

Memorandum

TO: Amy Fortenberry, Director of Parks and Recreation
FROM: Ron Smith, Recreation Superintendent
DATE: October 5, 2011
SUBJECT: Proposed Concert Series at Amphitheater

The City of Plano has received a request from Live Nation Entertainment, the world-wide leader in live concert productions, to produce a series of music and/or comedy performances at the Amphitheater at Oak Point Park.

Live Nation's proposed series, potentially consisting of 12 – 15 performances per calendar year, would help Parks and Recreation bring large scale, quality musical events to the community while raising awareness of the Amphitheater at Oak Point Park as a resource. Additionally, Live Nation has expressed an interest in making permanent improvements to the space that would positively affect the Amphitheater experience.

In support of this proposed series, Live Nation is requesting a level of exclusivity be granted to them by the City to protect their investment; Parks and Recreation would continue booking cultural events, fun runs, church rentals, and other activities. No additional City resources, apart from those typically associated with a standard booking of the Amphitheater would be required in direct support of the proposed series.

Staff is seeking City Council's approval to grant exclusivity as requested by Live Nation Entertainment. A list of events held at the Amphitheater in the previous year is listed below. Staff feels that the addition of music and comedy entertainment will complement and enhance the venues current offerings to the community.

Mar 15th- Persian Festival	June 4- Plano Stages concert
Apr 9th- Working Dog 5K	June 25- Plano Stages concert
Apr 23- Bangladesh New Year	July 9- 2nd Saturday At the Amp concert
Apr 24- Easter Sunrise Service	July 15 and 16th- Columbian Festival
Apr 29- Dooley Elementary Anniversary Picnic	Aug 6- Plano Fun Ride
Apr 30- St Elizabeth Ann Seton Celebration	Sept 3- Matthias 5K
May 13- Plano Stages concert	Sept 5- Punch Buggy Triathlon
May 14- Mosaic 5K	Oct 1- Indian Festival
May 14- Young Life concert	Oct 15- Suicide Prevention 5K
May 15th- private birthday party	Oct 29th- Pearls of Service 5K
May 21- Free to Breathe 5K	Nov 12 -2nd Saturday at the Amp Concert
June 3- Jackson Hill Foundation Concert	Nov 19- Wildlife Rescue 5K

Memorandum

TO: Amy Fortenberry, Director of Parks and Recreation
FROM: Ron Smith, Recreation Superintendent
DATE: September 23, 2011
Subject: Proposed Annual Music Festival

The City of Plano has received a preliminary application event permit from Live Nation Entertainment, the world's leading producer of live concerts, to host an annual, multi-day music festival at the Oak Point Park Special Events Area. Live Nation would be the festival producer, with the City of Plano partnering as host city. Auxiliary partners (for hospitality, parking and transportation needs) may include Plano Convention and Visitors Bureau, Dallas Area Rapid Transit, First United Methodist Church, Meadows Baptist Church, Collin College and Plano Independent School District.

Preliminary planning for the 2012 event includes a two-day festival (Saturday and Sunday) utilizing four (4) performance areas, including the Amphitheater at Oak Point Park and three temporary stages in the Special Events field. Selecting from its unmatched pool of over 500 musical acts, Live Nation's goal is to produce a festival capable of attracting approximately 60,000 spectators, which in turn could generate a significant economic benefit for Plano while providing a fun opportunity for residents. The event producers anticipate making this an annual event could expand and grow over time. By limiting the size to approximately 30,000 per day (for the inaugural event), organizers feel that they can provide a quality experience for attendees and fuel growth for the future festivals.

Currently, the festival footprint aligns closely to that of the Plano Balloon Festival in scope and size. For example, similar to the Balloon Festival, the Live Nation event will presumably close Spring Creek Parkway at Parker Road north to Jupiter Road. In addition to utilizing Oak Point Park, the Plano Centre is being considered as a potential "Green Room" village, where musicians and their supporting staff could relax and mingle before and after performances in a secure and semi-private environment.

