



MARTHA'S VINEYARD TISBURY CONCERT FESTIVAL

PERMIT PROPOSAL





THREE DAYS OF FUN

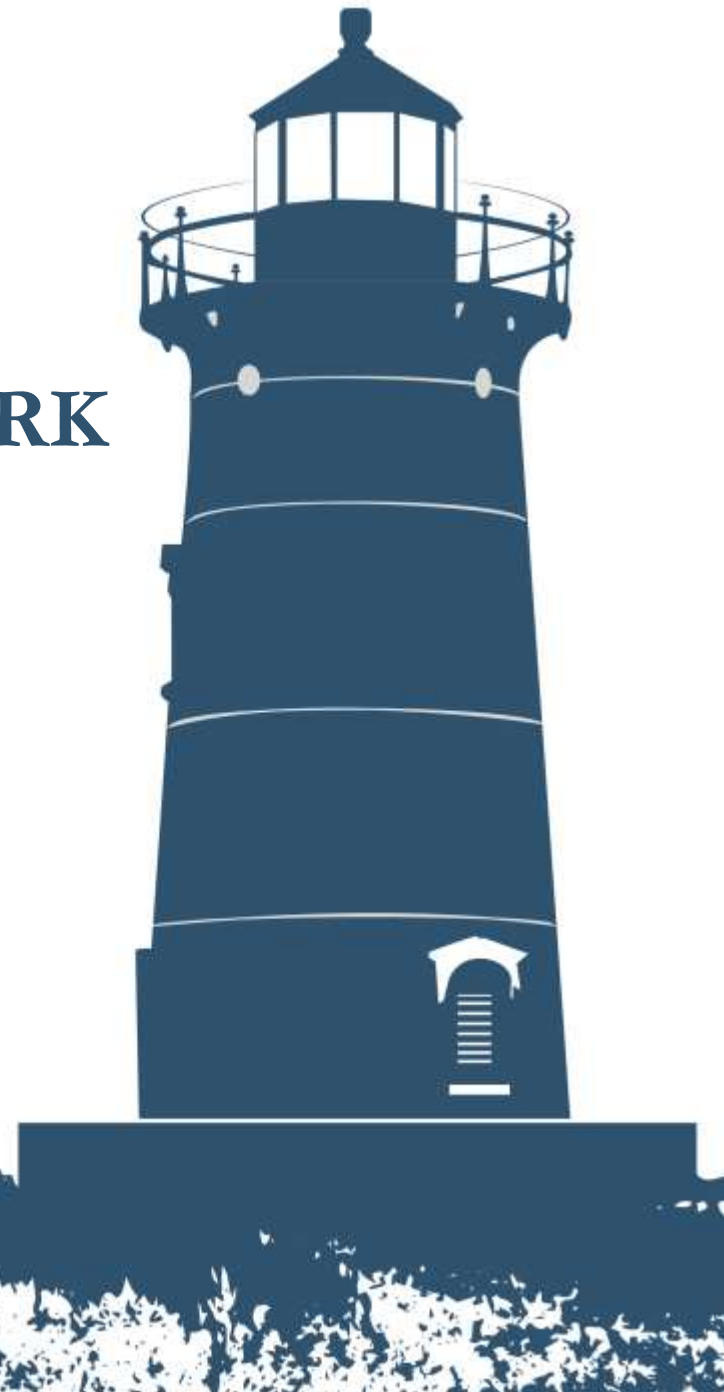
- FILM
- FOOD
- ROOTS, RHYTHM & FUNK





VETERAN'S MEMORIAL PARK VINEYARD HAVEN

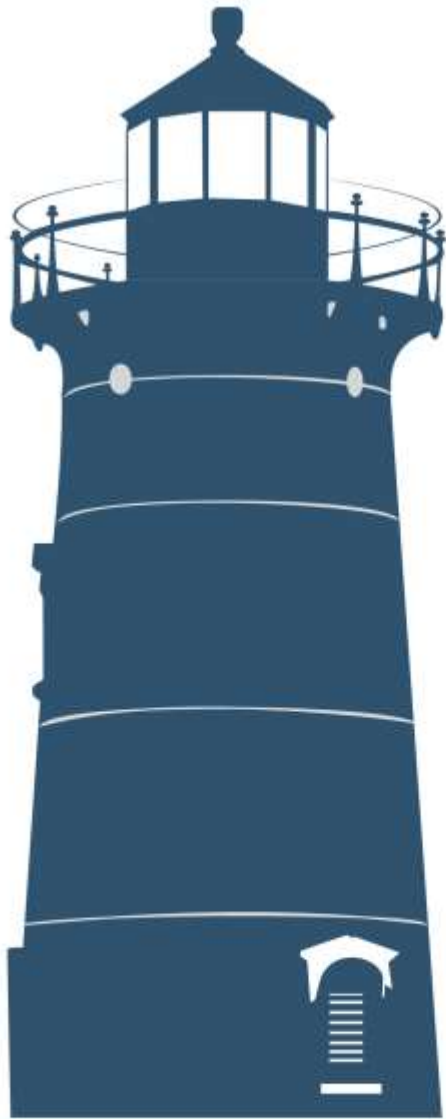
- FRIDAY, AUGUST 9, 8:30 – 11PM
- SATURDAY, AUGUST 10, NOON – 8:30PM
- SUNDAY, AUGUST 11, NOON – 8:30PM





WHY DO IT?

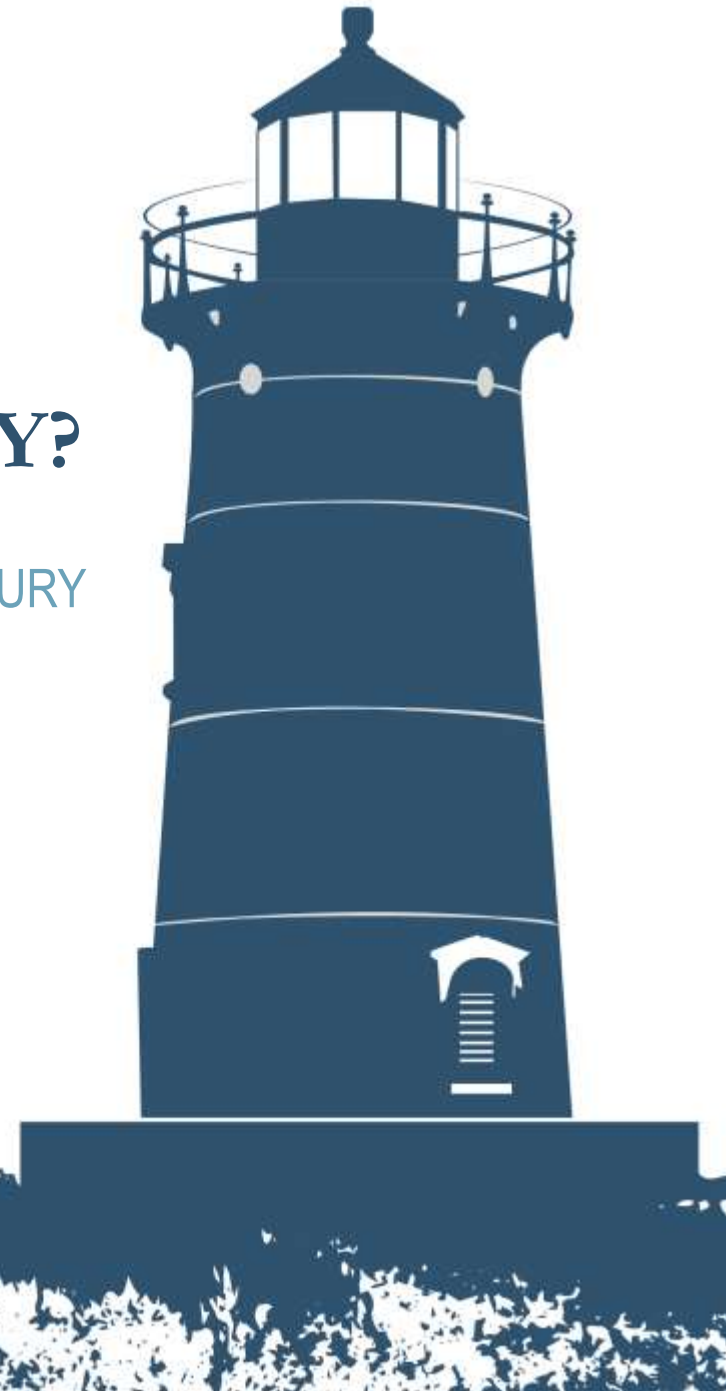
- Bring seasonal & year-round islanders together for a fun day outdoors
- With the Street Fair in decline, Vineyard Haven will have a signature event that will bring thousands of visitors and islanders from across MV to Tisbury for a weekend of film, music, and great food





