



Wednesday, July 26, 2017 12:00 Noon

971 W. Duval Street • Lake City • FL • 32055

AGENDA

- Call to Order
- Welcome
- TDC Roll Call
- Introductions
 - ⊕ Guests
- Old Business
 - ⊕ Festivals and Events
 - Bienville - Party in the Pines - \$10,000 Plus Shuttles to/from hotels

**COLUMBIA COUNTY TOURSIT DEVELOPMENT COUNCIL
FISCAL YEAR 2017-2018
SPECIAL EVENT GRANT APPLICATION**

**PRESENTED BY BIENVILLE ENTERTAINMENT, LLC
For PARTY IN THE PINES, October 20-21, 2017**

1. NAME OF EVENT/PROJECT:
Party In The Pines
2. DATE OF EVENT/PROJECT:
October 20-21, 2017
3. LOCATION OF EVENT/PROJECT:
Bienville Plantation
16673 SE 81st Drive, CR 137
White Springs, FL 32096
4. NAME OF APPLICANT/HOST ORGANIZATION:
Bienville Entertainment, LLC
P. O. Box 1460
Nokomis, FL 34274
5. CONTACT PERSON/TITLE:
Vickie Bass
Event Producer
386.590.1543 (C)
386.364.1611 (Fax)
vbass@bienville.com
6. TYPE OF ORGANIZATION – IRS STATUS (TAX ID NO)
Limited Liability Corporation (LLC)
7. ATTACH A LIST OF MEMBERS OF THE ORGANIZATION’S BOARD OF DIRECTORS:
No board –
Manager: Robert C Morey, II
8. ATTACH MOST RECENT FINAL ATTENDANCE REPORT FOR EVENT:
N/A First Year Event

9. DESCRIPTION OF EVENT/PROJECT:

Party In The Pines is a country music festival with a national lineup of major country music artists. As of this date (July 2, 2017) our confirmed artists are Keith Urban, Miranda Lambert, Jake Owen, Maren Morris, Brothers Osborne, Easton Corbin, Ryan Hurd and Lanco. Other artists will be announced prior to the event. In addition to these “main stage” artists, we have a second stage that will feature regional talent that will play between set changes on the main stage. This means that we will have two full days of non-stop music!

Our goal is to provide the best entertainment possible for our guests, including music, family activities and art. Our goal is also to invest into the communities surrounding Bienville Plantation, including Hamilton, Suwannee and Columbia Counties. Under the leadership of Robert Morey, principal owner of Bienville Plantation since 2015, Bienville Entertainment will continue to use local resources, hire local contractors and buy supplies and materials locally. “Locally” certainly includes Columbia County as a resource for the above-mentioned items and services.

While this is a first-time event, it is being managed by people respected in the concert and festival industry. We have a stellar management team, as described below:

PARTY IN THE PINES MANAGEMENT TEAM

Principal Promoter of Bienville Entertainment’s PARTY IN THE PINES, ROBERT MOREY, has been active in real estate marketing, development and finance for the past 40 years. Originally from Michigan, he has developed projects in Florida, Tennessee and Michigan. Morey’s ability to transition his vision into reality has resulted in the acquisition, development and redevelopment of multiple, diverse properties. Morey manages Bienville Plantation, an 11,243-acre corporate retreat in White Springs, Florida (the venue for Party in the Pines). Bienville Plantation is a world-class outdoors sportsman’s destination with a team that has been providing memorable lifetime experiences for its discriminating clients. Both large corporate retreat groups and individual guests have been coming annually to Bienville for as many as 18 years. Along with the Bienville team: partner John Bauer, Tim Rode, Dewitt Cason, Jimmy Johnson; Morey has assembled an outstanding Management Team to produce this premier country music festival slated for October 20-21, 2017.

Here's our Bienville Entertainment Team.....

