

## AGREEMENT – STEVENSON WATERFRONT MUSIC FESTIVAL

This agreement made and entered into this 17<sup>th</sup> day of January, 2025 between the **City of Stevenson**, a municipal corporation of the State of Washington, hereinafter referred to as “City”, and **Chris Kellogg, dba Clark & Lewie’s Restaurant**, hereinafter referred to as “Clark & Lewie’s”.

### Recitals

1. The City of Stevenson desires to increase the distribution of information about the City to attract visitors to the City and to increase tourism.
2. The City of Stevenson does not have qualified staff to manage a Waterfront Music Festival.
3. Clark & Lewie’s is uniquely qualified to manage a Waterfront Music Festival, to meet the requirements specified herein, and to provide such services with the degree of reasonable skill and diligence normally required to manage such events.
4. It is in the City’s interest to contract with Clark & Lewie’s to perform certain activities relating to the design and management of this event that will encourage increased tourism, promote interest in the City and the local region and to act on the City’s behalf in disseminating information about the City.

Now, therefore, in consideration of the mutual covenants contained herein, the parties agree as follows:

1. Performance. Clark & Lewie’s will perform the work set forth below and submit requests for payment within forty-five days of each accepted task:
  - a. Clark & Lewie’s will plan and operate the Stevenson Waterfront Music Festival as described on Exhibit A, incorporated herein by reference.
  - b. Clark & Lewie’s will complete the tourism funding expenditure report(s) required by the Washington State Legislature. All required reports are to be submitted before final payment under this contract is made.
2. Completion. Clark & Lewie’s shall complete the services to be performed under this agreement on or before December 31, 2025.
3. Term. The term of this agreement shall begin January 1, 2025 and end upon the completion of the project, but no later than December 31, 2025.
4. Payment.
  - a. The City will reimburse Clark & Lewie’s up to \$6,000 for services performed under this agreement. Payments will be made on a reimbursement basis only, following submittal of detailed invoices with back up documentation to the City.
  - b. Final invoice for this agreement must be received by the City on or before January 12, 2026. **INVOICES RECEIVED AFTER THIS DATE WILL NOT BE PAID.**

- c. The Tourism Funding Expenditure Report required by section 1 above shall be submitted before final payment under this contract is made.
5. Default. Upon default by either party of any of the terms of this agreement, the non-defaulting party may terminate the agreement after written notice to the defaulting party identifying the default. Failure by the non-defaulting party to exercise the right to terminate or take any action upon default shall not constitute a waiver of any rights of the non-defaulting party hereunder and shall not excuse any such default. However, upon default and termination, the non-defaulting party is excused from further performance hereunder.
6. Termination. This agreement may be terminated by either party giving the other party written notice of its intent to terminate at least thirty (30) days prior to the effective date of termination. Reimbursement for work completed prior to the effective date of termination shall be made in accordance with the terms of this agreement.
7. Financial Records. Clark & Lewie's shall maintain financial records of all transactions related to this agreement for six years after contract completion. The financial records shall be made available at all times for auditing by any City, State of Washington or federal auditors.
8. Status of "Clark & Lewie's". It is hereby understood, agreed and declared that Clark & Lewie's is an independent contractor and not the agent or employee of City and that no liability shall attach to City by reason of entering into this agreement, except as may be provided herein.
9. Insurance and Liability. Clark & Lewie's shall indemnify and save harmless City from any and all liability arising hereunder, including costs, damages, expenses and legal fees incurred by City in connection therewith, for injury (including death) to persons or damage to or loss of property (including equipment) caused by or arising out of the work performed under this agreement.

Clark & Lewie's further agrees, and has specifically negotiated, to waive its immunity under the State Industrial Insurance Act (RCW Title 51) and to indemnify and hold the City harmless from any claims made against the City by Clark & Lewie's employees, agents, contractors, subcontractors or other representatives.

