

Summary of 2011 Event Season

February 14, 2012



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Background

- January 2011 – The Gray Administration approaches DLC about the feasibility of taking on some of the events the City has previously produced.
- February 2011 – The Division of Law offers a first draft of the PSA to transfer event production to the DLC.
- May 13, 2011 – Council approves the PSA and it is signed by the Mayor and DLC.
- May 2011 – \$120,000 is transferred to the DLC from the Mayor's Office of Special Events sponsorship budget; all of these funds were raised privately for the events.

DLC Managed City Events

- Fourth of July Festival Events
 - Patriotic Concert
 - Great American Pie Contest & Ice Cream Social
 - BG 10,000
 - Parade
 - Street Festival
 - July 4th Live replaced Red White & Boom in core downtown events
 - Fireworks
- Vintage Kentucky Wine Festival
- Tree Lighting Festival Events
 - Tree Lighting Ceremony
 - Winter Festival
 - Downtown Carriage Rides
- Kentucky Christmas Chorus

How the \$120,000 was assigned to the events that were transferred...

- Fourth of July Festival = \$107,000
- Vintage Kentucky Wine Festival = \$2,500
- Holiday Events = \$10,500

Red White & Boom

- A music festival formerly located in the Cox Street lot and a part of Lexington's 4th of July celebrations.
 - A Clear Channel event – Subsidized by the Festival Committee for logistics such as Police, Streets & Roads and portable toilets and the festival gave \$12,000 cash to support this event.
 - A good segue into the Fireworks after the Street Festival ended.
- What it is not:
 - The name of *all* of Lexington's downtown 4th of July celebrations.
- Why did it leave the Cox St. lot in 2011?
 - Clear Channel decided due to the cost of talent, logistics and security for the Cox St. space that moving this event to a venue conducive for ticketing was best.

Yearly Fourth of July Comparisons

2010

- Sponsorships/Cash=
\$253,061.60
- Expense=\$132,876.80
- Net Income=\$120,184.80

2011

- Sponsorships/Cash=
\$275,224.82
- Expenses =\$175,397.28
- Net Income=\$99,827.54

- NOTE: LFUCG staff costs are not included in expenses.

Yearly Vintage KY Wine Comparisons

2010

- Sponsorships/Cash=\$14,572.50
- Expenses =\$9,062.81
- Net Income=\$5,509.69

2011

- Sponsorships/Cash=\$14,252.50
- Expenses =\$9,529.60
- Net Income=\$4,722.90

*Revenue included a \$6,780 grant

- NOTE: LFUCG staff costs are not included in expenses.

Yearly Holiday Comparisons

2010

- Sponsorships/Cash=\$20,750
- Expenses =\$19,556
- Net Income=\$1,194

2011

- Sponsorships/Cash =\$26,750
- Expenses =\$22,333.82
- Net Income=\$4,416.18

- NOTE: LFUCG staff costs are not included in expenses.

Detail of 2011 Sponsors/In-Kind

- ABC 36
- Allegra Print & Imaging
- Athens Paper Company
- Flav-O-Rich
- Harp Enterprises
- LEX 18
- RJ Corman Railroad Services
- Type Style Inc.
- WKYT-Channel 27

2012 Outlook

- Pepsi – has committed for 2-year sponsorship to be the official non-alcoholic beverage provider.
- Other new sponsorship opportunities:
 - Kid's Zone – if secured these activities would be offered free to the public
 - 4th of July Live
 - Presenting Sponsorship of Vintage KY Wine Festival
 - New opportunities with the Tree Lighting Festival

Continued Improvement

- Tweaking event production and quality
- Working with LFUCG Divisions to cut costs on labor
- Capturing email addresses to alleviate postage
- Capital improvement possibilities
 - Purchasing a multipurpose stage
 - Purchasing bicycle barricades

Thank You!

Questions?