WHAT'S IN IT FOR TISBURY?

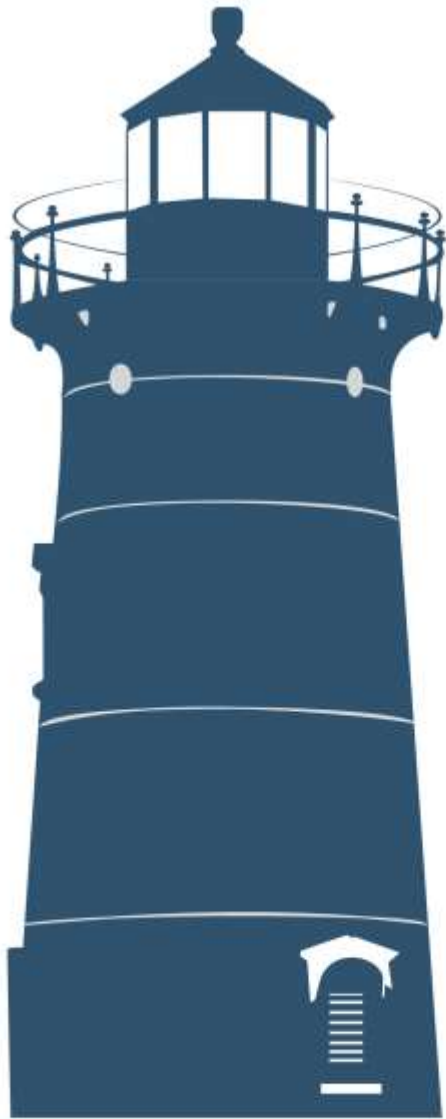
- REVENUE GENERATION FOR THE TOWN OF TISBURY





IAE AGREES TO PAY TO TOWN OF TISBURY

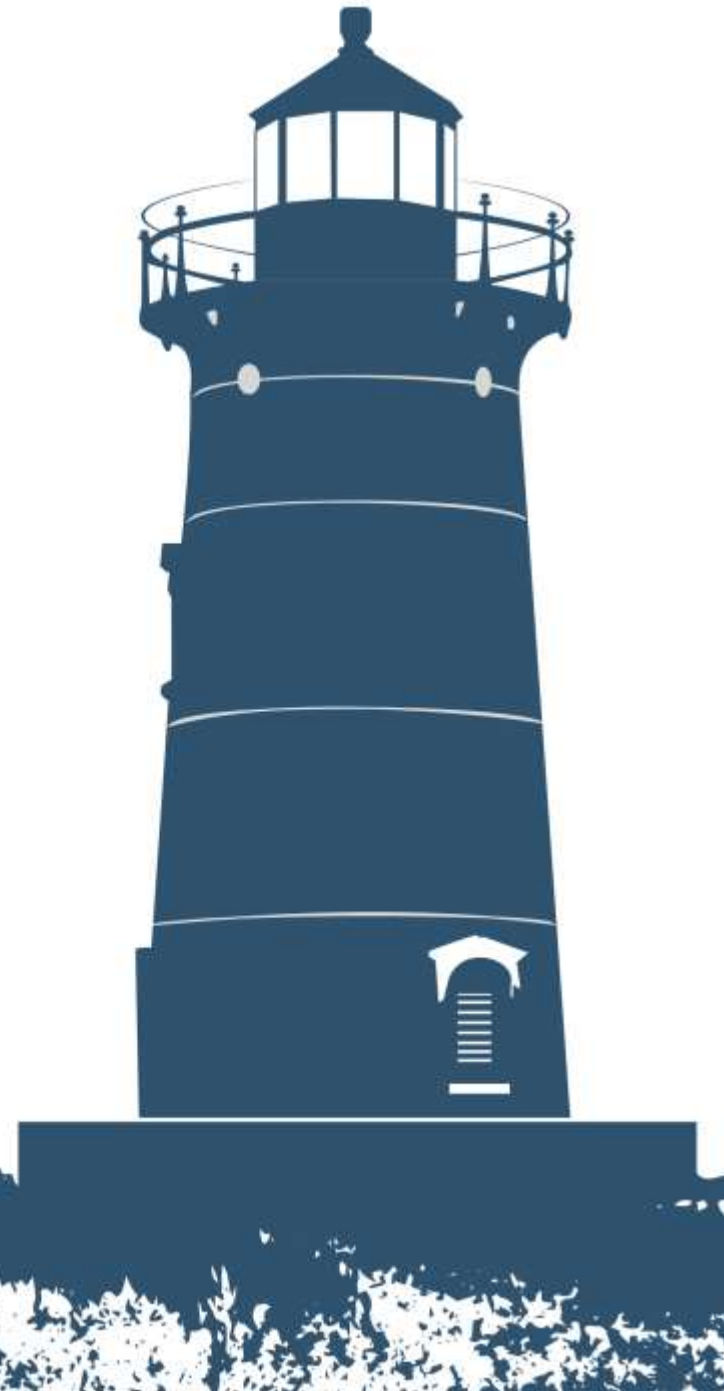
- \$2 per paid attendee
- 5% of all food and soft-drink revenue collected over \$100,000 generated
- 20% of all net proceeds from the sales of alcohol after deduction of costs of goods sold, permits, materials, and labor
- 5% of IAE net share of merchandise revenue after deduction of labor materials





AND WHEN WE BREAK EVEN, WE SHARE THE PROFITS!

