



**Dates:** Friday August 9<sup>th</sup> to Sunday August 11<sup>th</sup>, 2019

**Location:** Veterans Memorial Park, Vineyard Haven

**Name:** TBD

**Scope:**

Over the past three summers, the MV Concert Series has brought a diverse range of live events to venues across the Island. From comedians to authors, from rockabilly to the blues, from rhythm and blues to classical hip/hop the Concert Series entertains locals and tourists from all walks of life.

In its fourth season, we hope to raise the bar by hosting a celebration of the spirit of the cultural diversity on the Vineyard. For its first summer festival, the Martha's Vineyard Concert Series will, in partnership with the Town of Tisbury, create a music and art festival that will make Vineyard Haven a destination for islanders and mainlanders alike. Staying true to bringing people together for a weekend festival of live performances and programming one day of the festival will present a Symphony orchestra performing along with a showing of a classic film, one day will feature Americana/Folk/Roots music, and one day will feature R&B/Funk legends. that touches on popular forms of music, entertainment, food, and art.



## **Weekend Schedule**

### **Friday, August 9 Evening**

#### ***Jaws In Concert***

- Screening of Jaws accompanied by a live symphony orchestra
  - 40' high definition projection screen above a full symphony orchestra
  - Two additional video walls displaying symphony along with film
- General Admission Lawn Seating
  - Estimated ticket price \$15 per person

### **Saturday, August 10**

#### ***Americana and Roots Music Festival***

- Live performances by Willie Nelson plus other Folk and Roots musicians

### **Sunday, August 11**

#### ***Rhythm, Blues, and Funk Music Festival***

- Live performances by Earth, Wind & Fire, George Clinton and Parliament Funkadelic, Herbie Hancock, and other R&B/Funk musicians.



## Festival Details

- Attendance at the Festival at any time will not exceed 6,000 people
- Six bands will perform each day
- The Festival's Hours of operation shall be 1:00 PM to 8:00 PM on Saturday and Sunday
- The Festival shall be held in Veteran's Memorial Park as further described on attached site plan
- MVCS will be responsible for organizing, producing and holding the Festival and for payment of all costs and expenses related to Festival
- Festival grounds will include the following features:
  - Art installations showcasing works by local artists available for sale
  - Vendor Booths featuring local merchants and their wares and goods
  - Restaurant Booths featuring local restaurants and their select menu items
  - Wine & Spirit Stations featuring craft cocktails and beers
  - Water stations providing access to free water for all Festival attendees
- Festival Attendees can purchase tickets for three distinct areas
  - Standing General admission directly in front of the main performance stage
  - Reserved Seating behind standing area where attendees will have an assigned row and seat
  - Lawn Seating where attendees can bring lawn chairs and blankets for seating



## Festival Considerations & Contingencies

### Capacity:

In its first festival, we are designed a plan modest in scope. Recognizing potential challenges presented by the travel to and from the island, our business plan budgets for financial and artistic success achievable at 6000 paid attendees per day.

### Budget:

Our anticipated expenses, based on past experience on MV, and in producing live events across North America over the last 25 years, our anticipated expenses are:

TALENT		PRODUCTION	
Talent	\$ 800,000.00	SOUND	\$ 26,350.00
		LIGHTING	\$ 26,350.00
		VIDEO	\$ 30,000.00
		STAGEHANDS	30 Hands, 12 Hour Days, \$30/Hr, 4 Days \$ 43,200.00
		SPOTLIGHTS	4 Spots \$750 per week \$ 3,000.00
		BARRICADE	\$ 5,000.00
		TOWELS	\$ 1,000.00
		RADIOS	90 Radios @ \$45 EA \$ 4,050.00
		SCAFFOLD	\$ 10,000.00
		VAN RENTAL	4 Vans @ \$500 per week \$ 2,000.00
		GOLF CARTS	3 Carts @ \$2500 per Week \$ 7,500.00
		SIGNAGE	\$ 2,000.00
		TENTS	Does Not include Vendors \$ 20,000.00
		FIELD COVER	13,125 Sq Feet @ \$1.50 / SqFt \$ 20,000.00
		CHAIR RENTAL	2500 Chairs @ \$2 ea \$ 5,000.00
		TABLES	250 Tables @ \$10 ea \$ 2,500.00
		GENERATORS	\$ 2,500.00
		FIRE	\$ 2,500.00
		EMT	\$ 2,500.00
		POLICE	\$ 2,500.00
		ELECTRICIAN	\$ 2,000.00
TOTAL TALENT COSTS: \$ 800,000.00		TOTAL FIXED EXPENSES: \$ 219,950.00	
VARIABLE		SUMMARY	
Insurance	\$0.59 per paid \$ 7,080.00	TALENT	\$ 800,000.00
ASCAP/BMI	0.55% on Gross Sales \$ 7,975.00	VARIABLE	\$ 15,055.00
TOTAL VARIABLE EXPENSES: \$ 15,055.00		MISC	\$ 299,100.00
		PRODUCTION	\$ 219,950.00
		TOTAL EXPENSES	\$ (1,334,105.00)
MISC			
ADVERTISING	\$ 125,000.00		
PARK RESTORATION	\$ 25,000.00		
WATER	\$ 5,000.00		
CLEANING	10 Staff @ \$100 / Day - 4 Days \$ 4,000.00		
FERRY	50 - \$500 Round Trips for Busses/Trailers \$ 25,000.00		
CATERING	250 People - 3 Mls / Day @ \$10 a Meal - 4 Days \$ 30,000.00		
HOTEL	50 Rooms a Night / 5 Nights / \$100 a Room \$ 25,000.00		
BOX OFFICE	Staffing - 15 Workers / \$100 a Day / 4 Days \$ 6,000.00		
RUNNER	4 Runners @ \$250 / - 4 Days \$ 4,000.00		
SECURITY	60 Guards @ 12 Hrs for 2 Days - \$15 / Hr \$ 21,600.00		
INTERNET	\$ 10,000.00		
POTTIES	60 Potties @ \$100 ea \$ 6,000.00		
PERMITS	\$ 500.00		
FENCING	\$ 10,000.00		
USHERS	10 Paid Ushers - \$100 ea - 2 Days \$ 2,000.00		
TOTAL MISC EXPENSES: \$ 299,100.00			



Of course, we would, by working with the Town of Tisbury, refine these estimates to determine actual out of pocket costs for services needed or required.

## Marketing:

Our initial marketing budget will exceed \$125,000 and will be designed to attract Martha's Vineyard community members including local residents, and the tourist population.

- Local Sales initiative to focus attention on the local business community
  - A business affiliate program will be created among island-based businesses where they would become outlets to sell tickets at a locals-only price when tickets are purchased in person at an island retail location
    - Each of these tickets would carry a \$10 service charge retained by the local business selling the tickets.
- Initial public marketing outreach will be to local past customers of the MV Concert Series including its supportive membership.
- Once a comprehensive island-based marketing campaign is initiated, remaining tickets would be promoted across the Cape and Providence region via
  - Television
  - Radio
  - direct mail
  - Digital advertising (email and web ads)

## Event Timing

Festival events will begin at 1pm and end at approximately 8pm on Saturday and Sunday.

- Early beginning and end time will afford off-islanders the opportunity to come to the festival for the day and either stay overnight in local accommodations, or leave on the last ferries out of Vineyard Haven or Oak Bluffs.





## Staging

A state of the art, Stageline SL320 stage will be used for all performance elements of the festival.



The SL320 is self-contained in a semi-trailer, and can be assembled/installed with as few as five stagehands in four hours. It is constructed to withstand inclement weather, and to provide an exceptional performance space for bands of all sizes.

See attached.

## Insurance

Innovation Arts and the MV Concert Series carries up to \$5million in event liability coverage. Such coverage will be amended to name the Town of Tisbury and its officers and employees as additionally insured.

We will also secure and maintain event cancellation insurance to cover our losses in case of inclement weather.



## Park Usage and Land Protection

We understand how important the Park is for the local community and wish to ensure that we leave it as we find it. As such, we will take the following steps to ensure that the park is returned in excellent shape.