10. Assignment. This agreement shall not be transferred, assigned, or sublet by either party without prior written consent of the other party.
11. Completeness of Agreement and Modification. This document contains all of the terms and conditions of this agreement, and any alterations or variation of the terms of this agreement shall be invalid unless made in writing and signed by both of the parties hereto. There are no other understandings, representations, or agreements, written or oral, not incorporated herein.
12. Equal Opportunity and Compliance with Laws. Clark & Lewie's shall not discriminate against any employee employed under this agreement because of race, color, religion,

age, sex or national origin. Further, Clark & Lewie's shall comply with all local, state and federal laws and regulations in all aspects of fulfilling this agreement.

13. Governing Law and Venue. The laws of the State of Washington shall govern the construction of this agreement and any dispute arising hereunder. The parties agree that the Superior Court of Skamania County shall be the venue for any litigation brought in relation to this agreement.
14. Costs and Attorney Fees. If either party shall be in default under this contract, the non-defaulting party shall have the right, at the defaulting party's expense, to retain an attorney to make any demand, enforce any remedy, or otherwise protect or enforce its rights under this contract. The defaulting party hereby promises to pay all costs and expenses so incurred by the non-defaulting party, including, without limitation, reasonable attorneys' costs and fees. The failure of the defaulting party to promptly pay the same shall constitute a further and additional default. In the event either party hereto institutes, defends, or is involved with any action to enforce the provisions of this contract, the prevailing party in such action shall be entitled to reimbursement by the losing party for its court costs and reasonable attorney costs and fees at trial and on appeal.
15. Certification of Authority. The undersigned certify that the persons executing this agreement on behalf of City and Clark & Lewie's have legal authority to enter into this agreement on behalf of City and Clark & Lewie's respectively and have full authority to bind City and Clark & Lewie's in a valid Agreement on the terms herein.

**IN WITNESS WHEREOF**, the parties hereto have executed this agreement as of the day and year first above written.

CITY OF STEVENSON

CLARK & LEWIE'S

\_\_\_\_\_  
Scott Anderson, Mayor

\_\_\_\_\_  
Chris Kellogg, Owner

ATTEST

\_\_\_\_\_  
Anders Sorestad, Clerk

APPROVED AS TO FORM:

\_\_\_\_\_  
Robert C. Muth, City Attorney



City of Stevenson  
TOURISM FUNDING APPLICATION FORM

Organization/Agency Information

Clark and Lewie's  
Organization/Agency Federal Tax ID Number

Chris Kellogg  
Contact Name

PO Box 1340 Stevenson WA. 98648  
Mailing Address

360.567.5600 Phone chris@clarkandlewies.com Email

2025 Waterfront Music Festival  
Name of Proposed Event/Activity/Facility

- Tourism Promotion Activities
- Tourism-Related Facility
- Events/Festivals

Amount Requested: \$ 6000.00

Supplemental Questions

*You may type your answers in Word below or attach a separate sheet. If you attach a separate sheet, please answer all of the below questions and number your answers to correspond to the below question numbers.*

1. Describe your Tourism-Related Activities, Event or Facility:  
Family friendly music festival on the waterfront in Stevenson centered at Clark and Lewie's 130 Cascade Ave.

2. Describe your proposal to attract visitors to the City, including dates and expected costs. Please see the *Call for Tourism Promotion Proposals* for criteria and items to be prioritized by the Tourism Advisory Committee.  
See attached.

3. Identify your top 5 sources of Revenue:

1. SEE ATTACHED	\$
2.	\$
3.	\$
4.	\$
5.	\$

4. Do you plan to become self-funded? If yes, please describe your plan and progress to date.

SEE ATTACHED

5. Describe your plans for advertising and promoting your proposed activity or facility.

SEE ATTACHED

6. Explain how your activity or facility will result in increased tourism and overnight stays.

SEE ATTACHED

7. \*List the number of tourists expected to attend your activity or facility in each of these categories (\*required):

1. 30-50 Staying overnight in paid accommodations.
2. 40-60 Staying overnight in unpaid accommodations (with friends or family) and traveling 50 miles or more from their place of residence or business.
3. 50+ Staying for the day only and traveling 50 miles or more from their place of residence or business.
4. 600 Attend but are not included in any one of the categories above.
5. 50-80 Estimated number of participants in any of the above categories that attend from another state or country.

8. Explain how you will coordinate with the Skamania County Chamber of Commerce for promotion of your proposed activity or facility. Describe any other partnerships you plan to develop to help ensure the success of your project.