To secure this event, the City of Plano would provide support through in-kind services equaling, but not exceeding, \$125,000 (with services provided by City personnel and/or contractually); City services/resources exceeding \$125,000 would be paid by Live Nation. Anticipated in-kind services to be provided by the City include:

- Police/Security/Traffic
- Fire/Rescue/Emergency
- Parks Maintenance/Support
- Permits/Facility Rentals

In addition to providing support services, the City would provide Live Nation with exclusive rights to promote music festivals of this scope and magnitude in Plano. Live Nation would, in turn, agree to promote City of Plano hotels and restaurants on the festival website or other promotional materials. By partnering with Live Nation, the City of Plano can potentially make a positive impact on hotel/motel occupancy rates and local sales tax receipts while promoting Plano's status as a premier destination city, as noted in the accompanying articles.

Memorandum

TO: Amy Fortenberry, Director of Parks and Recreation
FROM: Ron Smith, Recreation Superintendent
DATE: October 6, 2011
Subject: About Live Nation

The following paragraphs, prepared and submitted by Live Nation Entertainment, briefly outline the company's resources and global position and present a conceptual framework for a multi-day festival at Oak Point Park in Plano, Texas. This information may be helpful to City Council in light of Monday's Preliminary Meeting.

About Live Nation:

Live Nation Entertainment is the world's leading live entertainment and ECommerce company, comprised of four market leaders: Ticketmaster.com, Live Nation Concerts, Front Line Management Group and Live Nation Network. Ticketmaster.com is the global event ticketing leader and one of the world's top five eCommerce sites, with over 26 million monthly unique visitors. Live Nation Concerts produces over 20,000 shows annually for more than 2,000 artists globally. Front Line is the world's top artist management company, representing over 250 artists. These businesses power Live Nation Network, the leading provider of entertainment marketing solutions, enabling over 800 advertisers to tap into the 200 million consumers Live Nation delivers annually through its live event and digital platforms. For additional information, visit www.livenation.com/investors.

Festival Concept:

Live Nation intends to create an annual event featuring performances by folk, blues, country, and Americana musicians, and related contemporary genres, such as alternative country, indie folk and more. Through a lineup of talented musicians, an array of renowned local and regional food vendors, and a showcase of inspired local art, Live Nation intends to foster a peaceful vibe and a spirit of community through the multi-stage festival in beautiful Oak Point Park in Plano, TX.

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Annual festivals, football boost Austin economy

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By Darcie Duttweiler Friday, 24 October 2008

Large entertainment events bring in \$150 million in visitor spending.

For Austinites driving home from work on the Friday when the Austin City Limits Music Festival began, the hassles of additional traffic may have overshadowed the assets provided by entertainment events. However, without ACL; South by Southwest Music, Film and Interactive Conference and Festival; and University of Texas football games, Austin would not have the funding to support its local budget.

According to a 2001 report to the City of Austin, "Role of Music on the Austin Economy," musical tourism contributes roughly \$11.3 million directly and indirectly in property, sales, hotel and other taxes.

In a recent economic impact study of UT athletics, it was projected that UT home football games provide \$9.07 million in local tax revenue.

Roughly 60 percent of the new \$620.7 million general fund come from property and sales taxes, meaning that the involvement of these events help to pay for civic services, such as fixing roads and paying police officers.

Economic impact of entertainment events			
	Duration	Attendance	Economic impact
University of Texas football games est. 1893	1 day	94,000/game	\$25 million/game
South By Southwest est. 1987	10 days	149,000	\$95 million
Austin City Limits Music Festival est. 2002	3 days	65,000/day	\$36 million

Source: Austin Convention and Visitors Bureau, MSW and Fresh and Clean Media

"If tourism did not exist in the Austin metropolitan area, Austin would need to generate an average of \$722 in state and local taxes from each household in Austin in order to maintain the current level of tax reports," the 2006 City Tourism Impact prepared by Global Insight reported.

ACL

Although Austin as a whole, especially restaurants and bars, might benefit from events such as Austin City Limits Music Festival, Southwest Austin may experience the opposite effect.

Nicole Rodriguez, spokeswoman for Waterloo Icehouse, said that the two Southwest locations — one off Escarpment Boulevard and another in Southpark Meadows — are not positively or negatively affected by ACL.

“It is simply too far away,” she said.

