



POPPA PRESENTS



## 2013 Spring Snow King Concert Proposal

### Overview:

The goal of this proposal is to initiate a spring concert at the Snow King Arena for the purpose of bringing shoulder season visitors and enhancing the cultural experience for Jackson-area residents as well. A concert of this size is with an artist with a draw necessary to use the Arena for their performance. This will increase visitor traffic and economic activity in the Jackson area in the usually slow spring season as well as use a town facility which is need of events this time of year.

Headline act is yet to be determined, as artists have not planned there touring for spring at this point. A \$25,000 talent budget will allow for a nationally recognized act to sell the amount of tickets needed for the event to succeed. If the talent is unavailable which will bring this recognition, the event will not occur and funds returned to JHTTB. This will be an all ages event with a 21+ bar area sectioned off.

**NAME OF EVENT:** TBD (Name of Headlining Artist)

**PROPOSED DATE(S):** TBD April 1<sup>st</sup>- June 24<sup>th</sup>, 2013

**AMOUNT OF CASH FUNDING REQUESTED:** \$10,0000

**PRODUCING ENTITY:** Poppa Presents (in conjunction with Knitting Factory)

1. Dominic Gagliardi, President
2. Dominic Gagliardi, President
3. 50 West Broadway, Jackson WY 83001  
PO Box 13554, Jackson WY 83002
4. 307.690.4857
5. poppapresents.com, kftouring.com
6. 8 years
7. To provide exceptional concert and event experience.
8. For-Profit

#### EVENT DESCRIPTION:

1. A multiple act music concert at the Snow King Arena.
2. Yes, in the town of Jackson, Teton County
3. Yes, typical police presence outside of Snow King Arena in same respect as all large scale events there.
4. This exact event has not been produced but many similar concerts have taken place at the arena of the last 15 years.
5. 10-15 participants (total performers of the combined groups)  
  
5-10 volunteers would be utilized and procured by Poppa Presents  
  
20-30 Total Event Staff  
  
2000 attendees –Data for attendance based on box office reports for the level acts considered
  - 40% local, 30% In-State, 30% Out of State
6. This concert will drive regional visitors to the area providing and potential estimated 100-200 room rentals for the night and/or weekend.
7. Jackson Hole will see sales tax dollars for the concert tickets and concessions sold for the concert. Sales and subsequent sales tax from accommodations, retail, and food and beverage throughout the entire area will be seen.

#### BUDGET:

1. See attached budget detail.

Income will come through ticket sales and concessions:

- Tickets sold through Ticketfly and local box offices
  - Beer and beverage sales, vending liquor license to be provided by Pink Garter LLC dba The Rose.
  - Food vending from a few local Jackson restaurants or catering companies.
2. 15%
  3. Funds will go toward the overall budget, details in the attached.
  4. No, the risk is too great without the support of JHTTB.

5. 0% at this point. More sponsorship and underwriting will be actively pursued and allow for more advertising dollars spent and to arrive at a better break even point.
6. 80% ticket sales, 20% Concessions (food, alcohol, merchandise)
7. If the event is a success we would like to see it happen every Spring and drive visitors to the area.

#### ADDITIONAL REQUIRED ATTACHMENTS:

1. Marketing will include off-season lodging specials with local motle/hotels. Direct communication with lodging facilities will form our post event follow-up report.
2. See attached
3. Demographic for this event is ages 16-45.
4. The live-event production companies Poppa Presents & Knitting Factory Presents will produce the concert.

Dom Gagliardi, founder and owner of Poppa Presents, has been producing events in the Teton Valley area for over ten years—including the Jackson Hole Mountain Festival, which has seen attendance grow over the last five years to upwards of 4,000 people. Widespread Panic at the Spud-Drive In, and currently the Concert on the Commons summer series in Teton Village. He is also the owner of the Pink Garter Theatre, downtown Jackson's new premier concert venue.

Knitting Factory Presents has been producing shows in the Jackson area for over 15 years at the Snow King Arena, Snow king Amphitheater, and more recently Grand Targhee Resort. They are the largest concert promoter in the area with direct communication to acts of a level to produce ticket sales of over 2000 for this concert.

#### Poppa Presents & Knitting Factory will provide:

- All talent booking, travel, accommodations, and hospitality
- All event coordination, staff and volunteers
- Non-permanent stage and stage labor for set up and break down
- State of the art concert sound
- All special events permitting
- Concession/vending set up, operation, and break down
- Trash and Recycling collection and management

## Contacts

Dominic Gagliardi -Poppa Presents 307-690-4857 dom@poppapresents.com

Mark Dinerstein -Knitting Factory MARK@Knittingfactory.com

This Proposal is proprietary information belonging to Poppa Presents.