SEE ATTACHED

9. If your proposal is for construction of a tourism-related facility, explain your plans for operation and maintenance of the facility.

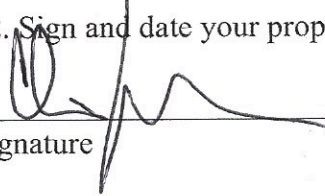
Attached

10. Describe how you will encourage support of Stevenson businesses, restaurants, retail and lodging?

Attached

11. Submit an itemized revenue and expense budget. What percentage of your revenue budget does this request for funding represent? List any other expected revenue sources and amounts.

12. Sign and date your proposal.



CHRIS KELLOGG  
Printed Name

10/14/24  
Date

*You may attach additional information to help the Tourism Advisory Committee evaluate your proposal.*

*If multiple activities are planned, please submit a separate application for each activity.*

## 2.

Stevenson, Washington, offers a stunning backdrop for the 2025 waterfront music festival, attracting visitors with its picturesque natural beauty and unique location in the heart of the Columbia River Gorge. The draw is the talent of musicians that the lineup brings to Stevenson. The town is known for its charming small-town vibe, surrounded by dramatic cliffs, lush forests, and the mighty Columbia River, making it a haven for outdoor enthusiasts. With hiking trails, water sports, and stunning vistas nearby, visitors can enjoy activities like windsurfing, kayaking, or exploring scenic hikes before or after the festival.

The festival itself will be set against the sweeping views of the river and mountains, providing a one-of-a-kind, immersive experience where music blends seamlessly with nature. Families and guests will enjoy live performances while taking in the fresh air and panoramic landscapes. Stevenson's friendly community, local craft breweries, and vibrant dining scene add to the appeal, offering an authentic taste of the Pacific Northwest. The festival is not just an event, but a celebration of music, nature, and the unique character that makes Stevenson a must-visit destination.

## 3.

Top 5 sources of revenue:

- Sponsors
- Food, Beer, Cocktails.
- Vendors
- Donations
- Raffles and Swag sales.

## 4.

To eventually become self-funded for this event, the waterfront music festival in Stevenson, Washington, we will focus on generating multiple revenue streams and cutting costs strategically. Here are some steps to help achieve self-funding:

### **A. Sponsorships and Partnerships**

- **Local Businesses:** Partner with local businesses, breweries, restaurants, and outdoor gear companies to sponsor different aspects of the festival (stages, activities, food areas). They can provide financial support or in-kind contributions like equipment, services, or products.
- **Corporate Sponsorships:** Approach larger companies that align with the festival's values (e.g., outdoor recreation, music, sustainability) for higher-tier sponsorship packages.
- **Nonprofit Partnerships:** Partner with local nonprofits or community organizations to access grants, sponsorships, or funding specifically aimed at cultural events.

## 5.

To effectively advertise and promote the 2025 waterfront music festival in Stevenson, Washington, our plan can incorporate a mix of digital, local, and experiential marketing strategies to create buzz and draw attendees. Here's a detailed approach:

### **A. Digital Marketing**

- **Social Media Campaigns:** Leverage platforms like Instagram, Facebook, and to share visually appealing content, including photos and videos of the festival location, performing artists, and local attractions. Use targeted ads to reach audiences interested in music festivals, outdoor activities, and Pacific Northwest events.
- **Influencer Collaborations:** Partner with local influencers, music bloggers, and outdoor enthusiasts who have a following in the Pacific Northwest to promote the festival. They can share their experiences leading up to the event and offer ticket giveaways.
- **Festival Website:** Continue to add to our engaging festival website that showcases the lineup, schedules, ticket options, and information about Stevenson. Include blog posts about the artists, the town, and the unique festival experience.
- **Email Marketing:** Build an email list through early sign-ups and use it for event announcements, and exclusive content. Offer discounts or exclusive perks to subscribers.