However, for both Nutty Brown Café and Hill’s Café, ACL actually hurts their business because people do not venture far from the festival.

“With the festival, people tend to stay downtown,” said Chris Cobler, manager of Nutty Brown Café. “We’re just not as busy. All the businesses [downtown] are packed, but that just doesn’t happen around here.”

“People in Southwest Austin want to get into the mix but don’t want to go near campus. They could go anywhere for the game and a beer, but they trust their local, neighborhood place.”

The three-day ACL festival is relatively new to the live music scene. Started in 2002 by C3 Presents as a two-day event created to celebrate the culture of Austin, the festival has now grown to 65,000 attendees a day, with 61 percent coming from out of town to catch big-name artists.

— Nicole Rodriguez
Spokeswoman, Waterloo Icehouse

While no official report has been published on the full economic impact of ACL, C3 Presents said the festival contributed approximately \$36 million to the Austin economy in 2007 and projects it will do so again this year.

“It’s a trickle-down effect,” said Lisa Hickey, director of marketing and promotions of C3 Presents. “Visitors come to town, stay in hotels, go out to eat and shop at Austin boutiques. It’s a great boost to the local economy, especially considering the current state of the national economy.”

Local business Sweet Leaf Tea can attest to the boost in sales. Vice President of Marketing Michelle Weisblatt said that since the company started selling tea at ACL five years ago, its sales at the event have quadrupled. Coupled with giving away more than 9,600 bottles of free tea, Weisblatt said that ACL “represents an opportunity to market [itself] to a lot of people without leaving [its] backyard.”

SXSW

For restaurants in Southwest Austin, the effects of South By Southwest trickle down in ways that those of ACL do not.

“We’re famous for Austin’s best burgers and chicken fried steak,” said Sean Bennett, general manager of Hill’s Café. “Locals will recommend [the restaurant] to festival-goers looking to complete their Austin experience.” Because of this, Hill’s Café experiences a 40 percent increase in sales during the week of SXSW.

“We have a constant stream of people instead of a separate lunch and dinner rush like usual,” Bennett said. “We have people from all over the world, from Germany and England, who come in and want to try a Texas steak.”

The first economic report of the effects of SXSW on the City of Austin was conducted in 2007, 20 years after the first festival was held. In it, AngelouEconomics reported that in 2007, SXSW was directly and indirectly responsible for injecting approximately \$95 million into the Austin economy.

Of this amount, \$77 million was contributed by attendance expenditures, which would include the direct spending on hotels, restaurants, bars and retailers, and the indirect impact of increased revenue of wholesalers who provide goods to local businesses. An estimated 149,000 attendees participated in SXSW-sanctioned events over the 10-day music, film and interactive festival.



Texas Memorial Stadium sells out all 94,000 seats every home game. Photo by Susan Sigmon

Although lodging makes up an estimated 17 percent of spending by travelers, and 10 percent of all hotel stays in Austin are due to the influence of the music industry, tourists spend more money on food and beverages than any other expense. This means that the restaurant and beverage industry does well during SXSW.

For Sweet Leaf Tea, SXSW is another chance to market itself to out-of-towners. The company gives away approximately 17,280 bottles of tea during the festival.

Beth Bellanti-Walker, the brand manager of Austin's only local spirit, Tito's Vodka, said that SXSW enables the company to reach people from all over the country.

"They can try [Tito's] here, but then they can buy the vodka at home and remember their great time here," she said.

UT football games

With an economic impact of \$173 million last year, the University of Texas athletics program is one of the largest contributors to the Austin economy. UT football games, in particular, accrued \$142.3 million last season, according to a study Dr. Patrick Rishe conducted.

Each UT game brings about 50,000 visitors to Austin and \$25 million into the economy. Rishe said the visitor spending that is retained long term is counted as local income. UT football contributed \$99.3 million last year as local income, which is then spent in Austin by residents.

These residents include business owners and employees at local establishments like Hill's Café, which experiences a 30 percent increase in patrons, and Southwest locations of Waterloo Icehouse, which has a 15 percent spike in sales.

"People in Southwest Austin want to get into the mix, too, but don't want to go downtown or near campus," Rodriguez said. "They could go anywhere for the game and a beer, but they trust their local, neighborhood place."