- All trucks that need to travel over the field will do so over layers of plywood laid out to create a roadway from the parking lot off Lagoon Pond Road to the corner of the field near the Harbor Landing Hotel



- 
- Top quality field cover (Bravo Mat or comparable) used to cover major league baseball fields during concerts will be used for the seating and



standing room area immediately in front of the stage.



- Industry best-practices will be followed with land and grass protection under the staging.
- A cleaning crew will work immediately following the event to ensure that no trash or refuse is left behind. Removal of all trash collection will be managed by Vineyard based disposal companies.
- A fund of \$25,000 will be put in escrow to be used to repair any damage done by the Festival.





## Food and Beverage

- A key component of the festival would be the culinary and beverage offerings.
  - *Food and Soft Drinks*
    - Booth spaces would be rented to local restaurants who will be responsible for creating their own menus and selling soft drinks.
  - *Alcohol Sales*
    - The Festival would partner with a local non-profit and the Town of Tisbury to secure and sell beer, wine, and liquor thru dedicated sales stations.
    - Proper precautions would be employed to ensure that only attendees over 21 years of age could purchase and consume alcohol at the event and that no individual could be overserved.
      - Wristbands would be provided to those with state or federal issued ID acknowledging they are of legal age to consume alcoholic beverages
      - Proper risk management insurance policies would be secured that afford coverage for events where alcohol sales are present

## Parking

Remote parking lots would be secured, and shuttle service would be provided, to and from the remote parking location from 11am thru 9:30pm on August 10 and 11.