### **B. Local Promotion**

- **Community Partnerships:** Work with local businesses, breweries, and outdoor outfitters to promote the festival through in-store signage, flyers, and cross-promotions. For example, offer a discount on festival swag with a purchase at a partnering business.
- **Posters and Street Teams:** Place posters and flyers in key areas such as nearby towns, universities, and popular outdoor destinations. Deploy street teams to hand out promotional materials at local events, farmers' markets, and outdoor recreation areas.
- **Local Media:** Partner with local newspapers, radio stations, and event publications for coverage. Secure interviews with festival organizers or performing artists to generate buzz.

### **C. Experiential Marketing**

- **Pop-Up Performances:** Host small pop-up concerts or preview events featuring local musicians at popular spots in Stevenson and surrounding areas. This can give a taste of what the festival has to offer and encourage attendees to attend.
- **Collaborative Events:** Partner with local breweries or wineries to host themed events leading up to the festival, such as "Music & Brews" nights where attendees can get discounts on swag, or win festival merchandise.
- **Group Discounts:** Offer group discounts or family packages to encourage larger parties to attend together. This can boost word-of-mouth promotion.



## D. Partnerships with Local Tourism Boards

- **Tourism Promotions:** Work with local tourism boards and chambers of commerce to include the festival in regional travel packages. Promote Stevenson as a must-visit destination for its natural beauty, with the festival as a major highlight.
- **Collaborative Content Creation:** Create content featuring local attractions, outdoor activities, and dining options in Stevenson, co-branded with tourism boards to promote the festival as part of a larger travel experience.

## E. Contests and Giveaways

- **Social Media Contests:** Run contests for festival merchandise, encouraging participants to share festival content or tag friends to increase visibility.
- **Photo Challenges:** Encourage participants to share photos of Stevenson or their favorite music festival moments with a branded hashtag for a chance to win festival tickets.

## F. Sustainability and Community Involvement

- **Highlight Sustainable Practices:** Emphasize eco-friendly initiatives such as waste reduction, local food sourcing, and partnerships with environmental nonprofits. Use this as a unique selling point in marketing materials.
- **Community Engagement:** Showcase ways the festival benefits the local community, such as fundraising efforts or partnerships with local nonprofits. This can build support and encourage locals to promote the event.

This advertising and promotional plan leverages the unique appeal of Stevenson, the festival's location, and a mix of marketing channels to create a buzz and ensure a strong turnout for the 2025 waterfront music festival.

## 6.

The 2025 waterfront music festival in Stevenson, Washington, is set to significantly boost tourism and increase overnight stays by continuing to position itself as a premier cultural family event in the heart of the Columbia River Gorge. Here's how the festival drives these outcomes:

### A. Attracting Regional and Out-of-Town Visitors

- **Destination Appeal:** The Columbia River Gorge is already a popular destination for nature lovers, offering outdoor activities like hiking, windsurfing, and scenic exploration. The music festival adds a cultural draw, encouraging people from nearby cities like Portland, Vancouver, and Seattle, Hood River, White Salmon, as well as further afield, to plan weekend getaways centered around the event.
- **Diverse Lineup:** By featuring a diverse mix of local, regional, and potentially well-known artists, the festival will appeal to a wide range of music lovers, drawing attendees who might not otherwise visit Stevenson. The unique combination of live music and the natural beauty of the Gorge creates a compelling reason for visitors to extend their stay.

## B. Extended Festival Programming

- **Multi-Day Format:** Hosting the festival over multiple days encourages attendees to book overnight accommodations to experience the full event. For example, a Friday-Saturday lineup gives visitors a reason to arrive early and stay through the weekend, increasing demand for local hotels, vacation rentals, and campgrounds.
- **Pre-Festival and After-Party Events:** Adding pre-festival events, pre shows, or after-parties encourages guests to stay longer. Local businesses can host these events, further stimulating the local economy and extending the duration of visitors' stays.

## C. Partnerships with Local Lodging and Tourism Services

- **Festival Packages:** Partnering with local hotels, bed-and-breakfasts, and campgrounds to offer special "stay-and-play" packages that include festival swag can make overnight stays more attractive. Promoting these packages as part of the festival's marketing strategy increases bookings and tourism.
- **Tourist Activities:** Work with local tour operators, outdoor activity providers, and recreation companies to bundle experiences like guided hikes, river activities, or brewery tours with festival attendance. Visitors who come for the music will be more inclined to explore other local attractions, leading to longer stays.

