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COMPLETE

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Page 1: Truckee Tourism Business Improvement District (TTBID) Deadlines, Application and Requirements

Q1 Date application is being submitted:

August 22, 2017

Q2 Organization Information-

| | |
|------------------------|--|
| Name of Organization | Coburn Music |
| Mailing Address | P.O. Box 111 |
| Organization Owner/CEO | Lindsay McIntosh |
| Phone | 12092029238 |
| Email | coburnearlymusicfestival@gmail.com |
| Website | www.coburnmusic.org |
| Mission/Purpose | The mission of Coburn Music is to present a year round performing arts series and bi-annual festival of the highest artistic and musical caliber cultivating an internationally recognized, multi-cultural presence in the Truckee-Tahoe basin. We are committed to all forms of the performing arts with a focus on classical music, the cultivation of new works, and consistent community engagement. Our goal is to grow Coburn Music over the next five years to become Truckee's premiere artistic and multi-cultural performing arts experience. |
| Year Founded | 2017 |
| Tax ID | 81-0844959 |

Q3 Is your organization a non-profit? **Yes**

Q4 Event Contacts:

| | |
|------------------------|---|
| Primary Contact Name | Lindsay McIntosh |
| Title | Founder, Executive & Artistic Director |
| Phone | 12092029238 |
| Email | lindsaymcintoshoboe@gmail.com |
| LinkedIn | https://www.linkedin.com/in/lindsay-mcintosh-3b6139bb/ |
| Experience | Link to downloadable resume: https://drive.google.com/open?id=0Bz2mZgLOeV2bVHZNNmNObk95bUk |
| Secondary Contact Name | John Brancy |
| Title | Advisor of Artistic Development |
| Phone | 16096176462 |
| Email | johnbrancy@gmail.com |
| LinkedIn | https://www.linkedin.com/in/john-brancy-8a466383/ |
| Experience | Link to downloadable resume: http://www.johnbrancy.com/about |

Q5 Other Staff involved with the Planning of Event, including who and how many volunteers:

Emma McMullin-Major, General Manager
Owen McIntosh, Operations Coordinator
Lorena Garcia, Social Media Manager
Nanette Rondeau, Board Chairman

Q6 Which Truckee Brand Core Value(s) does your event most closely align with? (may choose more than one) **Family Friendly,
Community Minded,
Arts, Culture,
History**

Q7 Does your event support the Truckee Brand Promise of "providing an authentic mountain town experience with easy access to inspiring natural beauty, world class recreation and a vibrant community". **Very Strong 5 points**

Q8 Describe where the Truckee Brand Logo, link, tagline and hashtag #basecampforabiglife will be incorporated. (If approved, a Truckee Brand Event Marketing Plan will be provided for your implementation.)

The Truckee Brand will be incorporated into all of Coburn Music's media. From press releases to the hashtag on every post a performer makes, we are fully committed to Coburn Music being synonymous with #basecampforabiglife. It is our goal to fully brand with Truckee so that in five years time tourists and locals alike will consider Coburn Music and Truckee the top destination for internationally acclaimed performing arts.

Q9 Event Description

| | |
|------------------------|--|
| Name of Event | Coburn Music Pop Up Concert Series |
| Date(s) of Event | November 13-20th, 2017 & Feb-March 2018 |
| Facebook | https://www.facebook.com/coburnmusic/ |
| Hashtag | #coburnmusic |
| Website | www.coburnmusic.org/events |
| Year Event was started | 2017 |
| Hours of Event | 1-2 hour concert, for each concert presented. |

Q10 General Overview of Event

Coburn Music will curate, produce and perform six performances during the shoulders season of 2017/2018. This will take place in two separate week long residencies. The first three concerts will take place during the week of November 13-20th, 2017. The remaining three will take place in March of 2018 (specific dates tbd.)

These two week long residencies will bring out seven musicians that make up New Vintage Baroque, Coburn Music's resident ensemble. These acclaimed artists will spend the week performing, educating and integrating into the local and visiting community. Our performances will take place in and around the historic downtown Truckee in local venues and businesses.

