

Gray Bear Productions
Reggae in the Rockies
September 5th and 6th, 2025
Final Report

1. Recap of Event:

Reggae in the Rockies was a 2-day music event/festival featuring top nationally known Reggae/Rock artists playing live at the Alpine 4H camp Sept. 5th and 6th, 2025. It included 10 professionally produced music sets on multiple stages set up indoor and outdoor and offered on-site food, drinks, vendors, and camping.

2. Number of attendees

Attendance exceeded our goals of 1000 on the first night and 250 on the second night. Actual attendance was 1273 tickets sold for night 1 and 259 tickets sold for night 2. This was a mix of local residents, regional visitors and attendees from places such as Florida, the East coast, West coast and Southwest who flew in or drove to the event.

3. -Art documentation attached-
4. How tourism was created

Due to an organized and consistent media campaign, we were able to reach many areas across the US to create awareness about this event. We had hundreds of guests travel by air or road, and utilize our local hotels, campgrounds, and restaurants. They spent money in gas stations, retail, and grocery stores. Many also made a vacation out of their travels by patronizing other local tourism businesses. Many of our local residents had guests and family who came to stay with them so they could come to our event.

5. Positive impact to our community

Many attendees reported seeing the Alpine area for the first time while attending the show. This will benefit our area in the long-term, as many shared beautiful pictures and praise online highlighting our unique and picturesque location. Many locals attended, from throughout Star Valley, Jackson, and even Victor and Driggs. This is a great way of promoting the Alpine area as an easy, beautiful, and relaxing place to return to. Local businesses were prioritized to provide food, staffing, and vending at the festival. The response from those businesses was universally positive. The feedback we received from attendees was overwhelmingly positive as well.

6. Objectives met

Our objectives were all met and generally exceeded our expectations. We provided two days of incredible live music in a beautiful setting, promoted our area and the local businesses, utilized our

local businesses to help with the event, brought in tourists who had never been here before, and conducted a large event on budget, with the help of our many sponsors and the Alpine tourism board.

7. Will we have the event again?

We do plan to have the event again. Not only was the event a great success, we received incredible positive feedback after the show from hundreds of people, all of them asking when the next one will be. We had such a great crew of volunteers, staff, management and community support leading up to, during and after the show. We believe the next show, with our supporters help, will be even bigger and better, and look forward to working hard to make that happen.

8. Changes for next time

*On the next round we will offer camping from day one. This year we got approved for camping well after the show announcement and having that approval from day one will allow visitors to make plans sooner and stay for 2-3 days.

*We also plan on having 2 stages playing music, so as one stage sets up for the next band the other stage will have a music set going.

*We would like to increase capacity of the show to 2000 people so we would move vendors to an area with the food trucks to allow additional space for more attendees. Both days will lower ticket prices to attract even more attendees.

Along with these goals we have and are having multiple post-show meetings on how to improve the venue, camping, parking and other aspects of the event.

9. Connections and future partnerships

This show really turned heads and brought attention to the love of live music, the beautiful area of Alpine, and the potential for bigger and better events in the future. Hundreds of people reached out to work, volunteer, and be part of this event and future events. Every year we have secured more sponsors and we expect this to continue in the future.

10. -Final expenses/budget attached-

Ticket Sales - Friday 9/5/25

	Qty	Ticket Price	Total	Total after 5% sales tax
Tier 1 GA	492	\$45	\$22,140	\$21,086
Band GA	144	\$45	\$6,480	\$6,171
Presale GA	11	\$45	\$495	\$471
Venmo Tier 1 GA	4	\$45	\$180	\$171
Tier 2 GA	402	\$55	\$22,110	\$21,057
Tier 3 GA	77	\$60	\$4,620	\$4,400
Door GA CC	10	\$65	\$650	\$619
Door GA Cash	6	\$65	\$390	\$371
Door - late	1	\$40	\$40	\$38
VIP - Tier 1	96	\$150	\$14,400	\$13,714
VIP - Tier 2	30	\$160	\$4,800	\$4,571
VIP - upgrade	29	\$103	\$2,987	\$2,845
VIP - Upgrade venmo	2	\$110	\$220	\$210
Tent Camping	98	\$35	\$3,430	\$3,267
RV Camping	48	\$55	\$2,640	\$2,514
Camping Emilee Venmo	3	\$35	\$105	\$100
Camping EO Venmo	4	\$35	\$140	\$133
Camping Cash		\$125	\$125	\$119
Rebate	1137	\$2	\$2,274	\$2,166
<u>Total</u>	<u>1273</u>	<u>\$69</u>	<u>\$88,226</u>	<u>\$84,025</u>
		average ticket price		
Comps	50			
Total Capacity	1323			

Expenses - Friday 9/5/25

Production

Stage/Sound/Lights	\$13,108
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Marketing

Advertising	\$1,899
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Video Promo (Ryan Brim)	\$1,650
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Print/Poster	\$312
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Site