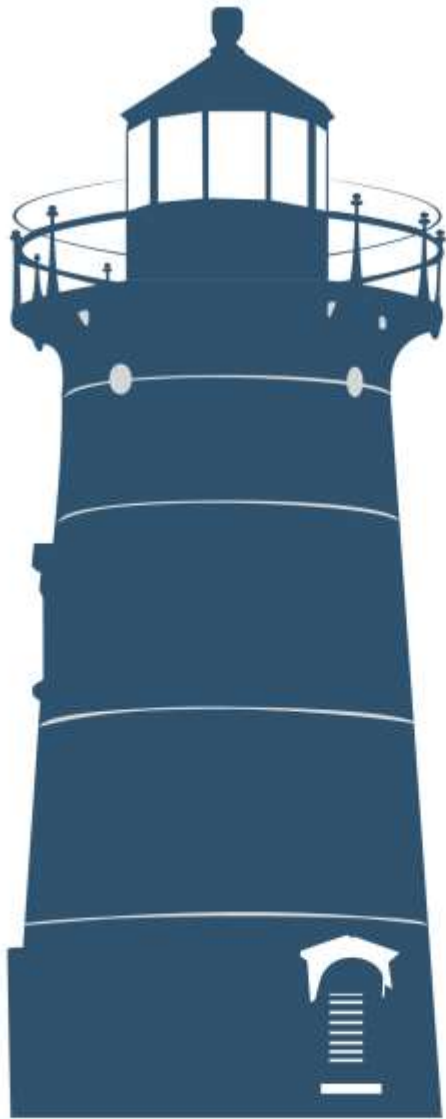
- IAE agrees to pay town of Tisbury 10% of all ticket revenue collected over \$1,600,000 generated





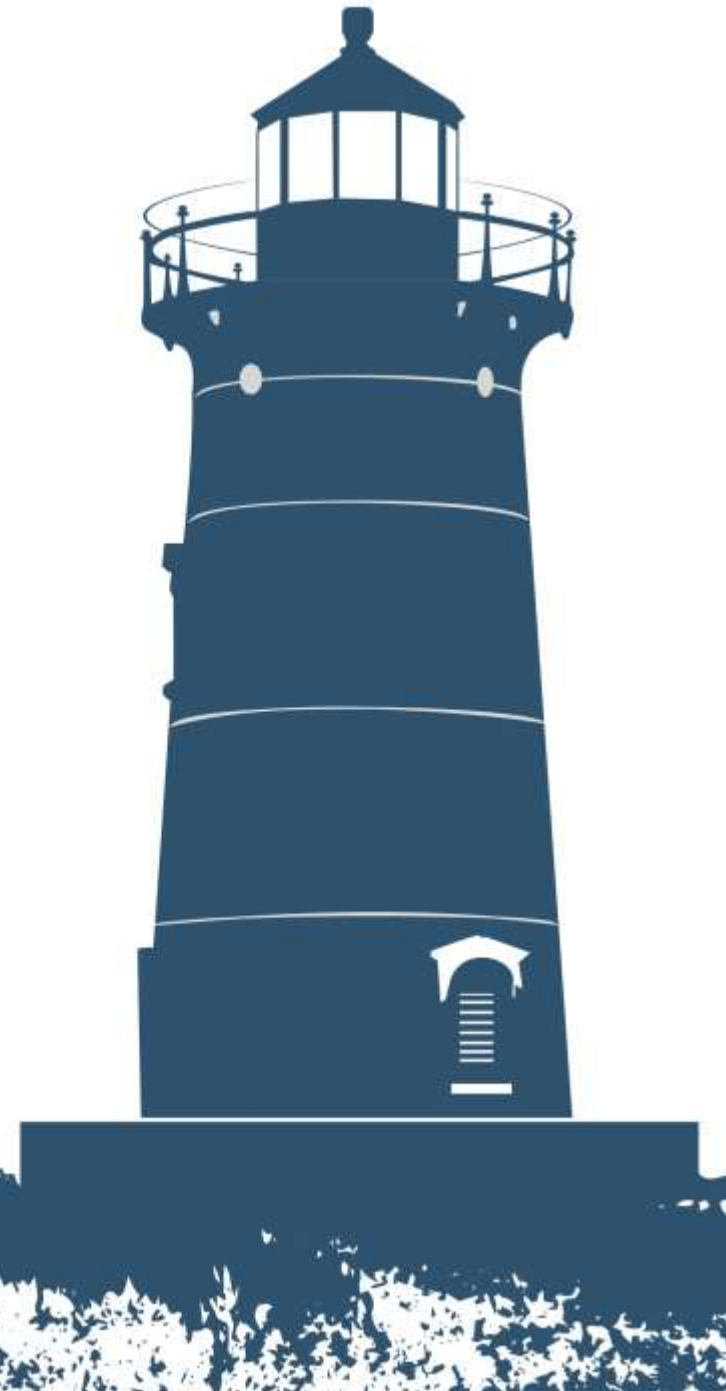
LOCAL BUSINESS INITIATIVES

- Public on sale for tickets restricted to locals
- Specially discounted tickets will be available only through local official merchants for a limited time only
- These tickets would have a \$10 service charge that each local merchant would get to keep





- Local foods and crafts providers will have priority access to booth availability to sell their products
- Islanders hired to help setup, operate, maintain, and then strike the festival
- Local musicians will have slots to perform
- Tourism benefits
 - Vineyard will have restaurants full
 - Main street alive with shoppers





FUNDRAISING FOR LOCAL CHARITIES

- We will help local charities sell reserved parking opportunities through the Ticket Sales online portal
- Charities that supply support staff for the event will receive a donation in lieu of the cost for the labor and a reduced-price booth on site
- Partnering with a charity to sell alcohol at the festival and sharing the revenue with them
- Off-site parking lot revenue shared with local charities
 - i.e. MVRHS parking lot

