

SEPTEMBER 10-12 (TENTATIVE)

# PATCHWORK FESTIVAL

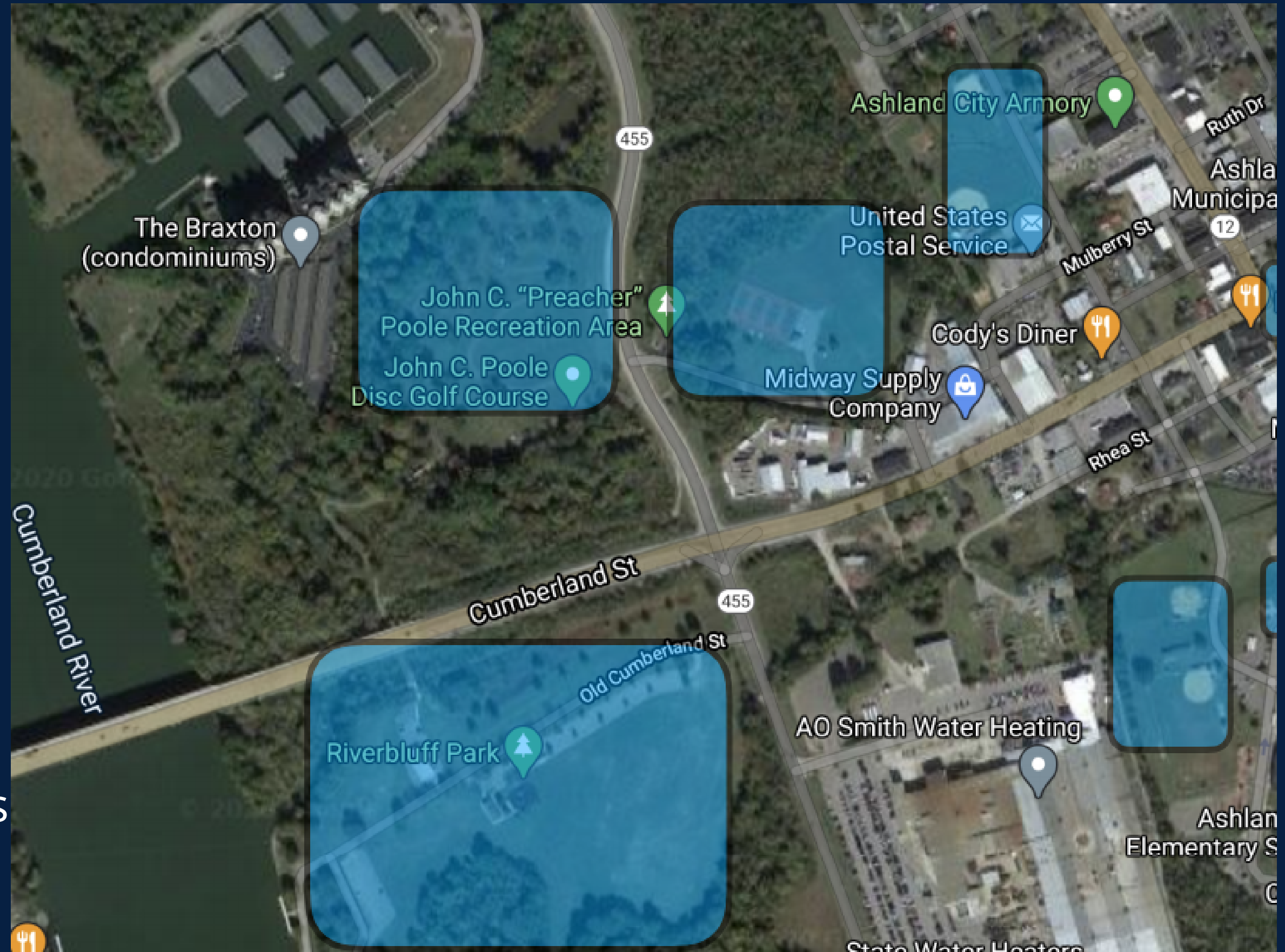
SOUTHERN MUSIC AND ARTS CELEBRATION

# -VENUE-

- Main stage:  
Riverbluff Park
- Camping/Secondary Stage:  
John C. Poole Rec Area