The Fall residency will perform at The Cedar House, The Community Arts Center, and Coffee Bar. I've chosen three different venues so that I can accommodate a range of audience goers. The first concert will be at the Cedar House. This will be in collaboration with their restaurant Stella. This concert will have a musical program curated to compliment the food served. Ticket price will be \$95 for a one of a kind experience. The second performance will take place at The Community Center and will offer a program that the will suit the entire family, tickets will be \$20. Our final performance will be in collaboration with Coffee Bar. Coburn Music will offer a program inspired by J.S. Bach's infamous Coffee House, Cafe Zimmerman. This will be a free event with donations matched by Coffee Bar.

The Spring residency will use this same model, using different local venues. The Truckee Tavern, Uncorked and Dark Horse are three locations that have expressed interest in hosting a concert.

| | | |
|---|------------------------------|----------------|
| Q11 Which days of the week does your event take place? | Friday through Sunday | 1 point |
|---|------------------------------|----------------|

| | | |
|-------------------------------------|---|-----------------|
| Q12 Season event takes place | April, May, Oct, Nov, Beginning of December (excluding holidays) | 3 points |
|-------------------------------------|---|-----------------|

| | |
|--|--|
| Q13 What is your event category? (you may choose more than one) | Arts, Culture, , History Festival, Music, , Celebration Educational, Families |
|--|--|

Q14 Will you be producing the event or hiring a production company?

We will be producing all concerts and educational seminars.

Q15 Where is the exact location of your event? (Please enter the address or google map pin URL)

The Cedar House, The Community Center, Coffee Bar, Truckee Tavern, Uncorked and Dark Horse.

Q16 Has your location been secured and confirmed with location owner? **Yes**

Q17 Is your location within Truckee Town Limits? **Yes**

Q18 Are there any other events happening on or near your event date(s)? (Check Truckee.com calendar) Explain:
None posted yet.

Q19 Is there an event happening within the same week in the same category as yours? If so, how might they compliment each other or compete? **No**

Q20 Is this a one time event or do you plan to produce beyond 2017?

We plan to produce 6 events total in the shoulder season, three in November, and three in March 2018. It is our goal to have Coburn Music become an anchored performing arts series year round.

Q21 Is your event a NEW or REPEAT event for Truckee? **REPEAT**

Q22 If hosted beyond 2017 do you anticipate requesting funds from TTBID in the future? **Yes**

Q23 Have you submitted a Special Events Application to the Town? If so, please upload a copy. **Respondent skipped this question**

Q24 Please describe your event insurance levels. If funded, copies will be required.

All events will have insurance coverage under the businesses that we perform in.

Q25 Will your event include food/beverage and alcohol? Please list vendors involved. (appropriate copies of licenses for vendors will be required)

CoffeeBar, Stella's, Truckee Tavern, Dark Horse and Uncorked.

Q26 Will there be amplified music and if so, please note hours. **No**

Q27 Please describe any setup and break down plan (vendors included) including restrooms, trash/recycle, cleanup:

All events will be held indoors, which will be fully equipped with restrooms, trash cans and a cleaning staff.

Q28 To what degree will your event minimize waste and protect the environment? (ie will it be a zero waste event?)

n/a

Q29 Please describe your parking and traffic plan including disability access (along with any vendor involvement):

Patrons and audience goers will park in the local downtown metered slots, as well as parking lots at the Cedar house and Coffee Bar.

Q30 Will your event involve the closing of streets? **No**

Q31 Will you require assistance of our fire and police departments or security guards? **No**

Q32 Attendees and Target Audience: Who do you think will attend your event? **Fly/Airline Market, Drive Market-Reno/Sacramento/Bay Area, Locals/Second Home Owners**

Q33 Please estimate the % for attendance from above question:

| | |
|---------------------------|------------|
| Locals/Second Home Owners | 60% |
| Drive Market | 35% |
| Fly Market | 5% |

Q34 How many people do you forecast will attend this year? **500-999 3 points, 250-499 2 points**

Q35 How many people attended last year?

