

**COMMITTEE OF THE WHOLE**  
**OCTOBER 8, 2019**  
**4:30 P.M.**  
**AGENDA**

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1. Agenda Additions/Deletions
2. Agenda Approval
3. 4:30 PM – Red 19 Entertainment – Big Acts in a Small Town 2
4. 5:00 PM – Wendy Staal – Stettler & District Music Festival Update Verbal
5. Rural Health Professions Action Plan – Follow-Up Verbal
6. Additions
7. Adjournment

## *Big Acts in a Small Town - Concert Breakdown*

### **Benefits to Municipality:**

- **Economic Stimulus and Growth**  
Examples where local businesses would benefit directly from having the concert in their town are: Hotels, restaurant & catering services, grocery outlets, taxi services, bar services, gas stations, liquor outlets, etc.
- **Concert in Small Town**  
Big Acts – People want to move to the town for recreational advantage

### **Expectations from Municipality with Costs:**

- Red 19 Management Fees (covers marketing, artist deposits, AGLC fees, etc.) - \$7,500.00
- Sponsorship – GOLD VIP Table for 10 - \$2,500.00
- Arena fee waived
- Coordination with Fire Marshall to establish official seating capacity
- Usage of available tables/chairs for event
- Load in/load out crew
  - Production and stage load in – 8 people (around 8 AM-10:30 AM)
  - Artist load in – 4 people (around 12:00 PM)
  - Production and stage load out – 8 people (After show around 11:30 PM)
- Driver for the day – Shuttle service/runner for artists and band members to and from hotel
- Arena staff - Electrician and maintenance staff available for day before, day of, and day after concert

### **Host (Red 19 Entertainment Inc.) Responsibilities / Position:**

- Complete event management & coordination
- All AGLC paperwork and licenses
- Promotion of event and sponsors
- Collecting sponsorships
- Ticket sales
- Event set up and takedown
- Hiring of security and staff for bartending
- Set up and running the bars
- Hospitality for artists and crew
- Merchandise
- Covers all needs before, during and after event
- Manages all finances for entire event

### **Concert Promoter Responsibilities / Position:**

- Booking of artists
- Liaison for sales
- Table and sponsorships
- Poster delivery
- Ticket order
- VIP packages creation & distribution

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