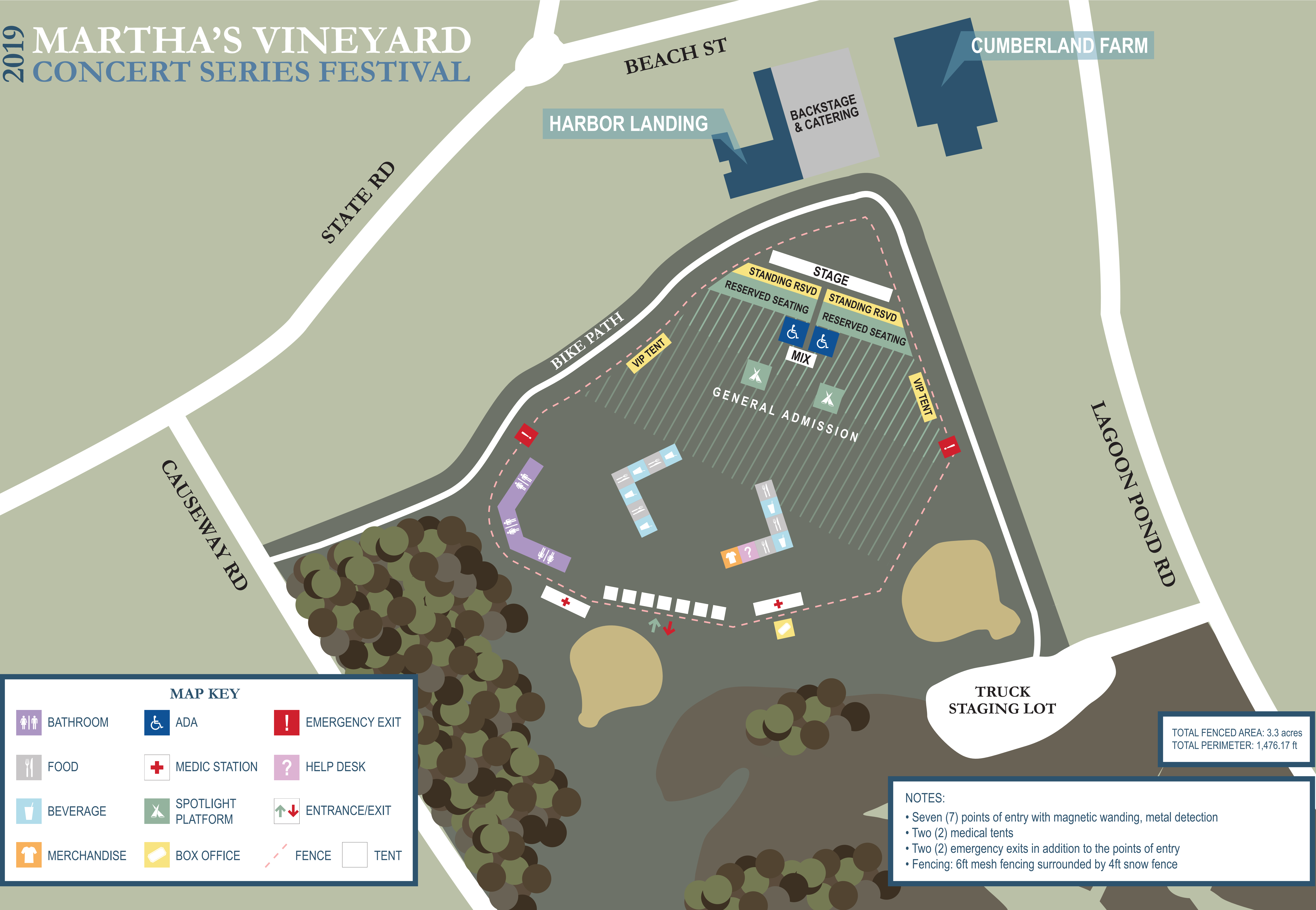
## Points of Entry

The entrance to the grounds will be off Lagoon Pond Road on the side of the park nearest the ballfields.









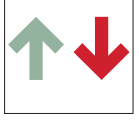




Seven points of entry will be utilized for ticketholders to enter the Festival grounds.

Each position would be staffed with a ticket taker and a security guard who will ensure that each attendee and their bags are checked with metal detection wands.

2019 MARTHA'S VINEYARD  
CONCERT SERIES FESTIVAL



MAP KEY

	BATHROOM		ADA		EMERGENCY EXIT
	FOOD		MEDIC STATION		HELP DESK
	BEVERAGE		SPOTLIGHT PLATFORM		ENTRANCE/EXIT
	MERCHANDISE		BOX OFFICE		FENCE
			TENT		

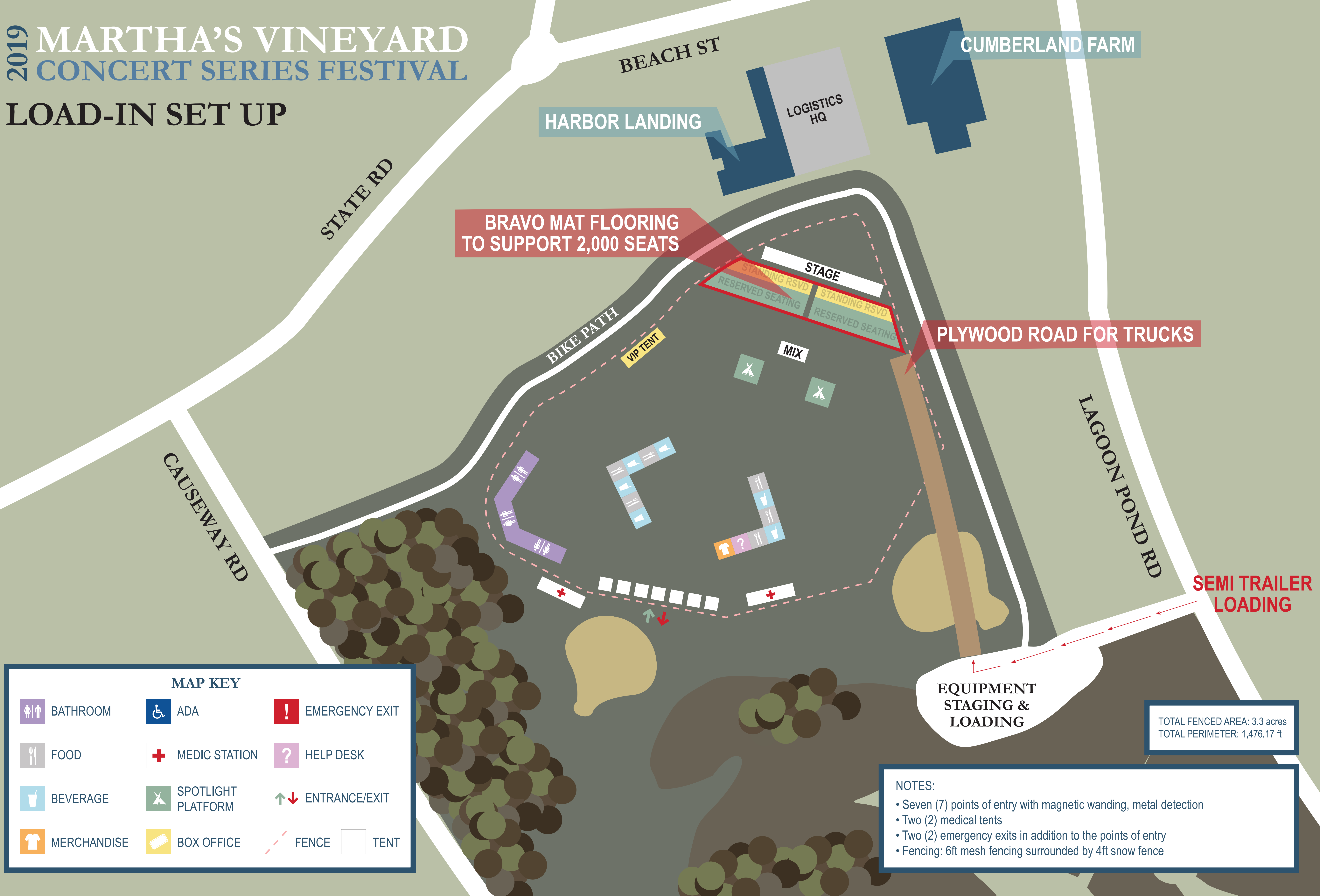
TOTAL FENCED AREA: 3.3 acres  
TOTAL PERIMETER: 1,476.17 ft