750

Q36 What percent of attendees are forecasted to spend the night? **30-50%**

Q37 How many nights per attendee, on average, do you forecast? **Two-Three nights**

Q38 How many people in a "party" do you forecast, on average? **Two people**

Q39 Will you be linking to Truckee.com to funnel all lodging inquiries? (if funded, a Truckee Events Brand Marketing Plan will be provided) **Yes**

Q40 Do you have a lodging partner and if so who? Other (please specify):
This past August, The Truckee Hotel donated four rooms for nine nights for Coburn Music's first pop-up concert. To keep our cost down for the Fall and Spring residencies we are actively looking for housing partners and patrons to house our musicians. We are open to any housing partners that you can provide.

Q41 Do you have an email database that you will be marketing to and if so, list size and avg. open rate? **Yes,**
Other (please specify):
Our data base is small but growing everyday. We will partner with Truckee.com, Tahoe Quarterly and Tahoe Weekly to send out solo email campaigns to reach a greater population.

Q42 List Hard Media Placement Costs (ie radio, print, facebook ads etc.)

Facebook push w/ Tahoe Quarterly (\$40)
Facebook push w/ Truckee.com (\$40)
Truckee.com Email Blast (\$250)
Tahoe Quarterly Print Ad 1/6 page (\$690)
Truckee Tahoe Radio Ads: (\$150)

Q43 Other Marketing Costs-(i.e. posters, brochures, website design, vinyl banners, etc.)

Custom Poster Design \$400
Printed Festival Postcard (\$250)
Printed Concerts Poster (\$40)
Photography and Video (\$400)
Website Update (\$250)
Social Media Manager Fee (\$500)

Q44 Organic Marketing (not paid ads) on Social Channels-Describe who will be doing this and time spent, along with frequency and assets that will be used. (text, photos, videos)

Coburn Music has acquired an exclusive relationship with The Tahoe Weekly. Editor in Chief, Kathrine Hill has become a supporter of Coburn Music and offered all marketing resources to us free of charge. We will work with Priya Hunter, Entertainment and Food Editor, to create and post all event information to their social media accounts as well as their online calendar listings.

Coburn Music will use social media accounts that include; Youtube, Facebook, Instagram and Snapchat. As the Artistic Director of Coburn Music I will schedule and create daily posts that will post throughout the week. These post will include; profiles on our musicians, pictures of rehearsals and performances, exclusive videos of rehearsals and performances, interviews with the musicians, music videos from past performances, press articles and quotes.

The acclaimed musicians of Coburn Music have the capacity to reach up to 40,000 organic viewers by reposting what we post, which will be what we do.

Four weeks before the November Fall Pop-Up Series, we will create event listing on Coburn Music's Facebook, Instagram and the Truckee.com website that will tag our local venues and business partners. Each partner will repost ensuring that we reach their patron base. Two weeks before we will begin to post every few days to create buzz around the events. Musicians will repost. We will use many of the local groups in the area on Facebook to spread the word about our events.

Q45 Please upload your Marketing Plan here.

Coburn Music Budget 2017:2018.pdf (65.9KB)

Q46 Has this project received prior funds through the Truckee Chamber of Commerce in prior years? **Yes**

Q47 Did you provide a post event recap form? (If not your event may not be funded.) **Yes**

Q48 Does your event receive other grant funding and if so from who and how much? Other (please specify):
We are in the process of applying for various local and state grants to help fund this year round music series, as well as seeking corporate sponsors, local donors and a a board that gives annually.

Q49 Will your event have sponsors and if so, who? Other (please specify):
We are seeking local housing sponsors, corporate sponsors and media sponsors.

Q50 What will the Event Admission cost(s) be?

\$95, 20, and free.

Q51 What is the forecasted overall event marketing and production cost and event total revenue? (excluding funding request)

| | |
|-----------------------------------|--------------------|
| Total Marketing + Production Cost | \$29,080.00 |
| Revenue | \$28,975.00 |
| Profit/Loss | \$-105.00 |

Q52 What dollar amount of funding are you requesting from TT BID?

Coburn Music is requesting \$10,000 to cover entertainment costs and marketing cost.

Q53 Should TT BID decide not to support this event through funding, will it still occur? **Yes**
