

## DEBA 2021 Project Worksheet Downtown Performances

Project Name: Downtown Musical Performance Series - 2 Concerts

DEBA Board Champion: Tony Gambee

Budget Request Amount: \$ 20,000 (\$10,000/Concert)

\$5,500 Performer (full-band)

\$3,000 staging/lights/sound

\$1,500 Security and Traffic Control

Target Date: September 17, October 15

Project Narrative:

Downtown musical performances are a great way to gather in safely distanced ways (when needed) as a community and expose our families to cultural enjoyment of the arts and just enjoy music together.

Tony Gambee has a background in live music production and can book the artists, coordinate the staging and the production of the show.

In a similar fashion to the concerts that were done in 2020, these performances would vary in a few ways.

The main goal will be to perform in downtown as to bring people downtown to patronize our businesses there. We would plan to activate and utilize the new area next to the post-office.

What does success look like? Enjoyable performances that bring lots of people downtown and lift sales during and after the performances. After performance lift is gained when we get fans from outside of town to attend and discover Erie and come back to spend with us on regular days.

Budget and Expense Justifications: A budget for medium performers is \$5,500 per performance. This will allow us to continue to get nationally recognized performers with large enough regional fan base to draw a good crowd.

Work to be Performed, and by Whom: Coordination of Booking, promotion, setup, production, breakdown, hosting. Most of this will be done by Tony Gambee.

Major Suppliers, Vendors, or Contractors: Tony Gambee's connections, SES Security, Mountain West Productions Group (MWPG)

Town Involvement: Promotion & permitting

Risks, Concerns, and Unanswered Questions: Is security going to be required or is the entertainment district ok as is?