

## River Park Concert 2024

The Triangle Music Alliance is pleased to announce the return of River Park Concert to Hillsborough on Saturday, April 20<sup>th</sup>, 2024 from Noon – 8pm. This FREE event has a great history of bringing local bands as well as Regional and National Headliners to Hillsborough’s Downtown River Park. We anticipate between 2-3,000 people. This year’s Non-Profit Partner is WHUP-FM and hope you will take the opportunity to not only go to the FREE event but also purchase tickets for the Sustainer Event on Friday, April 19<sup>th</sup>. The sustainer event raises money to support both the FREE event and benefits WHUP-FM.

**TMA Proposal to TDA: \$5,000**

**Use of Funds:** purchase of 1,000 Event Flyers, Social Media Animation, distribution of Event Flyers and Social Media advertising push on FB & IG & other advertising costs

**Economic Impact to Hotels in Hillsborough:** We estimate 30-40 hotel rooms will be booked in advance of this event. We can confirm that the Colonial Inn already has reservations for

Hotels	est. Hotel Rooms	Confirmation of rooms already booked
Colonial INN	15	8
Holiday INN Express	15	7
Microtel	10	0
AirB&B’s	5	0
<b>Total</b>	<b>45</b>	<b>15</b>

This year’s FREE event will feature an Art Walk, Community Mural, Local Craft Beer and Cider, and a food truck rodeo. The musical line up will include some of our local favorites, **Heat Preacher; Gone Ghosts; Hot Rooster** and a Regional Headliners, **Cool Cool Cool** (formerly Turquaz) RPC2024 is Rock & Funk & will get people dancing. We are still sourcing a final act and should announce this shortly on our social media sites. We have already posted a “Save the Date” for the April 20<sup>th</sup> RPC2024 Event.

**[www.riverparkconcert.com](http://www.riverparkconcert.com)** contains more information about the FREE and Sustainer Events.