

# TONIGHT'S PRESENTATION

## **Review and Discuss:**

- **The Crown Festival Park activations since opening & market feedback**
  - **Two Regional Events in 2019**
-

# THE CROWN FESTIVAL PARK BACKGROUND

- **Opened March 2017**
  - **Location for Large-Scale, Regional and Cultural Events**
    - **Community/Civic and Commercial**
  - **Build Community**
  - **Drive Economic Activity and Growth**
  - **Enhance Residential Quality of Life**
-

# THE CROWN FESTIVAL PARK ACTIVATIONS

## Cultural Kite Festival

- March 4, 2017
- March 3, 2018



## Star Spangled Spectacular

- July 4, 2017



## HOLI Festival of Colors

- March 24, 2018



## MARKET FEEDBACK

- **To date, staff has received multiple inquiries for utilization:**
  - **Fun runs, cultural events, concerts, athletic competitions**
  - **Commercial & Non-Profit entities**
- **Feedback:**
  - **Love the site and appreciate site flexibility**
  - **No opposition received on rental or setup/breakdown fees**
  - **Size of site; space is intimidating to program for Tier 1 & Tier 2**
  - **Producers lacked adequate planning time before desired event date**

## **REGIONAL EVENTS: BENEFITS / OPPORTUNITIES**

- **Regional Event Framework:**
  - **Positively align with City's brand**
  - **Create opportunity for economic impact**
  - **Partnership with reputable producers**
  - **Opportunity to support SL businesses and/or non-profits and introduce City to possible new residents/corporations**
  - **Utilize The Crown Festival Park as designed and intended**
- **Regional Events with Community Elements**
  - **Bring the Sugar Land community together**
  - **Offer a free / discounted element to residents**

## **2019 REGIONAL EVENTS**

- **Two (2) regional / community event opportunities for 2019**
    - 1. Sugar Land Family Festival – Fall 2019**
    - 2. July 4<sup>th</sup> Weekend Event Series – Summer 2019**
-

# **SPECTRUM FESTIVAL MANAGEMENT EXPERIENCE**

- **Spectrum Catering, Concessions and Special Events**
    - **Started in 1992 with servicing the Houston market**
    - **Provides catering, concessions and special events services throughout the US and Canada for the past 26 years.**
  - **Tony Terwilliger, Executive Director – Festival Division**
    - **Involved in a leadership role in the production of many large-scale festivals throughout the Houston area for 21 years**
    - **Produce many annual events each year**
-



# SPECTRUM FESTIVAL MANAGEMENT EXPERIENCE

- **The Bayou City Art Festival** – Memorial Park – March
  - Site Operations Director – 2014 – Present
  - Attendance – 10,000 – 15,000 / day
- **McDonald's Houston Children's Festival** – April
  - Festival Director – 1998 – Present
  - Attendance – 20,000 – 25,000 / day
  - Largest Children's Festival in the US
- **Free Press Summer Fest** – June
  - Site Operations Director – 2013 - 2017
  - Attendance – 25,000 – 30,000 / day
- **Freedom Over Texas** – July
  - City of Houston's Official Fourth of July Celebration
  - Site Operations Dir. – 2003 – Present
  - Attendance – 50,000+
- **The Bayou City Art Festival** – Downtown Houston – October
  - Site Operations Director – 2014 – Present
  - Attendance – 10,000 – 15,000 / day
- **Float Fest 2018** – San Marcos, TX – July 2018
  - Event Director – 2018 – Present
  - Attendance – 18,000 / day



# SUGAR LAND FAMILY FESTIVAL

- Excited to bring a large scale, family festival to The Crown Festival Park
- Vision is to host a two-day family festival, inclusive of family-friendly entertainment, interactive games and activities, food and beverage concessionaires and sponsorship activations.
- Representatives from the City's Event Review Committee attended the most recent McDonald's Houston Children's Festival 2018, receiving a "behind-the-scenes" look at our work.



## SPECTRUM TEAM

- **Tony Terwilliger**, Festival Director – 21 years of experience
- **Kelly St. Mary**, Sponsorship Director – 17 years of experience
- **Beth Craig**, Entertainment Director – 25 years of experience
- **Strike Marketing/Joe Pogge** – 30 years of experience in Marketing and Advertising plus an in-house social media and website team
- **Beverage and Food** – Spectrum is an industry leader in the concessions business



# **Q&G ENTERTAINMENT EXPERIENCE**

- **Q and G Entertainment, LLC**
  - **Gary Becker – industry veteran, well-known in Sugar Land for partnering with the City to design, build and manage the Smart Financial Centre**
  - **Nancy Davis – live event, large-scale festival industry for 30+ years, events include Olympic Games, Super Bowl, Rodeo Houston, City of Houston 4<sup>th</sup> of July Freedom Festival and more**
  - **Tiffany Davis – 15+ years specializing in development and management of celebrity driven, high-profile events such as Academy of Country Music Awards, Essence Festival, College Football Playoffs and more**

# Q&G ENTERTAINMENT EVENT VISION

## Crown Music Festival

- Multi-Day Event
  - Inclusive of the City's 4<sup>th</sup> of July event
  - Concerts each day
    - Country, Classic Rock, Latin, Urban or other musical styles
  - Fireworks
  - Concessions provided by Spectrum
-

# CROWN MUSIC FESTIVAL

- **Proposed Show Schedule in 2019 (subject to change)**

July 4 <sup>th</sup>	July 5 <sup>th</sup>	July 6 <sup>th</sup>
Sugar Land's July 4 <sup>th</sup> Event	Country Music Festival	Classic Rock Show
Doors Open: 5:00pm	Doors Open: 5:00pm	Doors Open: 2:00pm
Show Time: 7:00pm - 9:40pm	Show Time: 7:00pm - 9:40pm	Show Time: 4:00pm - 9:40pm
Fireworks: 9:40pm – 10:10pm	Fireworks: 9:40pm – 10:00pm	Fireworks: 9:40pm – 10:00pm

## **CROWN MUSIC FESTIVAL – JULY 4<sup>TH</sup> BENEFITS**

- **The City's 4<sup>th</sup> of July kicks off the weekend event series allowing us to:**
    - **Utilize their infrastructure**
    - **Q&G Entertainment have committed to programming and providing the event logistics for the City's 4<sup>th</sup> of July**
    - **Offer free tickets to our residents with discounted parking tickets**
    - **Bring the Sugar Land community together**
-



## PRODUCER RESPONSIBILITY

- **Responsible for paying ordinance mandated fees**
  - Rental fees
  - Commercial Utilization fees
  - City Service fees
  - *Note: rental and commercial utilization fees anticipated to offset substantially all City General Fund costs for Fourth of July event*
- **Responsible for securing ordinance mandated permits**
  - Special Events Permit
  - Food Permits
  - Fire Marshal Permits
- **Event Review Committee process**



## NEXT STEPS

- **With Council's support, City Manager to execute MOU & Contract for both parties.**
- **Staff will continue to work with each producer to ensure the safe activations of these Community and Regional Events in 2019.**
- **Inform City Council of progress as the events develop.**



# FEEDBACK & QUESTIONS