## D. Boosting Economic Impact for Local Businesses

- **Increased Demand for Accommodations:** With the influx of festival-goers, local hotels, motels, vacation rentals, and campgrounds will see higher occupancy rates. The festival's timing can be strategically planned during a season when overnight stays are typically lower, helping to balance tourism throughout the year.
- **Spending on Dining, Shopping, and Attractions:** Attendees will contribute to the local economy by dining at restaurants, shopping at local stores, and participating in outdoor activities. Encouraging festival-goers to explore Stevenson's charming downtown and nearby attractions can help spread the economic benefits throughout the community.

## E. Positioning Stevenson as an Annual Event Destination

- **Long-Term Tourism Growth:** The success of the 2025 festival will continue to establish it as an annual event, creating a recurring boost in tourism. By positioning Stevenson as a cultural hub with regular music and arts events, the town is building a reputation that attracts visitors year-round.
- **Repeat Visits:** Festival attendees who enjoy their time in Stevenson may be inspired to return for future visits, not just for the festival, but for other recreational opportunities the area offers. This will lead to long-term growth in tourism and hospitality.

By combining the festival experience with the natural appeal of the Columbia River Gorge and strategic partnerships, the 2025 waterfront music festival will significantly increase tourism, drive overnight stays, and stimulate the local economy.

## 7.

To estimate the number of festival guests out of 800 who will stay overnight, stay with friends and family, only stay for the day, and come from out of state, we can consider typical behavior patterns for similar events in comparable locations:

### **A. Stay Overnight (Hotels, Rentals, Campgrounds)**

- **Estimate:** About 50-60% of the guests may choose to stay overnight, given that the festival spans multiple days and Stevenson's appeal as a scenic destination.
- **Expected Participation:** 400 to 480 guests are likely to stay overnight.

### **B. Stay Overnight with Friends or Family**

- **Estimate:** Within the group staying overnight, around 10-20% might choose to stay with friends or family who live nearby rather than booking accommodations.
- **Expected Participation:** 40 to 96 guests might stay with friends or family.

### **C. Stay for the Day Only (No Overnight Stay)**

- **Estimate:** Around 40-50% of guests may only attend the festival for the day, either because they live within driving distance or prefer not to book overnight accommodations.
- **Expected Participation:** 320 to 400 guests will likely stay for the day only.

### **D. Out-of-State Visitors**

- **Estimate:** Given Stevenson's regional appeal, it's likely that 20-30% of attendees may come from out of state, particularly from neighboring areas like Oregon, Idaho, and Northern Washington.
- **Expected Participation:** 40 to 75 guests are expected to be from out of state or not been to Stevenson.

These estimates suggest that a significant portion of the attendees will contribute to the local tourism economy through overnight stays, while a sizeable number may visit only for the day.

## 8.

To coordinate with the Skamania County Chamber of Commerce for promoting the 2025 waterfront music festival and develop other partnerships, the following approach will help ensure a collaborative effort to maximize exposure, drive attendance, and contribute to the festival's overall success:

### **A. Coordination with Skamania County Chamber of Commerce**

- **Joint Marketing Efforts:** Collaborate with the Chamber to include the festival in their event calendars, newsletters, and social media platforms. Utilize their existing marketing channels to reach a broader audience, including tourists, local businesses, and Chamber members.
- **Leverage Visitor Resources:** Work with the Chamber to distribute promotional materials, such as brochures, posters, and flyers, at their Visitor Center and local businesses. This will ensure that tourists and visitors to the area are aware of the event.
- **Local Business Involvement:** Partner with the Chamber to engage local businesses in the festival. This could include offering special promotions for festival-goers, coordinating with local restaurants for special menus, or setting up vendor booths at the festival.
- **Tourism Promotion:** Utilize the Chamber's connections with regional tourism boards and travel influencers to promote the festival as a key event for the Columbia River Gorge. This can be done through travel packages, website listings, and shared social media campaigns.

