

## Summary of 2011 Event Season

February 14, 2012



www.downtownlex.com

## 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 4<sup>th</sup> 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 4<sup>th</sup> 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	2011
• Sponsorships/Cash = \$253,061.60	• Sponsorships/Cash = \$275,224.82
• Expense = \$132,876.80	• Expenses = \$175,397.28
• Net Income = \$120,184.80	• 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 = \$19,356
- 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
  - 4<sup>th</sup> 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?