VICKIE BASS, Event Producer, leads the team with over 25 years of event experience. She was involved with the Suwannee River Jam for 18 years, beginning with its inception as the largest country music festival to hit the South at that time! The breadth of her experience co-producing this festival spanned VIP and Backstage Management, Marketing, Talent Consulting, Staff **Hiring**

and Management, Group Sales and Sponsorship. Her roles included hiring and management of up to 400 temporary staff members per event, ensuring sponsor and VIP satisfaction, and procuring and managing sponsorship sales of up to \$300,000 per event. Bass has advanced large-scale festivals with marketing budgets totaling hundreds of thousands of dollars, such as the BB King Blues and BBQ Festivals and the H.O.R.D.E. Festival, headlined by Neil Young, and produced by Fantasma Productions. She has been retained to travel to large festivals around the country, including Summer Lights in Nashville, to fill management roles. Bass has also produced her own festivals, including a Hot Air Balloon Festival, a Cajun Music Festival and various festivals and events for corporate as well as non-profit organizations throughout the region.

DENNIS FREEMAN, Site and Production Manager, has over twenty years' experience in concerts and special events. He is highly skilled in all realms of special event logistics, production, site and stage management. His technical abilities take a site from plan to implementation, resulting in the most effective layout of stages, vendors, concessions, tents and all logistics impacting the event.

Freeman has one of the most impressive event production resumes in Nashville. His background includes the **Luke Bryan Farm Tour** where he has been the Tour Logistics and Site Manager since 2009. He has been the Event Logistics and Site Manager for **Capitol Records** Annual Street Party since 2008. Freeman's background includes extensive work for the **Country Music Association**, including serving as their Event Logistics Manager for **the CMA Music Fest** 2001-2010, and Event Logistics Manager for the **CMA Awards** from 2002-2010. He served as the City of Nashville Director of the Mayor's Office of Film and Special Events for two years and has been the Race Director of **Nashville's Ultra Marathon** since 2008. Freeman produced **Wynonna Judd's** solo tours as well as the phenomenal **Judds' Farewell Tour**. He serves as Technical Producer for various corporate events for **Opryland Productions** and has done so for over 17 years. Dennis brings a highly-qualified staff of some of the top production specialists in the industry with him to **Party in the Pines**. Their contributions to the event will bring that "wow factor," inspiring concert attendees to be ready for the next special event produced by Bienville Entertainment! Look for an incomparable stage experience as we **Party in the Pines!**

CHUCK YOUNG, Stage Production Manager, got his start in the music industry as an audio engineer working for legendary companies Showco and Electrotec on world tours with artists such as **Ozzy Osborne, Guns and Roses, Neil Young** and others. After several years as a Production/Tour manager for numerous acts, he joined **Live Nation** as production manager for the Starwood Amphitheater and the Nashville office. During that time, he produced many shows and festivals in venues across the southeast. Chuck subsequently became a freelance producer working closely with the **Country Music Association** and others to produce promotional tours and events. He regards leading the transition of Fan Fair to **CMA Music Fest** in 2001 as one of his biggest accomplishments. He served as Production Manager of that event for 9 years while also producing many other events for Chevy, Walmart, Proctor Gamble, and others. For the past 8 years, Young was the General Manager of **Moo TV, Pollstar's Video Company of the Year** for 7

consecutive years. After leaving Moo TV in late 2016, he is again active as a consultant and production manager/producer.

DAVID HOGAN, Food, Beverage and Merchandise Manager, has an impressive background in all aspects of ensuring guest satisfaction, while impacting the best return on food, beverage and merchandise sales. He has over twenty years' experience in this area as well as producing his own highly successful events.

David has managed Food and Beverage for the **Suwannee River Jam, Crystal River Jam, Rockin' Wheels, Summer Lights (Nashville), BB King Blues and BBQ, Springfest, Magnolia Fest**, and dozens of other mega-crowd events. His incomparable expertise in managing both people and product results in satisfied customers and extremely satisfied promoters! Promoters seeking his level of experience have flown him across the country through the years to manage their food and beverage and merchandise operations.

David has a solid base of proven vendors who will bring superior products and service to **Party in the Pines**. He brings expertise in calculating the food and beverage needs of crowds, the number of vendors required to manage crowds and bringing an excellent balance of offerings in food, beverage and merchandise. His and his team's skills in managing food and beverage ticketing and accounting throughout the stress of an event are outstanding. David will bring professionalism to the event that is coupled with strong profits in this area. His knowledge of state rules and regulations and commitment to training temporary employees is exemplary.