## B. Developing Other Strategic Partnerships

- **Local Businesses and Sponsors:** Partner with local breweries, wineries, restaurants, outdoor gear shops, and other businesses to sponsor various aspects of the festival, such as stages, food and beverage areas, or VIP lounges. Sponsors can provide financial support or in-kind contributions like products, services, or promotional help.
- **Outdoor Recreation Companies:** Collaborate with companies that offer guided tours, rental equipment, or outdoor activities in the Columbia River Gorge. Bundle these services with festival ticket packages to create a complete experience for visitors.
- **Tourism and Hospitality Providers:** Partner with local hotels, bed-and-breakfasts, and campgrounds to offer special festival packages, including discounted accommodations for attendees. Work with regional travel agencies to include the festival in weekend getaway deals.
- **Arts and Cultural Organizations:** Engage local arts organizations, nonprofits, or cultural institutions to support the festival through grants or joint events. This could involve showcasing local art, hosting related workshops, or involving local musicians and performers in the festival lineup.
- **Media Partners:** Establish partnerships with local and regional media outlets, including newspapers, radio stations, and event blogs, for coverage, advertising, and promotions. Media sponsorships could also include ticket giveaways or festival previews to generate excitement.

## C. Community Involvement and Support

- **Volunteer Programs:** Recruit volunteers from local schools, colleges, or community groups to help with festival operations. Partnering with the Chamber, SDA, and local organizations to coordinate volunteer efforts can strengthen community support.
- **Sustainability Initiatives:** Work with local environmental groups to implement sustainable practices at the festival, such as waste reduction programs, recycling stations,

or using eco-friendly products. Promote these initiatives as part of the festival's commitment to protecting the Columbia River Gorge.

- **Local Artist and Vendor Opportunities:** Provide opportunities for local artists, craftspeople, and food vendors to participate in the festival. Partnering with the Chamber, and SDA can help connect with these businesses and ensure the festival reflects the local culture and character.

By coordinating with the Skamania County Chamber, the SDA, and developing a network of strategic partnerships, the festival will not only benefit from enhanced promotion but also build stronger ties with the community, increasing local engagement and ensuring long-term success.

## 9. N/A

## 10.

To encourage support for Stevenson businesses, restaurants, retail, and lodging during the 2025 waterfront music festival, it's essential to integrate local businesses into the festival experience and create incentives for festival-goers to explore and support them. Here are some strategies:

### **A. Festival Packages with Local Businesses**

- **Stay-and-Play Packages:** Partner with local hotels, motels, bed-and-breakfasts, and vacation rentals to offer special "stay-and-play" packages that bundle festival tickets with discounted room rates. Promote these packages through the festival website, social media, and local tourism channels.
- **Dining and Shopping Discounts:** Collaborate with local restaurants, cafes, and shops to create festival-exclusive deals or discounts. Festival-goers can show their tickets or wristbands at participating businesses for a discount on meals, drinks, or merchandise.

### **B. Promotional Partnerships with Restaurants and Retail**

- **Food and Beverage Collaborations:** Partner with local restaurants and breweries to create festival-themed menu items, drinks, or special offers that coincide with the event. For example, participating restaurants could offer a "Festival Special" meal or drink that celebrates the music festival.
- **Retail Promotions and Souvenirs:** Encourage local shops to offer festival-related merchandise or "festival bundles" that include items like souvenirs, apparel, or outdoor gear. Local artisans could also create limited-edition products that are only available during the festival weekend.
- **Festival Branded Window Displays:** Work with retailers to create themed window displays that promote the festival. This can help build excitement and create a sense of unity in the town, encouraging festival-goers to explore the local businesses.

### **C. Incentive Programs for Festival-Goers**

- **Festival Passport Program:** Create a "festival passport" that encourages attendees to visit participating businesses. Each business can stamp the passport, and once festival-goers collect a certain number of stamps, they can enter a drawing for prizes such as festival merchandise, gift cards to local restaurants, or free lodging.
- **Raffle or Prize Drawings:** Offer raffle entries for every purchase made at a local business during the festival weekend. Prizes could include VIP festival experiences, future event tickets, or vouchers for local restaurants and stores.

