



MEMO TO MERIDIAN ARTS COMMISSION

Topic: 2025 Concerts on Broadway Recap

Concerts on Broadway at Meridian City Hall. 7:00 PM: Headliner. All concerts sponsored by Investment Resources of America, Loose Screw Beer Co, the Meridian Development Corporation, and Idaho Central Credit Union.

1. *July 12: Soul Patch*

Attendance: Estimated: 160 people

Weather was fairly hot, but there was a mild breeze and plenty of shade. Holy Oly O's stated that the event was great, however, this type of crowd is not their typical demographic, so they asked to cancel their participation in the remaining concerts. The popcorn vendor was still a hit and Belong Co. was popular! Not as many people dancing as some concerts, but there was still dancing!

2. *August 9: Rockabetty*



Attendance: Estimated: 300 people

Weather was great during the concert, there was a slight breeze and some cloud coverage, and it was pleasantly cooler than the first event. They played a mix of rockabilly cover songs from the 50's and 60's and they introduced each one with a short story about the artist or history behind the song, focusing on female artists in particular. We had some nice comments on Facebook and C. Schiffler had a former arts commissioner send her this in a message:

"... I was so impressed with Rockabetty. All of the musicians were so talented, and the vocalists were so good together. I appreciated how they harmonized with each other and how their different voices fit the different singers/styles."

We had a difficult time booking more food vendors. We still have Loose Screw and Belong Co., but this demographic and event isn't large enough for savory/dinner type food vendors to want to come. It is also late in the season to be booking vendors on a Saturday. There were many more attendees with their own snacks and lots of dogs! Not very many dancers again, but there were a few couples that got up and danced.

3. *September 6: Billy Blues Band*

Attendance: Estimated: 190

Weather was cooler than past events in the mid 80s. Throughout the event it became more humid and overcast and eventually started to drizzle rain about 15 min. before we had scheduled to end. It was already dark by 8:40, and some people had left at intermission, so the band and audio engineer decided to call it to protect equipment. Loose Screw Beer was the only drink or food vendor and was popular. We sent a few people over to Voodoo Brewing to order take-out as a food option. People seemed to really enjoy the blues band. More people danced at this concert than at the past ones and there was applause after many of the songs. Attendance was good but a little low since there were many other events happening throughout the Treasure Valley.