NOTES:

- Seven (7) points of entry with magnetic wand, metal detection
- Two (2) medical tents
- Two (2) emergency exits in addition to the points of entry
- Fencing: 6ft mesh fencing surrounded by 4ft snow fence



2019 MARTHA'S VINEYARD  
CONCERT SERIES FESTIVAL  
LOAD-IN SET UP







INNOVATIVE MOBILE STAGING

827 L'Ange-Gardien Blvd., L'Assomption  
Quebec, Canada J5W 1T3

T 1 450.589.1063  
F 1 450.589.1711  
North America 1 800.267.8243  
[stageline.com](http://stageline.com)



**SL320**  
SPEED OF EXECUTION





STAGELINE® SL 320

# A CLASS ACT



Sunset Music Festival / Alex G. Perez

## TOUGH TOURING MACHINE



THOUSANDS  
OF EVENTS & TOURS  
CHALLENGED BY TIME &  
LOGISTIC CONSTRAINTS  
ARE MADE EASIER  
WITH THIS STAGELINE  
MOBILE STAGE.

### TRUE TRACK ENGINEERING

TRUE TRACK ENGINEERING combines a custom Stageline chassis with multiple hinged panels and telescoping structures that will not alter performance from mileage and bad roads. True Track results in excellent road handling and safety year after year.



Stageline has earned its reputation as the leading designer and manufacturer of mobile stages that inspire unmatched levels of confidence. All our ideas, concepts and developments are user oriented. Decades of experience with outdoor events are embodied in every single one of our mobile stages.

Stageline mobile stages, services and solutions enable technicians, creative designers, artists and event organisers to carry out their work with success and complete satisfaction.