4H Site Rent	\$3,400 *3 days
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Ox Presents Staff	\$8,655
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GB Staff	\$525
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Insurance	\$989
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Toilets	\$4,370 *3 days
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Trash	\$781
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Permits	\$325
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Internet (Starlink)	\$50
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Tents	\$1,110
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Site Signage	\$251
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Indoor artist fee	\$2,500
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Indoor stage	\$2,864
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Transportation	\$840
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Misc.	\$2,854
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EMT	\$320
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Local Costs Total	\$46,803
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Artist

Package	\$24,000 Tribal Seeds and The Movement
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1st of 3	\$3,500 Kbong & Johnny Cosmic
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Hospitality	\$2,735
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MC	\$500 Crazy Tom
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Total Artist Cost	\$30,735
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<u>Total Event Cost</u>	\$77,538
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P/L on Tickets ONLY	\$6,487
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Additional Income/Sponsorships

Vendor Fees

Vendors \$350

Alcohol Sales \$3,561

Sponsors

Sponsors \$4,900

Total Add'l Income \$8,811

Total Profit \$15,298

Ticket Sales - Saturday 9/6/25				
	Qty	Ticket Price	Total	Total after 5% sales tax
ADV	252	\$95	\$23,940	\$22,800
Venmo	4	\$95	\$380	\$362
DOS CC	2	\$100	\$200	\$190
DOS Cash	1	\$100	\$100	\$95
Total				\$23,448

Expenses - 9/6/25	
Production	
Stage	\$3,457
Tent	\$2,466
Hospitality	\$1,129
Band/Staff Meals	\$1,000
Staffing	
Staff pd Ox	\$2,986
Shuttle Driver	\$840 split 50/50 between days
Merch Staff	\$500
Event staff	\$525
Transportation & Lodging	
Flights	\$3,102
Vehicles	\$2,125
Fuel	\$530
Lodging	\$4,902
General Expenses	
Advertising	\$350
Radio	\$180
Misc	\$1,427
	\$25,519

Ticket Sales 9/6	\$23,448
Expenses 9/6	\$25,519
Profit/Loss	-\$2,071

Ox Presents
PO Box 3701, Jackson, WY 83001
Phone (603) 582-4564
Email: ethan@oxpresents.com

INVOICE NO. 135

SEPTEMBER 12, 2025

BILL TO	SHIP CHECK	BANK INFO
Gray Bear Productions	<u>*US POST*</u> PO Box 3701 Jackson, WY 83001	Make Checks Payable to: Ox Presents LLC
ATTN: Dave Walters	<u>*FedEx or UPS*</u> 355 W. Deloney Ave. Unit A9 Jackson, WY 83001	Bank: Wells Fargo AC#: 1215485523 Routing#: 102301092 Wire - Domestic: 121000248

QUANTITY	DESCRIPTION	UNIT PRICE	TOTAL
1	Artist Fees for Tribal Seeds, The Movement and KBong & Johnny Cosmic	\$27,500	\$27,500
1	Production: Stage, Sound, Lights, Power	\$13,108	\$13,108
1	Marketing	\$4,179	\$4,179
1	Staff	\$11,641	\$11,641
2	Tents	\$2,466	\$4,932

SUBTOTAL \$61,360

SALES TAX N/A

TOTAL DUE \$61,360

Thank you for your business!

City & State where Consumers are from

Total Tickets			1472
City	State	Tickets	Percentage of Total
Afton	WY	28	1.90%
Alpine	WY	155	10.53%
Etna	WY	26	1.77%
Star Valley	WY	37	2.51%
Thayne	WY	19	1.29%
Jackson/Wilson	WY	205	13.93%
Victor/Driggs	ID	122	8.29%
Pinedale	WY	27	1.83%
Pocatello	ID	26	1.77%
Rexburg	ID	11	0.75%
Idaho Falls/Ammon/Blackfoot/Rigby	ID	204	13.86%
Arizona		11	0.75%
California		29	1.97%
Colorado		50	3.40%
Connecticut		10	0.68%
Florida		9	0.61%
Georgia		8	0.54%
*Not including: Victor, Driggs, Pocatello, Resburg, Idaho Falls, Ammon, Blackfoot, Rigby			
Idaho		87	5.91%
Montana		57	3.87%
Texas		10	0.68%
Utah		167	11.35%
Washington		19	1.29%
Wisconsin		9	0.61%
*Not including: Afton, Alpine, Etna, Star Valley, Thayne, Jackson, Wilson, Pinedale			
Wyoming		109	7.40%
*Combination of other states not shown above that each had under five tickets sold			
Other		37	2.51%

TRIBAL & THE SEEDS OF MOVEMENT

KBONG & JOHNNY COSMIC



SEPTEMBER 5 - 4-H RANCH - ALPINE, WY

REGGAE IN THE ROCKIES

GRAY BEAR
productions

OX PRESENTS



2025

PEACE IN THE ROCKIES
AFTERPARTY

FORTUNATE YOUTH
KYLE SMITH ETHAN TUCKER
SUNSMITH HEAVEN ZEST CARRIES

SEP. 6, 2025
ALPINE, WY


GRAY BEAR
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