Other Potential Venues:

- Fairgrounds, Local Farm in Bells Bend, Bells Bend Farmhouse



# -MOCK LINEUP-

Level of artists are subject to capacity level/ size of audience - this should serve as a guide for style and influence of artists to be hosted

**LEON BRIDGES | JASON ISBELL & THE 400 UNIT | KEB MO' |  
RHIANNON GIDDENS | STURGILL SIMPSON | BLIND BOY  
PAXTON | COLONY HOUSE | HOGSLOP STRING BAND |  
AMYTHYST KIAH | DIRTY DOZEN BRASS BAND | GIL GANN |  
MERCURY | FISK JUBILEE SINGERS | MOLLY PARDEN**

# -SCHEDULE-

**FRIDAY** - bonfire & acoustic sets from 6-10pm at campsites

**SATURDAY** - music 12pm-10pm (roughly 7 acts)

**SUNDAY** - gospel choir in the a.m., continue from 12 pm-7pm  
(roughly 4 acts)

# ENTERTAINMENT

{SMALL STAGE}

- **Storytelling**

Through the Southern Order of Storytellers; folklorists continuing the art of American storytelling in an intimate setting

- **Intimate Acoustic Sets**

Local and up-and-coming artists performing acoustically in the camping area to cultivate a sense of closeness

- **Songwriting Workshop**

Opportunity to hear more from artists in a Q+A setting that allows for interaction

- **Jam Circles**

Similar to the Full Moon Pickin' Parties, bringing your own instrument is encouraged and space is allowed for groups of enthusiasts to make music together

# –ACCOMMODATION–

- Camping at John C. Poole Recreation Area  
(or local farm or campground in area with shuttles)
- Tiny Houses for VIP ticketholders
- Hampton Inn (if completed by September 2021)



# -TINY HOUSES-

Timbercraft Tiny Homes



New Frontier Design





# -TICKETS-

Ticket prices will be subject to capacity of events, but will be generally divided into several different tiers. Ticket tiers at present are subject to change throughout the planning process.

- Single Day General Admission
- Weekend Pass, no camping
- Weekend Pass, camping included
- VIP Pass, tiny house included as well as backstage access



# -ART MARKET-

Local vendors  
showcasing Southern  
arts - glassblowing,  
painting, pottery, folk  
art, etc.

The Old School pottery



# -FOOD VENDORS-

Inclusion of black-owned businesses and food trucks

- Will have a designated food vendor area by main stage- the Food Truck Roundup
- For campers, vendors serving breakfast food will be available in the camp area

## **-BARS & BEVERAGES-**

- Little Marrowbone Brewing Company
- Bars will serve from local wineries, breweries, and distilleries
- Serve up southern inspired classics- gin and sweet tea, bushwhackers, etc.

# **-COMMUNITY INVOLVEMENT-**

- Reach out to black leadership organizations for involvement in planning
- Involve a local non-profit to donate a portion of the proceeds



# **-WORKSHOPS-**

No. 9 workshops- potential for doing workshop on food preservation, organic gardening, etc.

Songwriting workshops

Demonstrations from Southern artists

# **-ASHLAND CITY BENEFITS-**

- Exposure for Ashland City
- Only music festival in Cheatham County (?)
- Sales tax revenue
- Launch of Arts Council
- Growth of Ashland City presence in tourism
- Promotion & support of local artisans and vendors

# **-FUNDING-**

- Tickets- the majority of revenue will come from ticket sales
- Vendor fees- vendors will pay a fee for booth space
- Corporate Sponsorship- startup costs and additional revenue from advertisement for corporate sponsors
- **Once capacity is established, a business plan can be worked up for budgeting purposes and funds can be raised**