# SL320 INTEGRATED STAGING SYSTEM



FLOOR	SET-UP	WIND RESISTANCE	RIGGING
40' X 40' (12 M X 12 M)	X4 2H30	115 MPH (185 KM/H)	26,000 LB (11,793 KG)

UPSTAGE RIGGING BEAMS  
OF 12' (3.6 M) TO INCREASE YOUR OPTIONS







**FLEXIBILITY  
AND...**

Lolè White Tour / Courtesy of Lolè Woman



**...PEACE OF MIND**

STAGELINE **320**



# SAFE AT ALL TIMES

## RELIABLE IN ALL CONDITIONS



RBC Bluesfest / Steve Gerecke

**HIGHEST WIND  
RESISTANCE FOR  
THE INDUSTRY!**

115 MPH (185 KM/H)  
WITHOUT WINDWALLS &  
77 MPH (123 KM/H)  
WITH WINDWALLS.



**COUNT ON STAGELINE**  
**ENGINEERING IS BASED ON THE INTERNATIONAL BUILDING CODE (IBC) &  
CANADIAN BUILDING CODE (NBC)**

# TOTAL CONTROL

### MOTHER NATURE WILL NOT STEAL THE SHOW

With new exclusive features, the SL320 is a tough machine that withstands today's changing climatic conditions.

The SL320 offers superior protection with the highest standards and the most innovative built-in features. It demonstrates its superior capacities to resist high winds, to protect gear, talent and crew even under the most demanding outdoor situations.

### SUPERIOR DESIGN FOR LOADS & RIGGING

The SL320 is built and tested with the highest load and rigging design criteria in the industry – up to 2 times the permitted load.

### CERTIFICATION MADE EASIER

The SL320 is backed with independant engineering certification for both structural design and rigging capacity saving you time and money. With a Stageline, strict on-site inspections become a mere formality.

- 1 Locking devices and pins are incorporated into every step of the set up ensuring total control of the installation in complete safety. Self-standing, the SL320 needs no ballast nor cables.
- 2 Designed to make production logistics easy, it sets up rapidly and safely as most of the work is done at deck level reducing the risk of potential human error and accidents.
- 3 Pre-assembled rigid structural panels unfold hydraulically and sequentially.

**+ CUTS DOWN ON CLIMBING AND SET UP TIME**  
**+ RAISE THE ROOF SECURELY EVEN  
IN WINDY CONDITIONS**





# RETRACTABLE BACKDROP



# SAFETY & RELIABILITY THROUGH INNOVATION

Rifflandia Festival



## THERE IS TIME TO REACT

You are on top of weather alerts with the new retractable backdrop, providing additional protection against high winds.



### RAISE AND LOWER THE ROOF SECURELY

A set of sturdy masts lifts and lowers the roof and rigging equipment. They function with balanced or unbalanced loads even in difficult weather conditions.



### CUSTOMIZED HYDRAULICS

Calibrated power from precision designed cylinders and components yield a perfect flow with safe, well-timed speed of operation. Comes with safety valves that block the liquid flow and undue movements when needed. Easy and safe throughout with minimum effort and operation. Very low maintenance.



### FIBER LOCK PANELS

In closed position the roof panels of the stage become the side panels of a hard shell trailer. Fiber Lock, exclusive to Stageline, is a process where fiberglass is wrapped around the frame structure. Both structural and weather protective, it proves to be the most efficient roofing protection against heavy wind and rain.



# ROOM TO SHINE AND THEN SOME



Hang Out Festival / Courtesy of Dave Vann



RBC Bluesfest / Steve Gerecke



Lincoln Tour

### DISPLAY & BRANDING MADE EASY

Display is an effective way to give your stage a personality with carefully planned branding and visuals.



### BANNERS

The SL320 offers maximum banner space to showcase your event.

- 1 TOP BANNER 40' X 4' (12 M X 1,2 M)
- 2 SIDE BANNERS 16' X 26' (4,8 M X 8 M)
- 3 CUSTOMIZED WINDWALLS

### THE SL320 A MOVING BILLBOARD

The smooth panels of the SL320 are covered with a gel coat that improves graphic application and appearance.

- 4 BRANDING SPACE 10' X 40' (3M X 12M) PER SIDE





# WHY THE INDUSTRY CHOOSES STAGELINE

## Most Widely used

Around 20,000 events per year in over 45 countries - an average of 55 events per day.

## Exceptional durability and reliability

Built to last 20 years and more with proper care and maintenance.

## Provider of safe staging environments for 30 years

Highest wind resistance - up to 115 mph (185 km/h) without windwalls and 77 mph (123 km/h) with windwalls. No incident causing an injury due to a breakdown of equipment.