Source: Austin Convention and Visitors Bureau, SXSW and Fresh and Clean Media

Key terms

Direct economic impact: Direct expenditures into the local economy by the event and official sponsors. This would include revenues from a printing company related to the production of event collateral materials.

Indirect economic impact: Includes increases in sales, income or jobs in sectors that support the direct beneficiaries of event expenditures. This would be the increase in revenue of a paper company that supplies products to the event's printing company.

Induced economic impact: The household spending of individuals who experience increased earnings as a result of the event. Good examples are groceries and other goods and services purchased by a printing company employee with the earnings from event-related projects.

Source: AngelouEconomics



HullabaLOU features 66 artists over three days on five stages.

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Huge Music Fest to Boost Southern Indiana Economy

InsideIndianaBusiness.com Report

The southern Indiana economy is expected to receive a boost this weekend from the inaugural HullabaLOU Music Festival at Churchill Downs in Louisville. An independent study from Scott Ray & Associates shows the three day event is expected to pump \$37.7 million into the economy for the Greater Louisville area. Approximately 30,000 people a day are expected to attend the festival.



Source: Inside Indiana Business

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Press Release



(Louisville, Ind.) - The inaugural HullabaLOU Music Festival at Churchill Downs Racetrack is expected to generate \$37.7 million in economic impact for the Greater Louisville market area according to an independent study conducted by Scott Ray & Associates of New Orleans. The firm specializes in economic impact studies of music festivals and special events.

According to the study, the music festival will generate an estimated \$19.6 million in direct spending and \$18.1 million in indirect and induced spending, which results in \$37.7 million in total economic impact. That local investment will also generate approximately \$12.7 million in earnings for regional workers and an estimated \$2.8 million in state and local tax revenue to further boost the Louisville and Southern Indiana economy.

"Music festivals are significant draws for tourism and Louisville's summer line-up is slated to be one of the strongest in recent years," Louisville Convention & Visitors Bureau (LCVB) President Jim Wood said. "The Visitors Bureau applauds Churchill Downs Entertainment Group (CDE) for launching this new event and creating the economic impact it will have on our hotels, restaurants, attractions and retail outlets. HullabaLOU is a tremendous addition to Louisville and the Commonwealth of Kentucky."

The HullabaLOU economic impact study estimates 30,000 people per day will attend the music festival scheduled for July 23-25, 2010, with one-half of the visitors coming from outside of the city of Louisville. These visitors are expected to spend significant

amounts in the local economy outside of the festival grounds. Estimated spending by HullabaLOU patrons on local hotels, food and beverage, retail shopping, other entertainment and transportation is expected to total \$6.4 million. The LCVB verified an average room rate of \$120 a night in Louisville. Using this rate, HullabaLOU visitors should spend well over \$3 million on hotel rooms in the Louisville area in association with traveling to the city to attend the festival.

"Our company wants HullabaLOU to be a major tourism attraction for Louisville during the summer months as well as a distinctive musical celebration for our home community," CDE President Steve Sexton said. "We anticipate a variety of festival attendees who appreciate many music genres, including country, classic rock, bluegrass and adult-contemporary. HullabaLOU will also offer attendees a variety of foods, arts and crafts showcased in an outdoor festival atmosphere. To date, we've sold tickets in 42 states and as far away as Great Britain, and we're looking forward to bringing music fans from around the world to Louisville to enjoy world-class music under the historic Twin Spires."

HullabaLOU kicks off Friday, July 23, with a total of 66 artists over three days on five stages in an outdoor lawn setting, including a main stage with special reserved seating. Tickets are still available through www.hullabaLOUfest.com and www.ticketmaster.com and at all Kroger stores.

About Churchill Downs Entertainment

Churchill Downs Entertainment ("CDE") is a wholly owned subsidiary of Churchill Downs Incorporated ("CDI") located in Louisville, Ky., that was formed to conceive, develop, produce and manage large-scale entertainment events at CDI and non-CDI properties. The immediate success of headline concerts by the Rolling Stones (2006) and The Police (2007) at the historic home of the Kentucky Derby led to the creation of CDE, which is also based in Louisville.

Source: HullabaLOU