Bringing together one of the most talented production teams in the nation, Bass has also assembled an unrivaled talent buying and marketing team based in Nashville. REACH Nashville enjoys a thriving reputation for connecting top country music artists with events and fans for unforgettable live entertainment experiences. Their strategic marketing campaigns optimize social media, radio, print and digital to ensure full exposure and success.

You will not find a more qualified team than this group! Combined with the experienced department managers and highly capable temporary staff hired, this team will take **Party in the Pines** to an unequalled level of production, guest experience, efficiency and SUCCESS! **The reputation of a professional, smoothly operated stage production will circulate through Nashville, resulting in artists eager to perform at the Second Annual Party in the Pines!**

Our guests will be standing in line at Party in the Pines to buy tickets for next year's event!

11. ANTICIPATED NUMBER OF LOCAL EVENT ATTENDEES:

We anticipate drawing approximately 4,000 Columbia County attendees.

12. ANTICIPATED NUMBER OF OUT-OF-TOWN OVERNIGHT ATTENDEES (include vendors staying overnight in this number)

We anticipate to nearly fill Columbia County's hotels, easily filling 1,500 hotel rooms (up to 3,000 room nights). Our total anticipated attendance is 20,000 Friday, October, 20, 2017, and 30,000 Saturday, October 21, 2017.

13. ANTICIPATED NUMBER OF EVENT VENDORS:

We anticipate meeting the attendance needs with approximately 60-70 food and beverage and retail vendors.

14. LIABILITY/MEDICAL INSURANCE

Yes, K & K Insurance

15. HAS VENUE/FACILITY BEEN SECURED?

Yes, Bienville Plantation, 16673 SE 81st Drive, CR 137
White Springs, FL 32096. Contact Jimmy Johnson 386-397-1989

16. HAS HOTEL BEEN SECURED?

The following hotels in Columbia County have agreed to give a 10% discount to all guests calling and indicating they are coming to attend Party In The Pines: (All other Columbia County hotels have been called and advised of the dates of the event) We will implement tracking documents at each hotel to confirm numbers of Party In The Pines guests who stayed at Columbia County hotels during the event, and follow-up post event.

Comfort Suites

Comfort Inn and Suites

Home2 Suites

Hampton Inn and Suits

Contact for all of above is Kristi Jenkinsen, 386.755.9028.

17. ANTICIPATED NUMBER OF HOTEL ROOMS PER NIGHT:

October 20, 2017	200 Single Rooms	1300 Double Rooms
October 21, 2017	200 Single Rooms	1300 Double Rooms

18. ROOM NIGHT HISTORY OF EVENT:

(N/A First Year Event)

19. ATTACH MARKETING BUDGET FOR FUNDS REQUESTED WITH ITEMIZED CATEGORIES OF REVENUE AND EXPENSES.

We are in the process of finalizing the leasing of multiple digital billboards throughout Georgia, the Florida panhandle and as far south as south-central Florida. We would like to allocate Columbia County TDC funds toward this project.

20. AMOUNT OF FUNDING REQUESTED:

We are requesting \$10,000 to be used toward the cost of the above described digital billboards in the (out-of-county) locations stated above.

We are also requesting that the TDC provide shuttle buses from Columbia County Hotels to Party In The Pines.

21. INTENDED USE OF FUNDS:

We have a comprehensive marketing campaign being managed by the entities described below:

Marketing for **Party in the Pines** is being strategized and implemented by two of the most respected and aggressive agencies in the music industry.

REACH Nashville (reachnash.com) is an entertainment and marketing agency with deep roots in Nashville and in the music industry. REACH has experience in every aspect of brand integration, turn-key project management, event marketing, production and talent buying. Their marketing portfolio includes events for the CMA, CMT, TOYOTA and SONY music, to name just a few. REACH is also the talent buying agency for **Party in the Pines** and has gained our full confidence in this process.

ZEHNDER COMMUNICATIONS, (z-comm.com) with offices in Baton Rouge, New Orleans and Nashville, represents a broad range of corporate and event clients. They are an integrated, results oriented marketing firm. They bring a plethora of diverse abilities and strategies to the table to propel **Party in the Pines** to success. Their strengths include creative development, content creation and direct marketing. They are managing our social media campaign. When tickets initially went on sale for Party In The Pines, that particular Facebook post generated over 7,500 Shares, 2,000 comments and reached just under 675,000 people! Zehnder has activated an amazing campaign encompassing Facebook, Instagram, Twitter and an aggressive digital ad purchase campaign.

