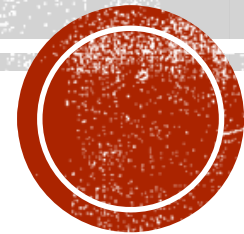


CLAYTON'S JAZZ FEST

Board of Aldermen Event Proposal and Discussion

January 14, 2020



THE EVENT OVERVIEW

- What is it?
 - A jazz street festival produced by Mike Silverman and his team of jazz concert experts
 - Local jazz musicians to perform throughout the afternoon and evening
 - Local restaurants to vend food and beverage
- When will it take place?
 - Fall of 2020, September 26, 3pm - 9 or 10pm
- Where will the festival be held?
 - Intersection of N. Central & Forsyth, continue to N. Central
- What is the estimated attendance?
 - 1,000-2,000 people



WHO IS MIKE SILVERMAN?

- American pianist, keyboard player and composer
- Bach to the Future, touring band, performs all over the world
- Among the most downloaded solo pianist in the world
- He and brother, Rob Silverman, are founders of one of the top online record labels, Autumn Hill Records
- The Silverman Brothers founded several local music festivals including Chesterfield Wine and Jazz Festival, Old Orchard Jazz Fest, and St. Louis Winter Jazz Festival in Grand Center.





Ameritrade TDAMERITRADE presents the Seventh Annual
CHESTERFIELD WINE & JAZZ FESTIVAL

Chesterfield Amphitheater
 631 Veterans Place Drive | Chesterfield, MO 63017-0760
 Saturday, June 15, 2019, 3:00 PM - 10:30 pm
 Admission: \$5 at the gate, kids under 12 free!

Join us for an exciting lineup that showcases the best in contemporary, straight-ahead and fusion jazz. The Midwest's finest outdoor jazz festival features Grammy Winner Dave Weckl, world renowned saxophonist Eric Marienthal with chart-topping classical/jazz artists Bach to the Future. Enjoy a variety of wine and great food. Admission is just \$5 at the gate, and kids under 12 are free! There's family fun for everyone at the beautiful Chesterfield Amphitheater near Chesterfield Mall, overlooking the Central Park lake. Feel free to bring your lawn chairs or blanket, and enjoy the seventh annual Chesterfield Wine and Jazz Festival!

NOTE: Food is welcome with medium size cooler and sealed non-alcoholic beverages.

Produced by Silverman Music and the City of Chesterfield

CHESTERFIELD WINE & JAZZ FESTIVAL * Sat, June 15 * 3PM-10:30PM * \$5 Admission * Chesterfield Amphitheater * 631

| | |
|---|--|
| <p>9PM Dave Weckl Band feat. Jay Oliver, Tom Kennedy, Buzz Feiten</p> | <p>7PM Eric Marienthal and Bach to the Future feat. Dave Black</p> |
| <p>3PM Kim Fuller feat. Maurice Carnes</p> | <p>4:15PM Steve Davis Super Band feat. Ernie Evans</p> |

St. Louis Winter Jazz Festival

Silverman Brothers: Jazz Festival Examples

Chesterfield Wine & Jazz Festival

Silverman Music and Autumn Hill Records Presents

WINTER JAZZ FESTIVAL

Grand Center Arts District

THE GRANDEL THEATRE
 3610 GRANDEL SQUARE
 ST. LOUIS, MO 63108
 Saturday, Jan. 20 - 6PM
 Tickets \$25/\$100

YELLOWJACKETS

ERIC MARIENTHAL
 w/ BACH TO THE FUTURE
 TRACER • FEAT. PTAH WILLIAMS
 ROYCE MARTIN
 MO EGESTON TRIO

Logos: Jazz, autumnhill JAZZ, CLAYTON STUDIOS, JAZZ TALK, Jross TV, SILVERMAN music, Metrofix

RESPONSIBILITIES

- **Silverman Brothers Responsibilities**

- Find and contract local jazz musicians to perform
- Rental of stage from Clancy
- Bring in sound, lighting and electric

- Production Estimate Cost Breakdown:

- **Musician/Act:** \$150 per musician per act
- **Sound & Operator:** \$1,000
- **Electric:** \$4,000
- **Stage:** \$2,500
- **Approx. Total:** \$10,000

- **City's Responsibilities**

- Book restaurant vendors
- Rental of chairs & restrooms
- Book contract labor & OT staff
- Marketing
- Find sponsors

- Production Estimate Cost Breakdown:

- **Vendors:** \$500
- **Chair Rental:** \$350
- **Portable Restrooms:** \$400
- **Contract Labor:** \$1,000
- **Staff OT:** \$3,500
- **Marketing:** \$5,000
- **Approx. Total:** \$10,750

Sponsorships: (\$3,750)

JAZZ FESTIVAL EVENT BUDGET

Proposed Event Expenses: \$20,750 (Combined Silverman Brothers & City's Responsibilities)

Proposed Revenue: \$3,750 (Sponsorship)

Proposed Net: \$17,000

Estimated Event Attendance: 1,500

Cost Per Attendee: \$11.30

- Music and Wine Festival, Cost Per Attendee: \$16.46
- Blues Home Opener Lunch, Cost Per Attendee : \$15.65
- Cardinals Home Opener Lunch, Cost Per Attendee : \$16.67
- Shop Clayton, Cost Per Attendee : \$11.03

EVENT TO REPLACE

- Clayton's Brews, Blues & BBQ Festival
 - Local microbrew festival with BBQ
- Why replace?
 - Competed with too many like-minded, beer festivals in the St. Louis area
 - Microbreweries only participate in so many events per year due to costs and supply; interest was shrinking
 - Microbreweries focus on larger, more recognizable events like Microfest in Forest Park, Oktoberfest, Hop in the City, etc.
 - Clayton community not as interested in beer festivals

Approved Event Expenses: \$27,505

Approved Revenue: \$15,000

Approved Net: \$12,505

Actual Event Expenses: \$28,865

Actual Revenue: \$17,167

Actual Net: \$11,699

Event Attendance: 500

Cost Per Attendee: \$23.40



QUESTIONS?