't quite there yet, it's not hard to take a look around at what Live Nation and the city of Plano have built on a beautiful site and see where they just might have something. –

*Forth Worth Star Telegram*



# Financial Participation

**\$500,000**      **One-time contribution**

**\$125,000**      **In-kind services**

## Future Years

**\$125,000**      **In-kind, next four years**

**\$            0**      **Beginning 2019**



# Economic Impact

**Hotel Room Nights x Average Daily Rate**

$$612 \times \$72.42 = \$44,321$$

**Double Occupancy x Average Daily Spending**

$$1,224 \times \$66.89 = \$81,873$$

**Impact from Overnight Visitors**

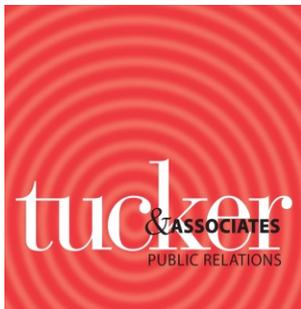
**\$127,418**



# 2014 Suburbia Music Festival

*Media Analysis* (through June 30, 2014)

<b>Media</b>	<b>Placements</b>	<b>Impressions</b>	<b>Ad Value</b>	<b>PR Value</b>
Print	96	18,999,499	\$178,348	\$539,185
Online	29	65,240,599	\$277,736	\$833,210
Broadcast	55	2,677,212	\$ 79,837	\$239,746
<b>TOTALS</b>	<b>180</b>	<b>86,917,310</b>	<b>\$535,922</b>	<b>\$1,612,140</b>



# Visit Plano - Online Ad Campaign

- 1,102,451 Impressions
- 23,148 Engagements
- 5,009 Click –Throughs

The screenshot shows a web browser window displaying a NewsOK article. The browser's address bar shows the URL: <http://newsok.com/plano-launched-suburbia-music-festival/article/4851469>. The NewsOK navigation menu includes categories like HOME, SPORTS, NEWS, BUSINESS, OPINION, A&E, BLOGS, LIFE, WEATHER, PHOTOS, VIDEOS, HOMES, JOBS, and CARS. The article title is "Plano launched Suburbia Music Festival" with 0 comments. The byline reads "By Mi-Ling Stone Poole, For The Oklahoman • Modified: May 27, 2014 at 4:18 pm • Published: May 23, 2014". The main text describes the festival at Oak Point Park and Nature Preserve in Plano, Texas, mentioning collaborations with Live Nation and the City of Plano. A photo shows a large crowd at the festival. A sidebar on the right features "RECOMMENDED STORIES" with links to ancestry.com, The Daily Show, and Wall Street Cheat Sheet. The Windows taskbar at the bottom shows the Start button, several open windows (Plano la..., Deleted..., FW: Mi..., Suburbia..., Suburbia...), and the system tray with the date 7/18/2014 and time 7:41 PM.

Plano launched Suburbia Music Festival

By Mi-Ling Stone Poole, For The Oklahoman • Modified: May 27, 2014 at 4:18 pm • Published: May 23, 2014

PLANO, TEXAS — I attended part of the first day of the inaugural two-day Suburbia Music Festival May 3-4 at the Oak Point Park and Nature Preserve in Plano, Texas. Live Nation and the City of Plano collaborated on the event with hopes of it becoming an annual event. Award winning and chart topping artists from a number of genres performed.

As part of a press tour, our group arrived during the heat of the day with lounge chairs in hand. I regretted forgetting my umbrella to shield me from the heat, a must-have if this event is held this time of year. The crowd included families with children, young adults and the more mature set.

On the main stage, Delta Rae was belting out some soulful folk-rock music followed by Need To Breath and fan favorite Third Eye Blind. Alabama Shakes and Violent Femmes were scheduled to finish the night on the main stage while others performed on two additional stages simultaneously.

Gourmet food vendors did not disappoint. Choices included chicken and waffles.

RECOMMENDED STORIES

- Search Our Last Name Database to Find Out What Your Name Means and Where It Came From Ancestry.com
- Hillary Clinton says Jon Stewart 'spoiled' her big announcement on 'The Daily Show'
- 10 States That Offer the Most Comfortable Retirement Wall Street Cheat Sheet



## **Discussed improvements**

- **Traffic**
- **Drop off location**
- **Parking**
- **Artists**
- **Water**
- **Other amenities**

**Live Nation – 2015 notification by January 1**





**Questions?**