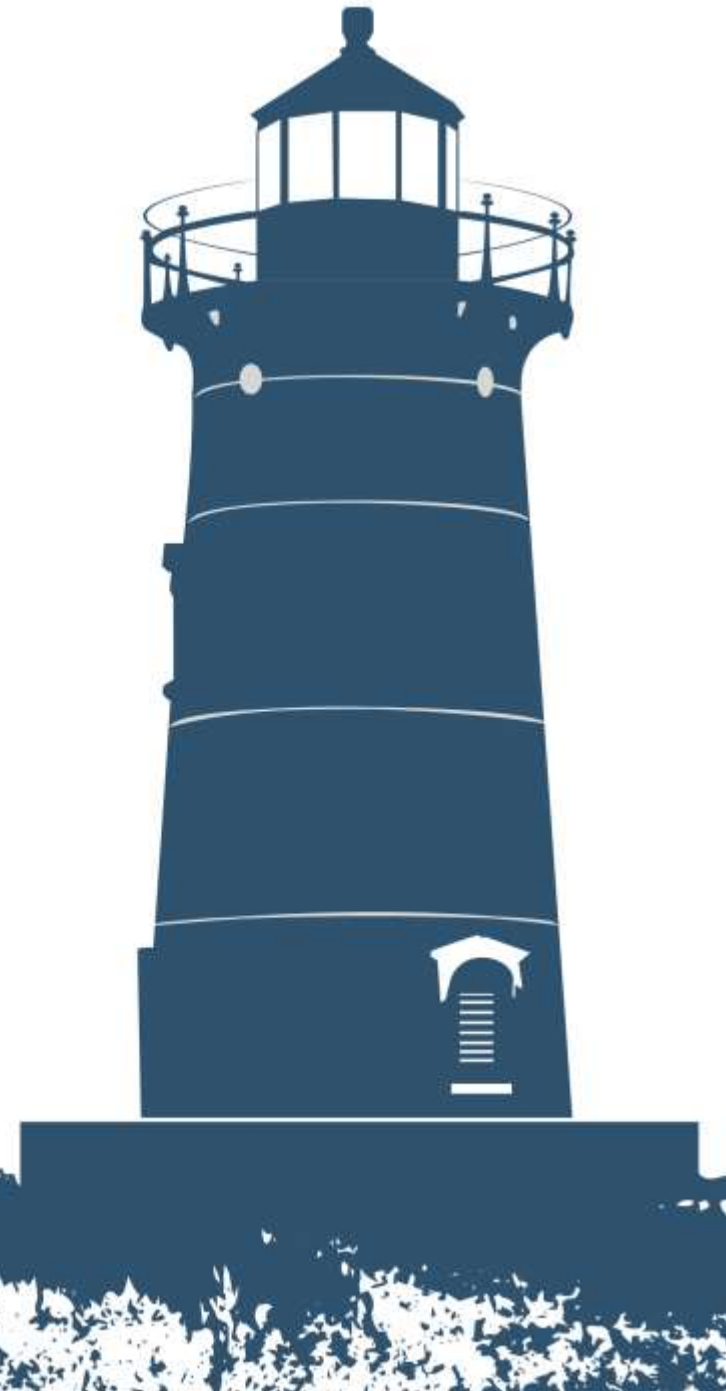


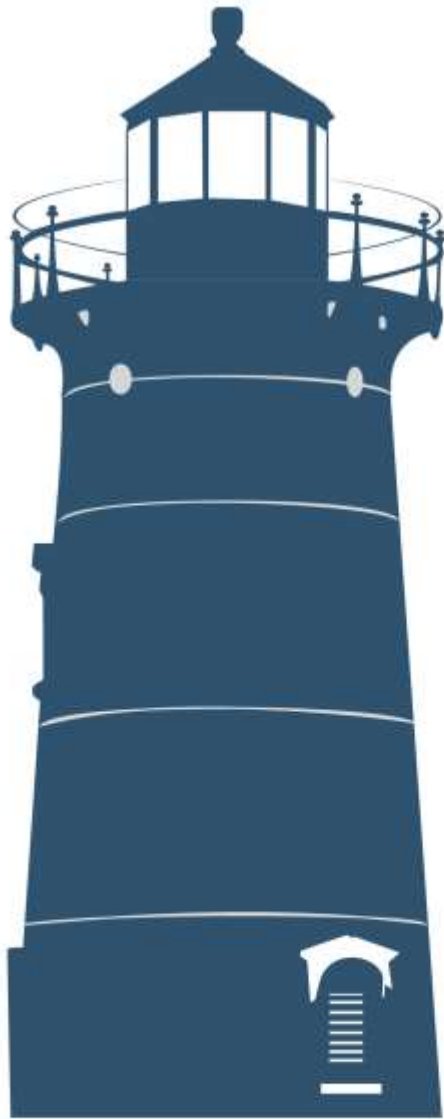


WHAT TYPE OF BANDS?

- The bands and entertainment we are targeting reflect the age and musical tastes of the diverse island population acknowledging the average age of an Islander and seasonal visitors
- While everyone has their own opinion on what they want to see, we feel that appealing to the widest audience will give us the best chance to provide a well-attended event

So, our focus is on bands within an American Roots sound, and a classic R&B/funk mix





WHY VETERANS MEMORIAL PARK?

- The park is ideally centrally located so that local residents can easily get there on foot, bike, or public transportation
- The location also will permit Main Street merchants and restaurants to benefit from the pedestrian traffic to/from and during the event
- According to conservative live event safety standards, Veterans Memorial Park is rated to safely hold up to 17,000 people for an outdoor concert given the acreage and ingress/egress standards

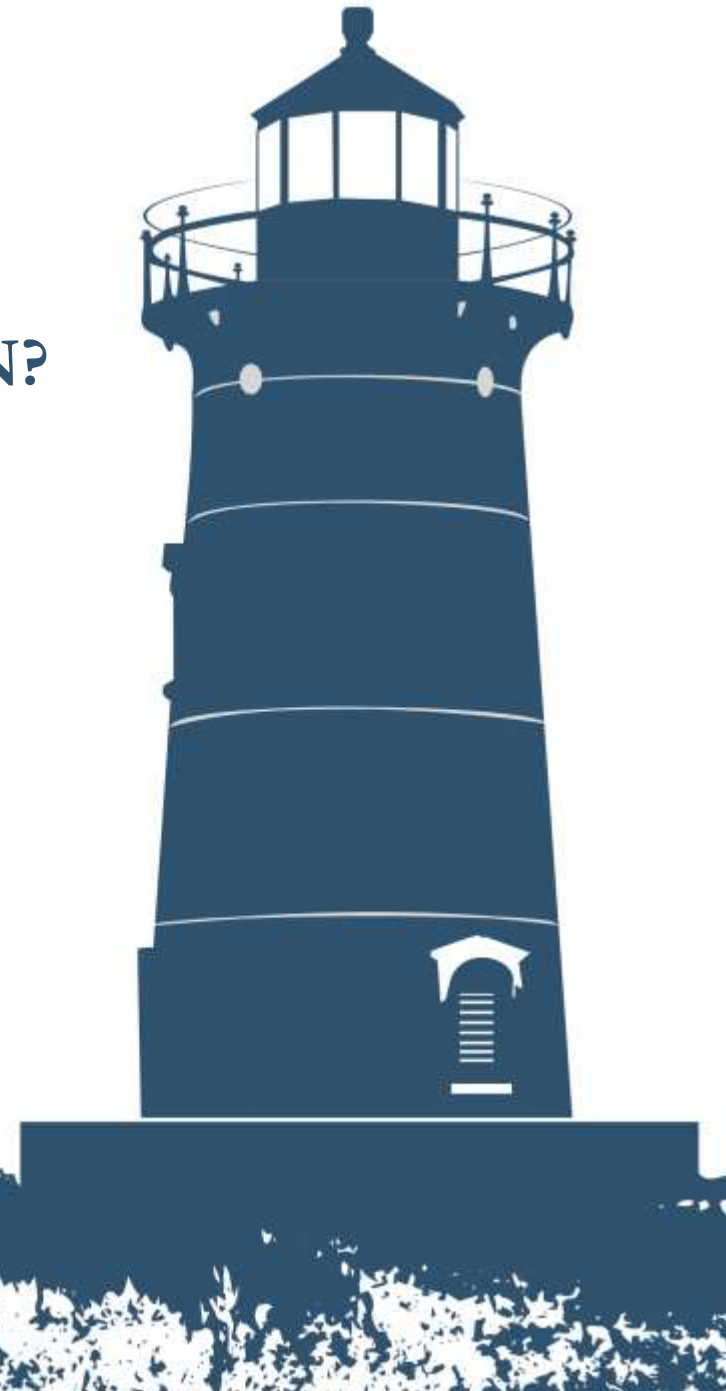
We only plan to have between 6,000-8,500 people per day including ticket holders and workers





WHY NOT A REMOTE LOCATION?

