

2011 TASTE OF JUNEAU FOOD AND MUSIC FESTIVAL LOCATION PROPOSAL

TO: Mark Matsil, Director, Parks and Recreation

City and Borough of Juneau

DATE: 9/31/10

CONCEPT 🎵

The 2011 Taste of Juneau Food and Music Festival, the most exciting **1-2 day Music & Culinary Arts Festival**, to be produced in Juneau, Alaska, is proposed here for your consideration to take place at the Savikko Field at in Douglas on Saturday, June 11-12, 2011. Creativation Events anticipates utilizing the areas between the Treadwell Arena, parking lots and mainly the baseball field areas for the event.

Creativation Events adds a new dimension to the standard music & culinary arts festival format. This concept, hosted in the Savikko Park area, enhances the perceived value and would give festival attendees an entirely unique festival experience, each attendee taking home a once-in-a-lifetime memory. No multi-day food and music festival in Juneau has hosted a major multi-day contemporary music & arts festival in this location.

The live daytime music dates are **Sat 11-Sun 12 June 2011. All music will begin no earlier than 11 am in the morning and end no later than 10 pm at night.**

Major talent is being secured now. The majority of the operational components are being secured, and the comprehensive marketing plan will commence Wednesday October 27, 2010.

We are hoping to feature a variety of local musicians, dance groups, and one nationally known musical artist and retain several more regional acts, plus local name DJs, the festival will make for an outdoors weekend of music.

Event Producer **Melissa McCormick** from Creativation Events and **Chef David** from the Baranof Hotel, have several years of concert and festival production and promotion experience. Melissa specializes in event production and design in Juneau and has over 10 years of experience with event planning in Juneau, Southeast Alaska and Anchorage. Chef has planned the Taste of Sun Valley Idaho for several years as well. He is also one of a few executive chefs within Alaska.

Creativation Events focuses on one large project at a time, and performs an intense daily medley of efforts culminating, in what we are promising to be, the finest and safest multi-day music & arts festival ever held in Southeast Alaska. Surveys show resoundingly, that people in the general region welcome and need the event.

Community-conscious, Creativation Events plans on embedding local organizations, businesses, contractors and many individuals as workers and vendors, to help with the event. The local people of Juneau are part of the festival. It's an annuity for the community!

FESTIVAL OBJECTIVES 🎵

- Create and professionally manage a unique and memorable food and music festival experience.
- Create a unique event identified with “The Taste of Juneau Food and Music Festival”.
- Establish operational capacity worthy of a world-class festival.
- Enhance positive marketing exposure to Juneau.
- Ensure protection of event location, maintaining superior crowd and traffic control, ensuring safety for all onsite.
- Note there will be no alcohol sales permitted after sunset on Sunday to enable responsible travel home
- Maintain good government and community relations, obeying laws and using ethical business practices.

EVENT FORMAT/ TICKETS 🎵

Admission will be approximately \$5 for adults, children 18 and under are FREE. There will be “Taste” coupons available for approximately \$15-\$20. Concert Tickets for the main concert will be sold seperately. All local performances will be included in the admission fee.

Set up will begin on Friday, June 10 and clean-up and take down will start on Sunday afternoon following the last concert.

- ◆ There is no possibility of the event being cancelled, except in the case of a national disaster. **This is a RAIN OR SHINE event..**
- ◆ All independent contractors will carry their own workers compensation and Creativation Events will also secure event insurance. If alcohol is sold, a licensed beverage dispenser will also have alcohol liability insurance.

LOCAL AND STATE ECONOMIC IMPACT 🎵

This event will most definitely have local financial impact, (i.e. catering, general contractors, carpenters, electricians, building materials, supplies providers, Police, fire control, insurance coverage, professional services, vehicle and equipment rental, waste control, etc.

Creativation Events intends to secure local hotel rooms at the surrounding hotels and B&B's, for those travelling in from out of town to come to the event.

