

Request For City Commission Contingency Funds Outside Entity

080221

Name of Individual Requesting Funds: PATRICK LAVERY
 Address: 2305 NE 10TH TERR GAINESVILLE 32609 Date of Request: 7/22/08
 Telephone: 352-375-1636 office / 352-256-3390 cell
 Email: glorydaysbooking@yahoo.com / realbigdealfest@yahoo.com

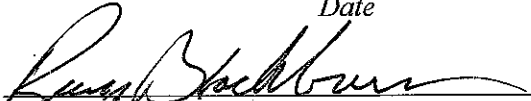
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|---|--|
| Name of Organization Requesting Funds | REAL BIG MUSIC INC D/B/A GLORY DAYS BOOKING |
| Amount Requested (not to exceed \$10,000) | \$10,000 |
| Expected Date of Expenditure of Funds | UPON APPROVAL |
| Public Purpose <i>(use of funds must classify as a public purpose – please explain)</i> | <p>The Real Big Deal Music and Arts Festival strives to bring the community together to appreciate arts, music and culture of the city and the region. Nonprofit organizations including Harvest of Hope, Florida Blind, Head Count (non-partisan voter registration), and Rock for Hunger will be present to educate festival goers on how to better serve the community. Local artists, merchants, and vendors will display their work and wares. A primary goal of The Real Big Deal festival is to emulate other successful national music festivals that strengthen communities economically and culturally.</p> <p>Organizers request City co-sponsor event in order to offset costs of Police, Private Security, EMS, Insurance, Clean-up, and other mandatory expenses to facilitate an annual community event.</p> <p>Please see attached documents for more information.</p> |

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| Category of Request: <i>(please check one and provide name of event, program, etc and explanation)</i> | |
| Special Event <i>(include name and date of event)</i> | THE REAL BIG DEAL MUSIC & ARTS FESTIVAL – SEPT 13 – 14, 2008 @ ALACHUA COUNTY FAIRGROUNDS |
| Special Project or Pilot Program <i>(include name and explanation of program)</i> | |
| Grant Match <i>(include name of grant, grant agency and % of matching funds needed)</i> | |

| | | |
|---|--|--|
| Capital Donation for Non-profit organization <i>(include name of organization & description of capital improvement)</i> | | |
| Co-Sponsorship of fund-raising event <i>(include name & date of event)</i> | | |
| Other <i>(please explain)</i> | | |

City Manager has reviewed and accepted this request for inclusion on City Commission Agenda for meeting of 7-23-08

Date


City Manager Signature

7-23-08
Date



Imagine a Gainesville event that fosters a setting where local music, art, culture and community service are celebrated. The Real Big Deal is Gainesville's only outdoor festival featuring a variety of live music on 4 stages, onsite camping, arts/crafts, and carnival midway, along with an assortment of area vendors and nonprofit organizations. The Real Big Deal takes place at the Alachua County Fairgrounds on September 13- 14 of this year, a bye weekend for University of Florida football

The Real Big Deal strives to bring positive attention to Gainesville's unique and diverse music, arts and culture community, by emulating other successful national music festivals such as Lollapalooza in Chicago, Coachella in California, and Bonnaroo, in Tennessee, that unify and strengthen communities and bring tourist dollars into the area. The City of Gainesville's Visitor Bureau, shares in this vision, and granted the festival a \$2000 advertising stipend for its inaugural year. The Real Big Deal is sure to gain notoriety for such an event. In fact, the festival received front page recognition in the Gainesville Sun.

The Real Big Deal proudly involves a wide range of community partners with Gator Dominos, Compass Bank, Ben and Jerry's, Campus USA Credit Union and Paramount Plaza. Community Service will be promoted by having nonprofit organizations at the festival. Organizations participating include Florida Center for the Blind, Rock for Hunger and Harvest of Hope.

The Real Big Deal festival has roots that run deep in Gainesville's music and arts community. Festival producers Glory Days Booking have produced countless events with local, regional and national musicians in nearly 8 years of business in Gainesville. Glory Days primary mission with The Real Big Deal is to provide local artists the valuable and often rare opportunity to perform alongside nationally known recording artists. The Real Big Deal is anchored by premier national talent such as headliners, southern rock icons Drive-By Truckers from Athens, GA. Drive-By Truckers recently performed on the David Letterman show and are annual favorites at the immensely successful national summer music festivals Bonnaroo and Austin City Limits.

Minneapolis, Minnesota rock band Motion City Soundtrack co-headline the festival and are no strangers to accolades. The band recently completed a sold-out national trek on the Honda Civic Tour and on numerous occasions have headlined the most successful concert festival tour in history, Warped Tour. Motion City Soundtrack also has local ties, as their booking agent, Ron Opaleski of the William Morris Agency in Los Angeles, is a University of Florida alumni and former chair of Student Government Productions.

Complementing this top notch array of national touring artists are local acts such as the Beatles-influenced Morningbell, local residents who are regular performers at the Downtown Plaza and recently performed at the Bonnaroo. The twelve-piece Latin dance band, Umoja Orchestra, are noted as one of Gainesville's most diverse acts and played multiple times at the University of Florida. Crowd's flock to the blues and reggae sounds of Moodhosa and

Hours Eastly, two of Gainesville's most popular acts. The Real Big will feature a variety of music genres – rock, soul/r&b, bluegrass, funk, African, ska, reggae, punk, hip hop, dance, and much more

We hope to make this an annual community event by working with local musicians, artists, non-profit organizations, vendors, businesses, and the city itself. An event of this scale requires a large amount of planning and a deep budget. We urge you to approve this funding to allow us to continue to serve the community that we care so much about.

080221

"THE REAL BIG DEAL" PROPOSED BUDGET

| EXPENSES | | ESTIMATED REVENUES | |
|-----------------------|----------------|---|----------------|
| ARTISTS | 64,500 | TICKET SALES (Projected 1750) | 92750 |
| CATERING | 7,500 | CAMPING PASSES | 1500 |
| ADVERTISING | 12,635 | ARTIST/VENDOR SPACES | 10000 |
| INSURANCE | 2,375 | SPONSORSHIPS | 6000 |
| POLICE | 10,200 | VISIT GAINESVILLE AD GRANT | 2000 |
| PRIVATE SECURITY | 5,000 | | |
| EMS | 2,300 | | |
| CLEANUP | 1,000 | TOTAL REVENUES | 112250 |
| PORTA POTTY | 1,100 | MINUS EXPENSES | 122,039 |
| STAFFING | 2,400 | NET BEFORE FUNDS REQUEST | -9789 |
| WRISTBANDS | 400 | NET AFTER FULL FUNDS REQUEST (\$10,000) | \$211 |
| VENUE | 2,000 | | |
| RENTAL TRUCKS | 175 | CHARITABLE DONATIONS | |
| GOLF CARTS | 275 | | |
| WALKIE TALKIES | 200 | NON PROFIT BOOTHS (10 Booths/\$500 each) | \$5,000 |
| STRAW | 300 | | |
| VENDING SUPPLIES | 500 | | |
| PERMITS | 1,000 | | |
| MISC | 1,000 | | |
| SALES TAX | 7,179 | | |
| TOTAL EXPENSES | 122,039 | | |