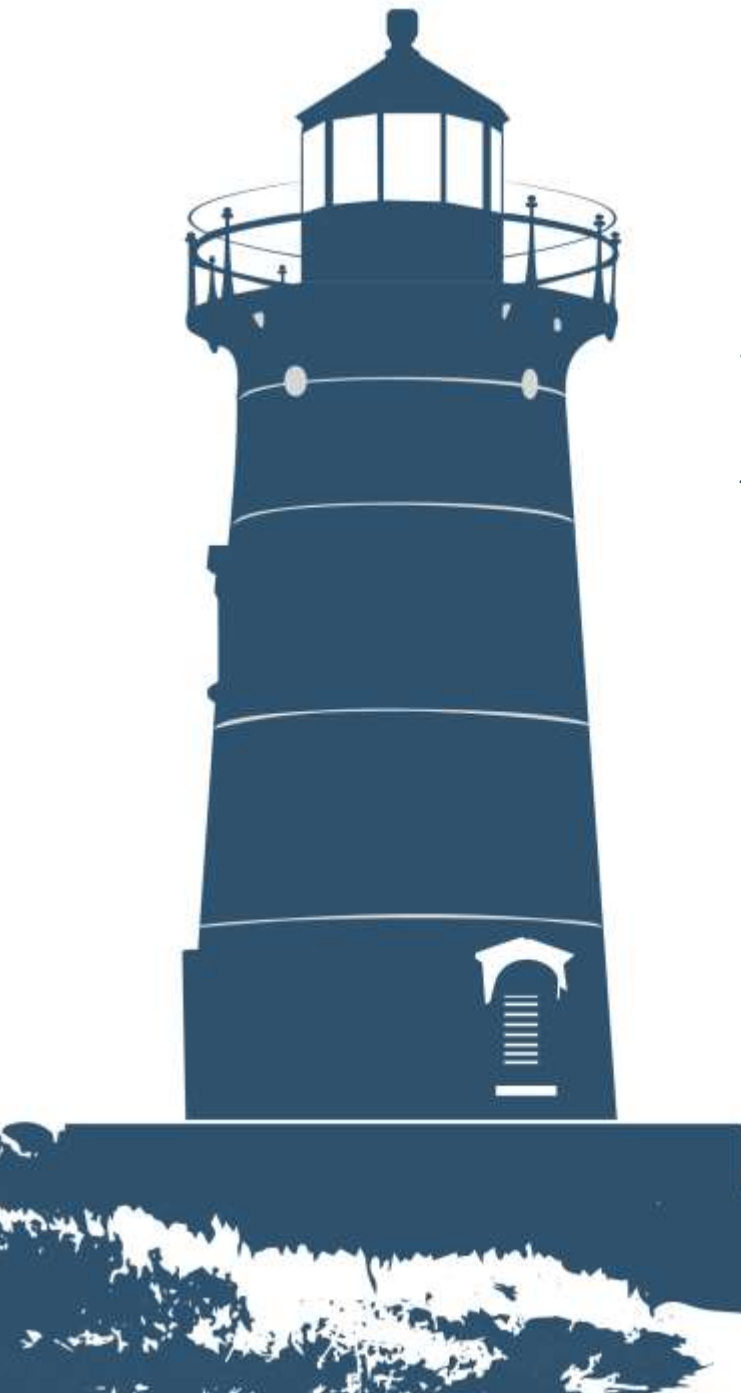
- Access to any event is more difficult the further away it is from a walkable population center and voluminous public transportation
- The further away the event, the more likely people will be inclined to drive themselves, which will enhance the number of cars on the road and create parking and traffic stress





WHAT ARE WE GOING TO DO ABOUT THE TRAFFIC?!

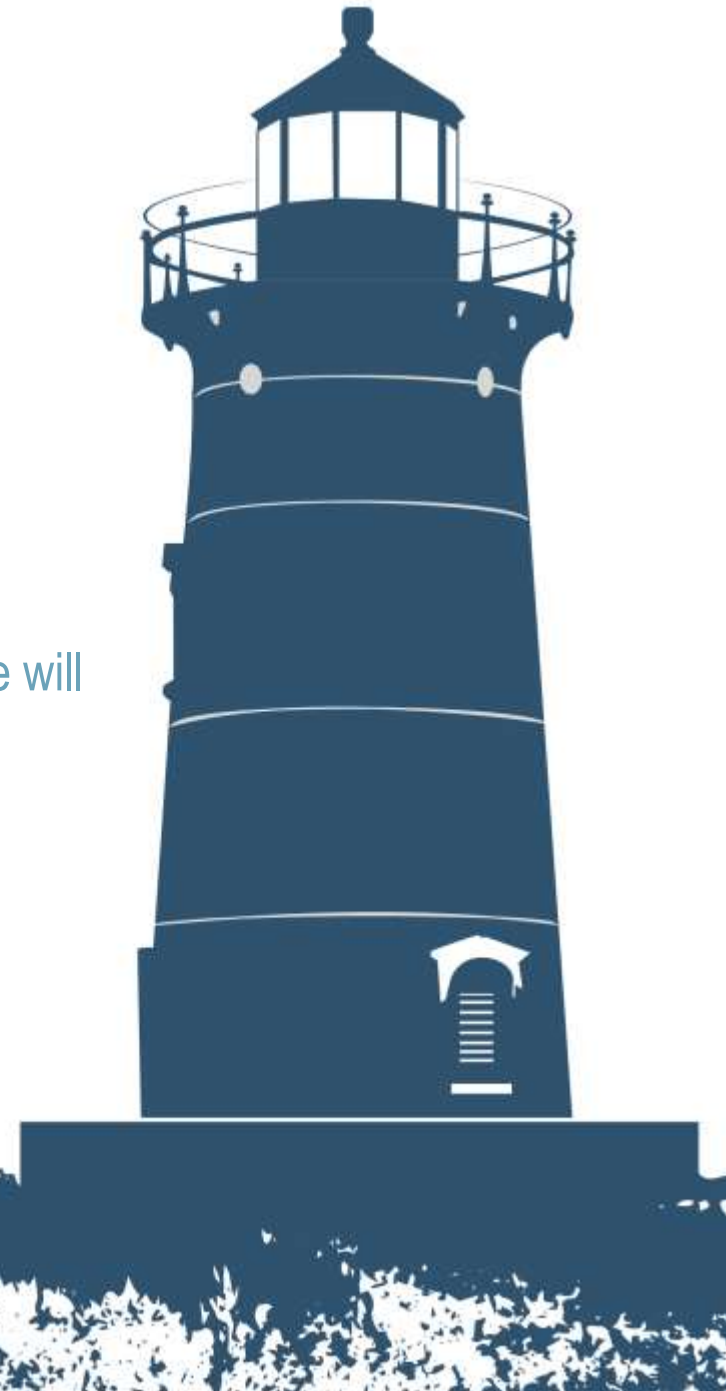
- As a homeowner in Vineyard Haven & seasonal resident, I know and can empathize with those who see a proposal like this and say

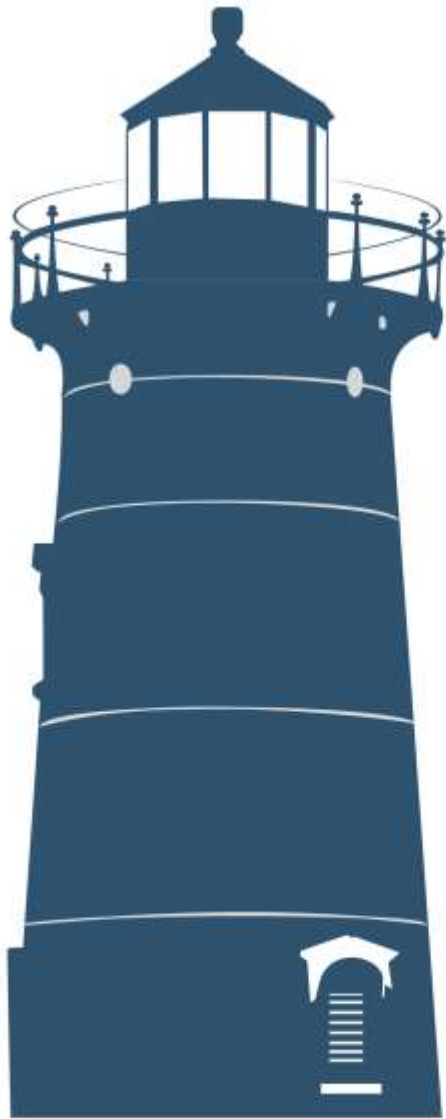




“WHERE ARE WE GOING TO PUT 6,000 CARS?”