## Quality Control

Approved ISO 9001 certified company since 1999. All units are built and comprehensively tested in-house by trained and certified personnel.

## Outstanding value

Low operation and maintenance cost. High resale value even after 10 years.

## Certification

Each stage complies with road regulations. Stageline provides complete engineering certification for both structural design and rigging capacity for all countries. Certified documents available for each state and province of the US and Canada.

## Environmentally responsible

All products are manufactured in Stageline's state of the art LEED® certified facility integrating the latest environmental technologies.

## Award-winning

Our company and products have achieved high acclaim in the industry and have won several engineering and event industry awards.

## WHAT OUR CLIENTS SAY

*Our company has SL50s, SL100s, an SL260 and the SL320 in our fleet, and without a doubt the SL320 is the perfect flagship stage for our business and our market. It's brilliantly engineered to be quickly assembled with minimal labour, and it's versatile and robust enough to handle 90% of the productions that we execute. The well designed products, combined with a flawless safety record and our exceptional staff, make them an easy sell in any production scenario."*

**Chad Guy** / Capitol Staging and Production Solutions Inc

*"Thanks again, and y'all make a wonderful product. We absolutely love our stage, and we always get the "deer in head lights" look when we tell people how it folds up into a trailer."*

**Ethan Wade** / Audience of One

*"I have used Stageline mobile stages for over 20 years. I own the SL100, the SL250 and the SL320. They are as good as new. One of the best investments I ever made for my company."*

**Gary Justesen** / Oasis Stage Werks - Salt Lake City, UT

*"We appreciated the exceptional way in which your company has received us. Your hospitality, sincerity, and remarkable client relations overwhelmed us at times. The unselfish way in which you have deposited knowledge and experience in our business and personal lives, left us in awe."*

**Chris Serfontein** / South Africa

# SL320 TECHNICAL SPECIFICATIONS

## TRAILER

Length	53'	16.15 m
Width	8' 2"	2.49 m
Height	13' 5"	4.09 m
Weight (with standard equipment)	44,900 lb	20,400 kg

## STAGE FLOOR

Length and Depth	40' x 40'	12.20 x 11.94 m
Length and Depth with Extension Platforms	64' x 40'	19.51 x 12.19 m
Height from Ground	3' 6" to 6'	1.07 to 1.83 m
Design Live Load	100 lb/ft²	490 kg/m²
Type of Surface	Plywood on steel	

## ROOF

Length and Depth	42' 4" x 42' 2"	12.91 x 12.86 m
Rigging Height	22' 3" to 25' 5"	6.78 to 7.76 m
Maximum Height with Banners	36' 1'	11.00 m
Type of Surface	Fiberglass bonded on steel	
Load Bearing Capacity †	26,000 lb	11,793 kg
• 6 Rigging Points	2,000 lb each	907 kg each
• 12 Rigging Points	1,000 lb each	454 kg each
• 8 Rigging Points	500 lb each	227 kg each
• 2 Trusses - Central Roof (T1)	3,000 lb each	1,360 kg each
• 2 Trusses - Downstage and Upstage (T2)	2,000 lb each	907 kg each
• 2 Side Overhang Rigging Points	2,000 lb each	907 kg each
• 2 Bi-directional Rigging Beams	4,000 lb	1,814 kg each

## PRACTICAL ASPECTS

1 Certified technician, 3 stagehands	
Site Preparation / Heavy Machinery Required	None
Mode of Transportation	1 Fifth-wheel tractor
Gust Wind Resistance	115 mph (185 km/h) without windwalls or 77 mph (123 km/h) with windwalls
Promotional Visibility *	Rolling billboard, multiple banner options
Windwalls *	Weatherproof - fire retardant vinyl or scrim (blow-through material)
Vertical Banner Supports *	Quick to install - Offers close to 834 sq. ft. (77.5 m²) of promotional space
Floor Extension Platforms *	Integrated brackets - easy to install

Due to STAGELINE'S product improvement policy, technical specifications may change without notice.

† Please refer to rigging plan.

\* Optional

