



WASHOE COUNTY

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STAFF REPORT

BOARD MEETING DATE: January 6, 2015

DATE: December 30, 2014

TO: Open Space and Regional Park Commission

FROM: Jennifer Budge, CPRP, Park Operations Superintendent

THROUGH: Eric Crump, Operations Division Director

SUBJECT: Presentation by Frederic Apcar Productions/AEG Live on a proposal to hold the Wagon Wheel Country Music Festival special event at Rancho San Rafael Regional Park, October 3-4, 2015 and possible recommendation to Staff to negotiate a special event agreement to be taken to the Board of County Commissioners for possible approval

SUMMARY

This item is a request from Frederic Apcar Productions/AEG Live, to hold a multi-day country music genre event with food and lifestyle components at Rancho San Rafael Regional Park, October 3-4, 2015. Attached is a map of the event location.

BACKGROUND

The proposed multi-day event will feature food and drink, and will also feature live music of the country music genre. The proposed event will be held throughout Rancho San Rafael Regional Park, and the producers are anticipating 15,000 attendees.

Staff met with representatives of Frederic Apcar Productions and Reno-Sparks Convention and Visitors Authority onsite to discuss use of the park areas, the schedules, activities and logistics of the event. Rancho San Rafael Regional Park has hosted many large multi-day events including The Great Reno Balloon Race, ESPN Great Outdoor Games, Reno Tahoe Blues Fest, and Skyfire 4th of July Celebration.

Any agreement will outline the requirements and responsibilities of the applicant and those of Washoe County. The agreement would be similar to those approved and used for other major special events at Washoe County Regional Parks. The agreement would detail the responsibilities of Frederic Apcar Productions/AEG Live which include but are not limited to:

- Access and Parking – Traffic and Parking Plan
- Advertising and Promotion
- Restrooms and Sanitary Facilities
- Park Clean up (during and post event)
- Event Layout and Setup
- Concessions

AGENDA ITEM # _____

- Security
- Trash Receptacles and Dumpsters
- Electrical Power
- Sound Monitoring Services
- Dust Abatement
- Use of Staging and/or Inflatable Equipment

RECOMMENDATION

Staff recommends that the Open Space and Regional Park Commission recommend to staff to negotiate a special event agreement between Washoe County and Frederic Aparcar Productions/AEG Live on a proposal to hold the Wagon Wheel Country Music Festival special event at Rancho San Rafael Regional Park, October 3-4, 2015 to be taken to the Board of County Commissioners for possible approval.

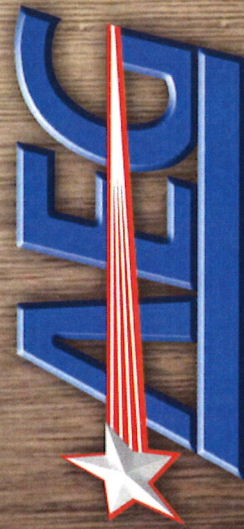
POSSIBLE MOTION

Should the Board agree with the staff recommendation, a possible motion would be:

“Move to recommend to staff to negotiate a special event agreement between Washoe County and Frederic Aparcar Productions/AEG Live on a proposal to hold the Wagon Wheel Country Music Festival special event at Rancho San Rafael Regional Park, October 3-4, 2015 to be taken to the Board of County Commissioners for possible approval.”



EXHIBIT A - RANCHO SAN RAFAEL REGIONAL PARK



Event Description

The Wagon Wheel Music Festival is a country music festival that includes lifestyle aspects such as food, art and recreation. One of the most popular attractions in addition to the entertainment at the event will be the authentic food served at the festival, plus the high quality assortment of art, clothing and country western vendors. Additional amenities to concert attendees such as, face painting, wagon rides and learning how to tie a lasso will be available.

The event will be the only A-list branded Country Music festival in the area. The continuous certainty of date, time and location will offer a guaranteed audience of no less than 15,000 attendees.

Economic statistics from the Stagecoach festival an AEG Live production, suggest that the event will increase in size year over year. Below is a link for both the Coachella and Stagecoach festivals combined featured on KMIR-Palm Springs that gives a very good idea on the potential economic impact to the area.

<https://www.youtube.com/watch?v=KGoLEMWHH6A>



Marketing Plan Part 1

Reno's only Country Music Festival - the Wagon Wheel Music Fest is a country western celebration of food, crafts & music which will be held at Rancho San Rafael Park. The Wagon Wheel Music Festival debut will be in 2015 and is expected to average over 15,000 attendees per day; The 2015 Ad campaign will be valued at over \$100,000 citywide inclusive with TV, Digital Billboards, Radio, Print, Direct Marketing (Mailers/Flyers), and the Internet. In addition, another \$300,000 valued promotion will include out of market areas such as Southern & Northern California, Texas and the Northwest States. This event is designed to provide the patrons of Washoe County an opportunity to enjoy community based programming featuring interactive promotional activities, vendors and national entertainment for a reasonable cost.

In-Market Advertising

- \$30,000 in hard advertising has been budgeted for in-market advertising which will include broadcast, radio, print, social media
- In addition, potential local hotel partners have expressed cross promotion opportunities with their specific marketing assets such as outdoor, email lists, and print. Radio companies such as Reno Media Group have expressed interest to become a media partner as well.



Out-of-Market Advertising

- An additional \$270,000 will be budgeted for out-of-market advertising which will include broadcast, radio, print, social media, email blasts, search engine marketing and outdoor. CBS Radio has expressed interest to be a national media partner for all CBS Radio assets and potentially their outdoor brand as well.
- Initial conversations with YouTube.com have sparked interest but we are in very preliminary stages to know what they may be able to offer
- Out-of market target regions and possible breakdown of spend:
 - Northern California \$75,000
 - Southern California \$75,000
 - Northwest Region States \$45,000
 - Texas \$75,000

Part 2

Preliminary talks have started with Allegiant Airlines and Southwest Airlines. The discussions are too preliminary though there will be opportunity with both airlines and some funds may be used to secure a particular partnership. For example, a guarantee spend from the festival and in return the airlines will cross promote the festival with their databases.

The continuous certainty of date, time and location will offer a guaranteed audience of no less than 15,000 attendees. In addition to citywide promotions, the event will be marketed via radio, outdoor/billboard, social media, print, broadcast and cross collateral pieces with hotel/airline partners as well as cross promotions with existing AEG Live events such as Stagecoach & New Orleans Jazz Fest.



AEG Live and FA Productions events

- Stagecoach
- Coachella
- Reggae in the Desert
- Rock the block
- New Orleans Jazz Fest
- Louie Anderson Live