- We're not putting 6,000 cars in Vineyard Haven
- Each person coming will not drive themselves, so we will not have 6,000 cars





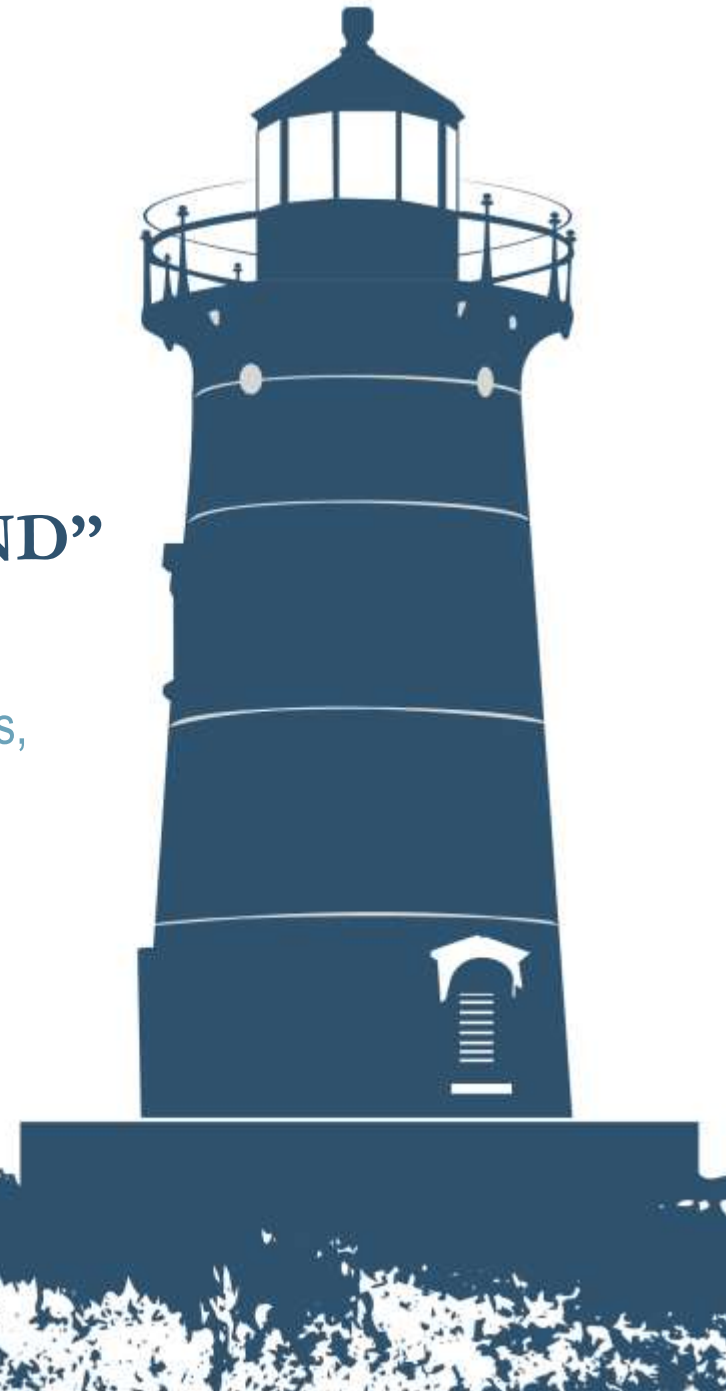
- We will publicly and aggressively promote concertgoers using public transportation through our website and the prolific marketing we do through WMVY, the Vineyard Gazette, and the MV Times
- We will work with the Vineyard Transit Authority to provide FREE rides for all ticketholders by subsidizing their VTA access all weekend
- We will partner with charities to create parking areas that they can use to sell reserved parking spaces through our online ticket sales portal, so people will know where they will park

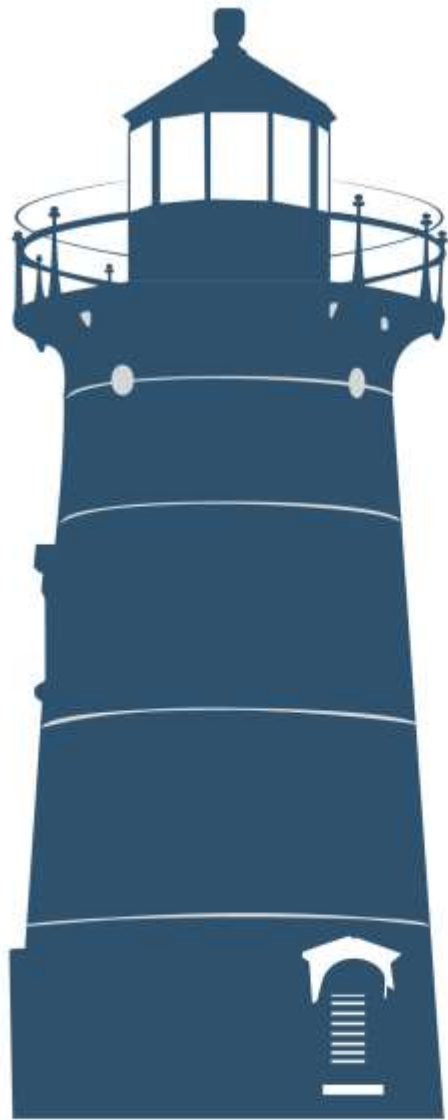




“WE DON’T NEED 6,000 MORE PEOPLE COMING TO THE ISLAND”

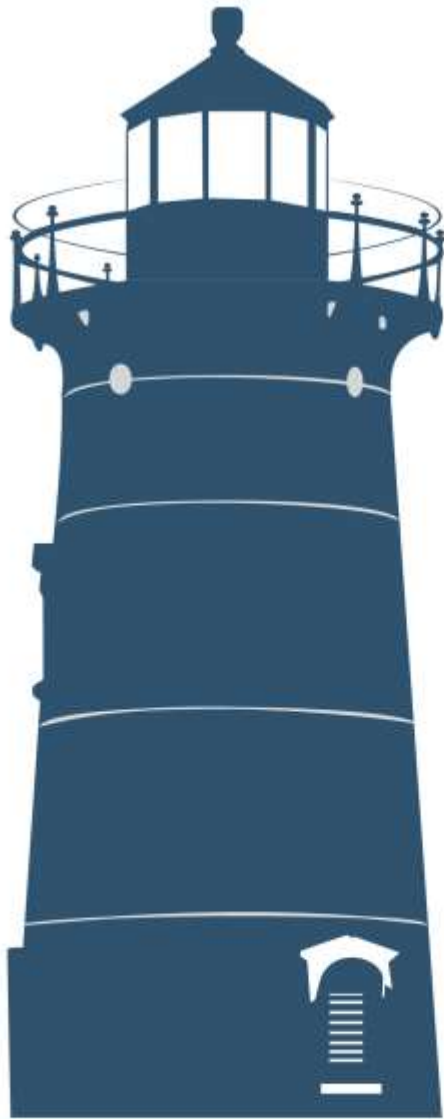
- This festival is, first and foremost, meant as a fun summer event for MV residents and seasonal visitors, no different in purpose than the Ag Fair or the Oak Bluffs Fireworks





- Tickets will be offered first, exclusively through Island merchants, which means that Islanders will have the best shot at the best seats, at a price not offered to anyone off-island (unless they take the ferry over to buy tickets during our planned February onsale weekend)
- So we don't plan on picking 6,000 mainlanders up & dropping them off in the middle of Vineyard Haven





- In fact, our proposed capacity of 8,500 ticketholders and workers, is insignificant in size by comparison to those other Island Signature events
 - The Ag Fair hosted 38,218 people
 - The Sunday, the slowest day of the fair, brought in 10,800 people
 - The Oak Bluffs Fireworks also brought in tens of thousands to Ocean Park in 2018

So the proposed Tisbury Concert Festival is projected to be smaller than the biggest Signature Island events