#### **D. Highlighting Local Businesses in Festival Marketing**

- **Business Directory in Festival Materials:** Include a directory of local businesses in festival brochures, maps, and programs. Highlight local dining, retail, and lodging options to help festival-goers plan their visit and encourage exploration of the area.
- **Social Media Spotlights:** Feature local businesses on the festival's social media channels in the weeks leading up to the event. Share posts about recommended places to eat, stay, and shop, as well as any special offers they might have for festival-goers.

#### **E. Vendor and Pop-Up Opportunities at the Festival**

- **Local Food and Craft Vendors:** Give priority to local food trucks, vendors, and artisans when selecting festival vendors. This provides a direct way for Stevenson businesses to benefit from the increased foot traffic.
- **Pop-Up Shops:** Allow local retail businesses to set up pop-up shops on the festival grounds, showcasing their products and encouraging attendees to visit their permanent locations.

#### **F. Collaboration with the Skamania County Chamber of Commerce, and SDA**

- **Chamber-Led Promotions:** Work with the Chamber, and SDA to create promotional materials that encourage festival-goers to visit local businesses. This could include festival "welcome packets" provided at local hotels or the Visitor Center, featuring maps, discount coupons, and information on what Stevenson has to offer.
- **Business Involvement in Festival Planning:** Engage local business owners in planning discussions to ensure the festival aligns with their needs and can drive traffic to their locations.

#### **G. Leveraging Word-of-Mouth and Community Support**

- **Encourage Businesses to Promote the Festival:** Ask participating businesses to help spread the word about the festival by displaying flyers, posting on social media, or offering special deals for people who share festival-related content.
- **Community-Inclusive Initiatives:** Host pre-festival events or "meet-the-organizers" gatherings at local businesses, involving them directly in the festivities and fostering a sense of community ownership.

By integrating local businesses into the festival's planning, marketing, and experience, the event can actively drive traffic to Stevenson's restaurants, retail shops, and lodging providers, making the music festival a major economic boost for the town

## **11.**

Here's an itemized revenue and expense budget for the music festival, where the total revenue is \$18,000 and total expenses are \$16,000:

### **Revenue Breakdown (\$18,000 Total)**

1. **Donations**
  - Amount: \$3,000-\$5000
  - Description: Contributions from community members, local organizations, or crowdfunding efforts.
2. **Sponsors**
  - Amount: \$3,000-\$5000
  - Description: Sponsorships from local businesses, corporations, or tourism boards. Could include cash sponsorships and in-kind support.
3. **Sales of T-Shirts**
  - Amount: \$1,500
  - Description: Revenue from selling festival-branded T-shirts. Assumes selling 175 shirts at an average price of \$20 each.
4. **Raffle Tickets**
  - Amount: \$500
  - Description: Revenue from raffle ticket sales. Assumes selling 500 tickets at \$5 each.
5. **Liquor Sales**
  - Amount: \$2,000-\$4000
  - Description: Revenue from alcohol sales at the festival. Could include beer, wine, and spirits.

### **Expense Breakdown (\$18,000-\$22,000 Total)**

1. **Music and Band Fees**
  - Amount: \$8000-\$9000
  - Description: Payments to performing artists and bands, including any associated travel or lodging costs.
2. **Staff**
  - Amount: \$3,500
  - Description: Payments for festival staff, including security, stage crew, ticketing personnel, and volunteers.
3. **Cost of Goods Sold (COGS)**
  - Amount: \$3,500
  - Description: Costs associated with purchasing T-shirts, raffle prizes, and liquor. Includes wholesale cost of goods.

4. **Licensing and Permits**

- Amount: \$1,500
- Description: Costs for obtaining necessary permits and licenses, such as liquor licenses, event permits, and insurance.

5. **Marketing and Promotion**

- Amount: \$3,000-\$5000
- Description: Expenses for advertising, promotional materials, and social media marketing.

6. **Event Setup and Rentals**

- Amount: \$3,000
- Description: Costs for renting equipment, staging, sound systems, and other event setup needs.

**Budget Summary**

- **Total Revenue:** \$18,000-\$22,000
- **Total Expenses:** \$18,000-\$22,000
- **Net Profit:** \$0-\$2,000

This budget ensures that the festival is financially viable with a projected net profit of \$2,000, which can be reinvested into future events or used for unexpected costs.