REACH and ZEHNDER will work together to create **Party in the Pines'** branding/identity development, and a focused, aggressive marketing campaign that includes radio, press, digital ads, social media posting and engagement, paid advertising, website, Google analytics, TV spots and e-mail blasts. The combined efforts of the two companies will build awareness of the event and its sponsors through strategic media relations and messaging, social media, digital and purchased advertising.

In addition, **Bienville Plantation's** social media is managed by the incomparable Outdoors360. They currently have 6,386 Instagram followers garnishing 120,000 impressions each week, with a reach of 65,000, yielding 1,400 weekly website views. Facebook fans number well over 3,500, with a 24,916 reach and 8,425 post-engagement. These numbers represent a 100% organic yield. **Party in the Pines** will benefit from this massive reach!

Press and social media will have a national reach and purchased outlets will focus on a 5 hour from venue range, including Florida, Georgia and Alabama. A marketing analysis will be provided post event to determine effectiveness and return on investment.

Our radio campaign is currently running on 23 stations, reaching South Florida, the Panhandle, and into Alabama. Radio was activated on May 29, and ramps up with each passing week. We have promotions in addition to cash buys that utilize over 1,000 General Admission tickets. As we are closer to the event, these radio stations will be activating promotions throughout the Southeast, utilizing their giveaway tickets at events including restaurants, country music bars, grocery and convenience stores.

Our print advertising budget is also supplemented by marketing sponsorships with The Thomasville Times Enterprise, The Valdosta Daily News, The Jasper News, The Suwannee Democrat, The Lake City Reporter and the Lake City Advertiser. WCTV (Channel 6 Tallahassee) is our exclusive TV sponsor.

In addition to the above marketing strategies, we have tremendous marketing plans being implemented by some of the event's top sponsors: Beginning in August, Budweiser will have Party In The Pines truck back advertisements covering the back of trucks in 11 counties. A pending agreement with a soft drink provider will encompass truck backs in over 7 counties. Sonny's BBQ, The Official BBQ Sponsor of Party In the Pines, will have Register To Win promotions in 37 of their stores in Georgia and Florida, that will also include table tents on each table in all of these 37 restaurants from August 1 through the event. Additionally, we will be included in all of their social media, print, radio and TV advertising.

The Jacksonville Landing owner is giving Party In The Pines space in Duval County at 150 highly trafficked intersection locations for 4'x4' signs that will be placed August 1-October 21, 2017. Sponsor, S&S Food Stores, will begin selling tickets to the event August 1.

Banners promoting the event and the ticket sale at all S&S stores will be placed in front of 50 S&S Stores in North Florida and one in South Georgia.

22. HOW WILL THE EVENT/PROJECT BENEFIT TOURISM IN COLUMBIA COUNTY?

Party In The Pines will benefit tourism in Columbia County, Florida by promoting it on their website, press releases and social media opportunities when available. The "springsrus.com" logo will be featured on all of the sponsorship opportunities described above, from posters, to print, website, print-at-home tickets with all sponsor logos, to newsletters that will be generated to thousands of people who have already expressed an interest in attending an event in Columbia County's "neighborhood."

We will have an onsite opportunity for the Columbia County TDC to market and present opportunities to tens of thousands of guests. A highly trafficked booth where representatives of the Columbia County TDC can present power point, brochures and avail themselves of opportunities to meet guests will be available. Opportunities exist from two stages, as well as our Jumbotron with 3 screens. We are providing an opportunity for tens of thousands of people to be exposed to the beauty of Columbia County, its natural and other resources. Our ticket buyers have already been shown to originate from as far away as Great Britain and Australia, as well as the west coast including California and Washington. These guests will be exposed to the vacation and destination opportunities of Columbia County and desire to return for an extended stay.

23. HAVE YOU RECEIVED A COLUMBIA COUNTY TDC GRANT IN THE PAST?

No, this is a first-time event.