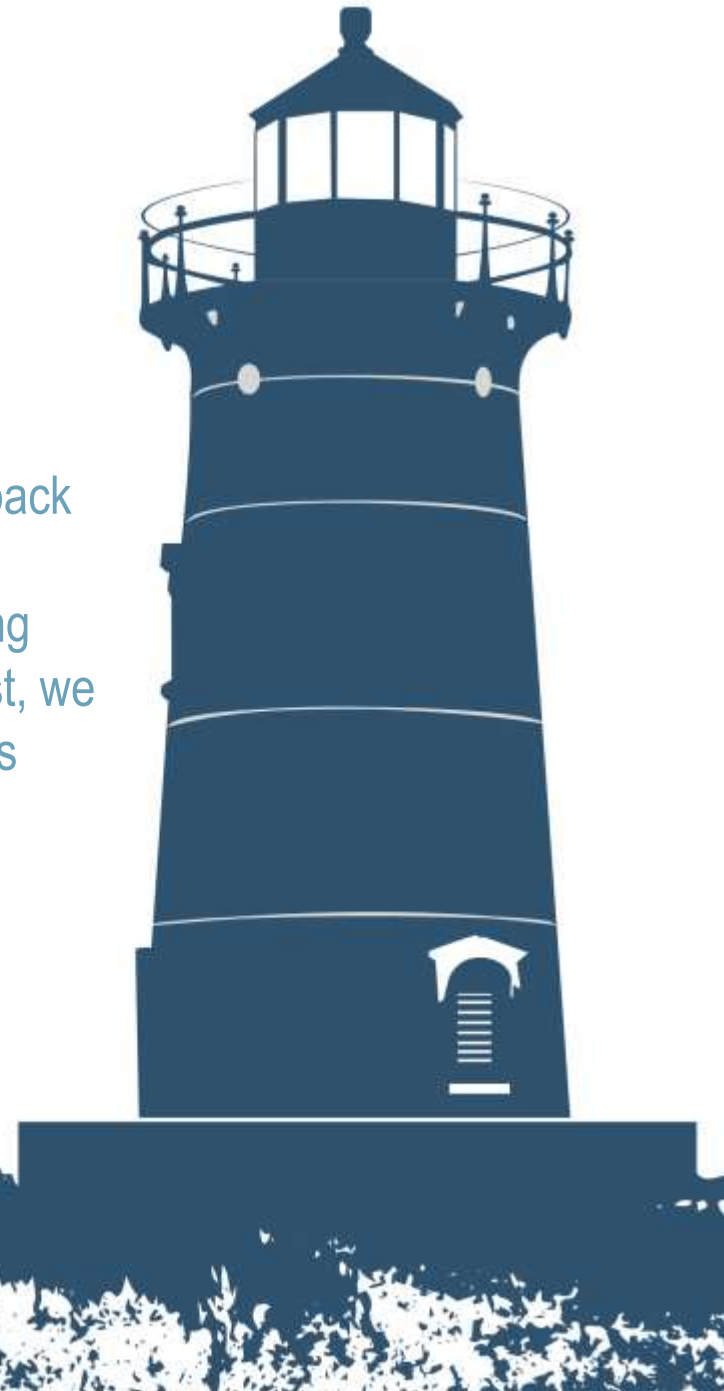




“WHY GO SO SMALL?”

- When people hear “concert festival” the hair on the back of their neck stands up
- Like the MV Concert Series events at the Old Whaling Church, the MV PAC, Union Chapel and the Lampost, we want to prove we can do it right so that you’ll invite us back again!

Let’s do it right and then reconnect after to see if it’s worth trying a second time