Creativation Events will benefit non-profit orgs. and individuals in a significant way with many paid employment opportunities and charity beneficiaries. Besides preferring local contractors, **the festival will provide more than 40-70 temporary job opportunities.**

SECURITY & SAFETY 🎵

A quality security system is ensured with temporary fence, radios, additional generated lighting, and qualified and insured **security guards** with direct communication to the Police and Goldbelt Security will be mobile and operate 24 hrs. a day starting on Friday, June 10 when vendors load-in starts.

The police will be requested at the main entrance intersection to direct traffic. A small advance staff on Friday morning will secure the perimeter and front gate (vendors may arrive as early as Friday afternoon). To as many as 20 total security staff working at one time at the event's peak. In addition to this, there will be more than 15 monitors and ushers working at the same time.

TRAFFIC/ CROWD CONTROL 🎵

The stage will have it's own security and fencing and we may fence in the concert area depending on the festival area configuration. Security staff will be uniformed or T-shirted "SECURITY". Patrons are prohibited from bringing into the festival- any glass, canned beer, weapons, motorized vehicles, pets, illegal drugs, fireworks or open fires.

The security system will stress communication and mobility. In the event an emergency or incident calls requiring further attention or action, the Police will immediately be contacted. **No security personnel may carry weapons**, just a flashlight and a radio. Security on mountain bikes will allow all terrain access. Security will be fluid 24 hours a day.

THE PROPOSED FESTIVAL SITE LAYOUT 🎵

We intend to place:

- Tents for festival exhibitors/vendors and caterers
- Festival seating and tables
- Tents for children's activities
- Stage for concerts and dance groups
- The festival will also sell water, ice, and souvenirs.
- A MOBILE cell phone/ PED recharge tent among other exhibitor/ non-profit tents will dot the site.

TRAFFIC MANAGEMENT AND FLOW 🎵

- **Still To Be Determined**

ENVIRONMENT/ RECYCLING/ RE-INSTATEMENT 🎵

We plan to use a 2-receptacle system. One for general rubbish and one for cans and plastic. Each vehicle entering will be handed large, colored- plastic rubbish bags for easier on-going collection.

We don't plan to wait for the end to clean up. Our recycling and rubbish pick-up system will operate throughout the day, though we'd prefer to see dumpster trucks on the grounds only during the wee hours.

Water tankers and a water line run from mains, will need to be brought in for vendor needs. Providing general information, bottled water and ice, staffed 10x10 canopies shall be known as

“OASIS”. Up to 3 of these shaded info/ water tents will be selectively placed throughout the concert and festival site.

Several port-a-potties will be placed in sets of 2-6 throughout the concert and festival site allowing truck service access. Festival planners know the secret of keeping port-a-potties clean is to service them frequently. Tyler Rentals has agreed to pump toilets twice during the festival keeping the gender specific toilets clean and usable.

We would like the event to be truly green and for the emphasis to be on the music, arts, guest safety, recycling and in building communities.

VENDORS 🎵

The Taste of Juneau proposes a robust Vendor Village with dozens of quality foods and non-food vendors featuring interesting arts and crafts from all over Alaska.

All food/ beverage vendors will be required to be compliant with all Food & Health Regulations and be an operating food business, to be eligible for vending.

The festival needs to vend beer/wine to offset a low ticket price and intends to use an ID wristband system to ensure there is no underage drinking. Beer is part of the music festival culture around the world.

FUTURE 🎵

Creativation Events will build a successful business model offering historic multi-day music & arts festivals at a great ticket value. To produce and promote carefully thought-out, safe events to show controlled growth, positioning the Taste of Juneau brand as the premier Alaskan music & arts festival. Although this may begin as a one day event, we hope to build on it in future years.

Our goal is to contribute to the community of Juneau where our festivals reside; creating seasonal employment, increasing tourism, providing additional tax revenues and bringing worldwide identity through a quality, safe and fun food and music festival!

We look forward to the chance to hold the 2011 Taste of Juneau at Savikko Park and look forward to the possibility of a long-lasting and mutually beneficial relationship with the City and Borough of Juneau.

As we are having to secure a location fairly quickly in order to book artists and secure dates, we respectfully request a rapid decision. Please contact me personally for further explanations. I am available for meetings immediately.

Yours Sincerely,

Melissa McCormick

Creativation Events