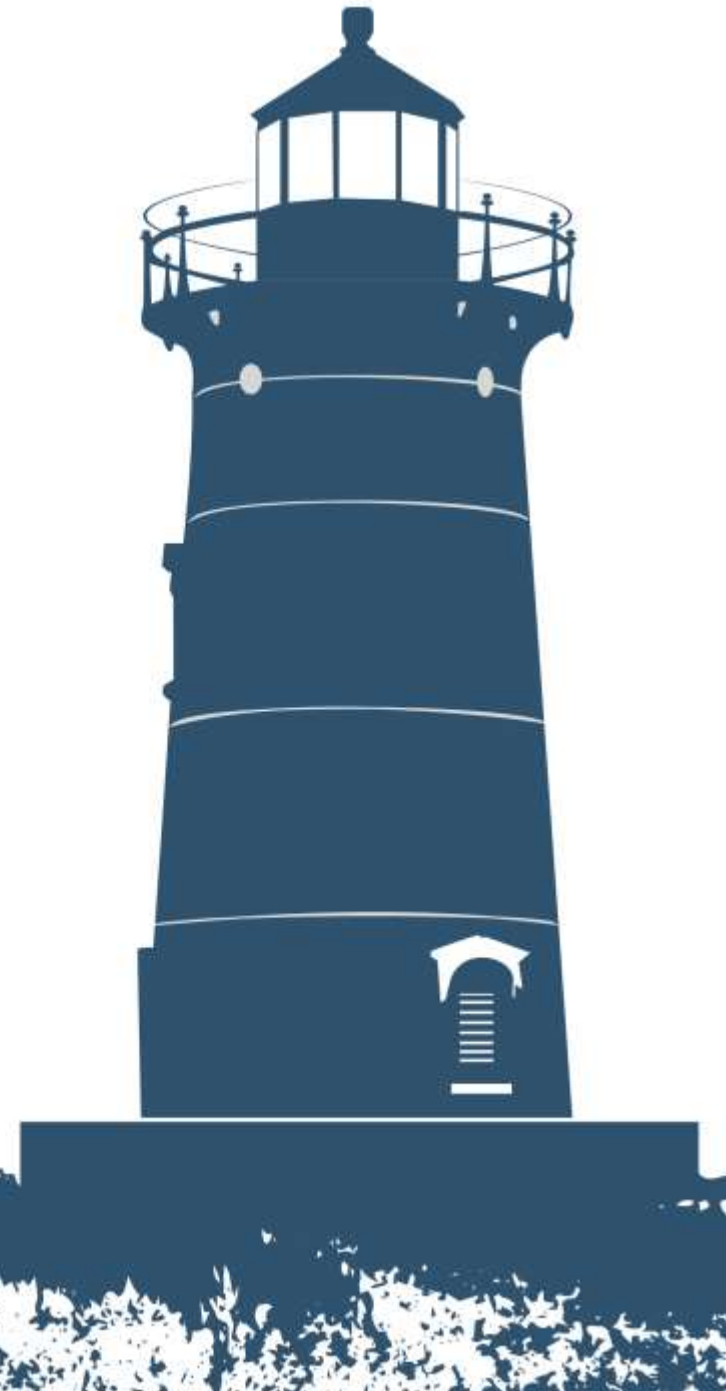


THIS IS NOT GOING TO BE WOODSTOCK



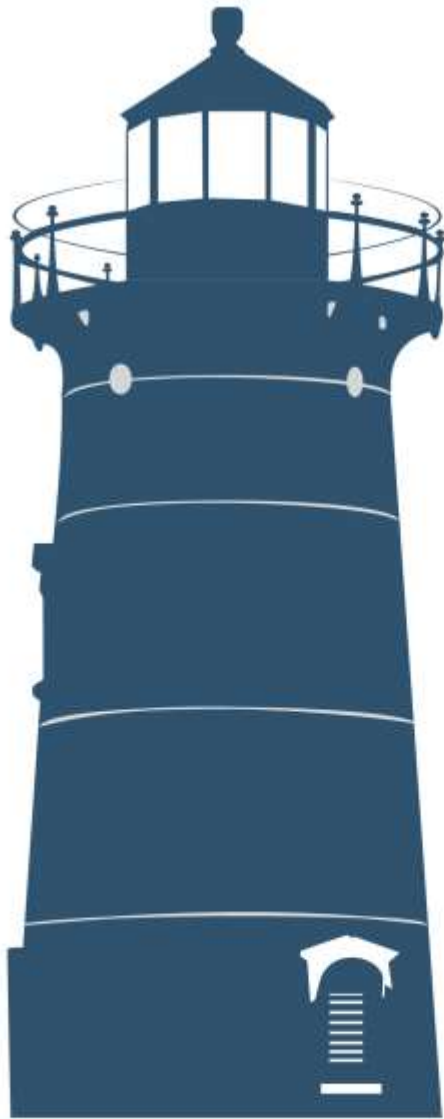


**THIS WILL NOT BE
BOSTON CALLING WITH
50,000 PEOPLE PER DAY**



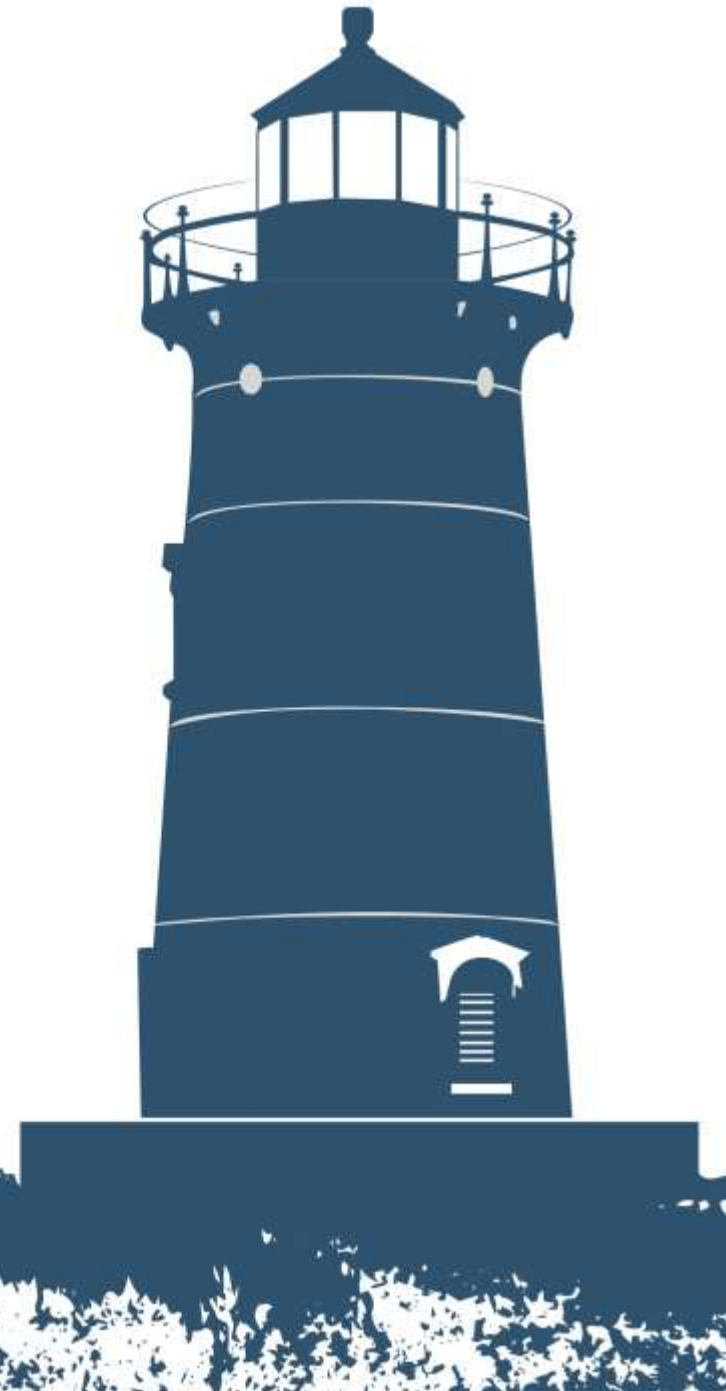


**THIS WILL NOT BE
LOLLAPALOOZA WITH
100,000 PEOPLE PER DAY**





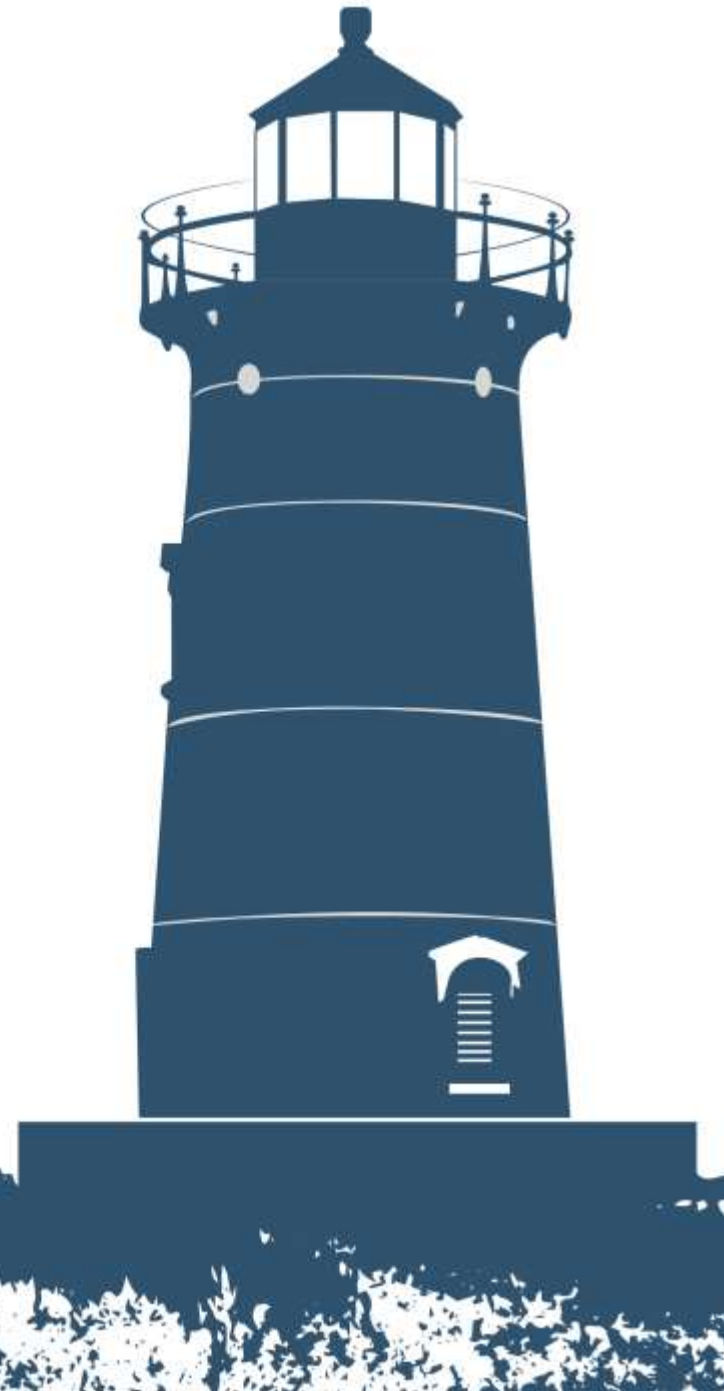
It's a small sized three day concert
with a smaller audience than you
would find in a half house setup event
at the Boston Garden





BUT MORE THAN ANYTHING...

- It's a fun outdoor event that will bring thousands of visitors and islanders from across MV to Tisbury for a weekend of film, music and great food



2019 MARTHA'S VINEYARD CONCERT SERIES FESTIVAL

