

FORM FOR CONSIDERATION

GENERAL INFORMATION

Type of Event/Promotion: **Film and Music Festival**

Contact Person: **John H Case**

Telephone: 562 285 9644 E-mail: **john@wilmore9.com** Fax:

Address: **3970 Atlantic Ave. Suite 209 Long Beach, Ca 90807**

Name of Event: **Wilmore 9**

Location(s): **Mad House, 6th and Pacific; Bungalow Building 627-637 Pine Ave; vacant lot on Pacific Ave 7500 sq ft; Edison theater on Broadway just west of Long Beach Blvd; La Traviata restaurant Cedar and Broadway; Expo building 4321 Atlantic Ave., Houghton Park recreation center, 6301 Myrtle St; Silverado Park Community Center, 1545 W 31st St**

Event Date(s): **August 2-4, 2013**

Expected Attendance: **10,000**

Event Producer: **John Case**

First time event: ☒ Yes ☐ No If no, how many events have taken place?: **N/A**

Is this a free event?: ☐ Yes ☒ No If no, what is the cost to attend?: **To be determined**

Attendance you anticipate from Long Beach or the surrounding area?: **8000**

Attendance you anticipate from outlying areas (more than 10 miles)?: **2000**

How many room nights do you anticipate at local hotels?: **500**

What is the demographic of your target attendee?: **M/F 18-40 years old**

Will the event include food/drink vendors?: ☒ Yes ☐ No If yes, what kind?: **Food Trucks**

Will the event include other vendors?: ☒ Yes ☐ No If yes, what kind?: **Clothing, crafts, records and more**

Details; **Wilmore 9** summary attached:

How will this event positively impact Downtown?: The vision in the big picture for the Wilmore 9 film and music festival is to build this event into a 9 day summer festival within 3 years to rival the South by Southwest festival in Austin, Texas. The South by Southwest festival in Austin brings about 190 million into the community every year. Contrast that the Long Beach brings in about 40 million into the local economy. This event will be located right in the middle of downtown near 7th and Pine, and will draw people that have never frequented that area of town before. It will draw attention to local businesses as well as generate interest in local cultural events. People from all over Southern California will realize after attending this event that Long Beach has a lot to offer from its cultural community.

How do you plan to incorporate existing businesses into your event?: We are planning to include a number of local

businesses in the advertising process in return for their logos being included on our final Festival posters. Also, we have space planned out for local food trucks to be parked and gallery space to be allotted to local artisans and crafters to display and sell their wares. Shops that would like to be involved further can set-up pop up shops in the lot that we have set-aside for vendors.

What is your marketing/advertising plan (please include specific publications in which you intend to advertise)?:

What deliverables will the DLBA be entitled to if this proposal is accepted?: Sponsor logo on all materials. 10 VIP passes that will allow entrance into any event. Sarah Bennett of the Long Beach Post is helping with marketing. We plan to do a extensive social media campaign

What other organizations are confirmed sponsors of this event/promotion and at what level(s)?: Public Corporation for the Arts is excited, Mike Wiley is excited; Michelle Molina is excited. in fact everyone is excited about blowing up a huge event that will be the largest event in SO CAL.**Wilmore 9 Music, Film, and Other Stuff.**

Estimated tTotal Event Expenses: \$104,000

Estimated Total Event Revenue: \$100,000

Amount Requested from DLBA: \$\$2500

Please attach a detailed line-item event budget, inclusive of all expenses and revenues. Include all secured and projected revenue sources as well as a list of any pending sponsors.

At this point in time I can't provide a detailed line item budget as this is the 1st year and the the dynamics change weekly. I, John Case, am funding this effort out of my pocket. A little history on myself. I, was a primary leader in starting the bike culture in Long Beach by proposing a the 1st manned secured bike parking facility in the USA in downtown Long Beach in 1991 when Long Beach didn't have \$25 for a bike rack. The facility, called Bikestation, opened in April 1996. 7 live TV cameras and CNN showed up at the opening. Since then Long Beach has secured over 20 million to be the "Bike Most Friendliest City in the USA" .

I truly believe the **Wilmore 9** film and Music Fesrtivla has a real potential to be the largest film and music event in South California.

If the sponsorship is awarded, 75% of funds will be provided prior to the event in the form of direct payment of an invoice or reimbursement of invoice. The remaining 25% of funding will be provided following your completion of the Post Event

Report submitted to the DLBA, within 30 days of the event's conclusion.

Sponsorship funds can be allocated to equipment, product, marketing/advertising and City services. It is not applicable to administrative and event management fees.

All funding proposals must be supported by at least one Downtown Stakeholder (business owner or commercial property owner). Please include the name and contact information of a Stakeholder who is familiar with and supportive of your proposal.

Stakeholder Name: Wilmore 9 Business

Name: John Haevels Caro Phone Number:

562-285-9644
C 310-415-7325

Please return form to: Downtown Long Beach Associates 100 W. Broadway Ste. 120 Long Beach, CA

90802 (562) 436-4259 – Tel (562) 437-7850 – Fax

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Wilmore

Film and Music Festival

The Wilmore 9 Summer Fest

A Film, Music, and Other Stuff Festival

August 2nd -4th 2013

Description

The WILMORE 9 festival 3 year plan is to be a multi-layered, yearly summer festival located in The City of Long Beach. Each of the 9 districts within the city will host a distinctive event held over 9 days in the summer focusing on themes of embracing communities, the entrepreneurial spirit, and active Alt living. The festival vision is to be an all-encompassing umbrella event similar to Austin's South By South West (SXSW) By incorporating each of the nine districts, the event will avert popular concerns that public events are skewed to particular district. Each district will have the opportunity and freedom to create and host its event, which further highlights the fantastic diversity of LB. Ultimately, A citywide festival will provide an economic boom for the entire city, a chance for incredible worldwide exposure, and a further strengthening of our local communities.

Why Long Beach is prime for such an event.

1. The cultural diversity and history cannot be matched in comparison to other events such as the OC Fair, Pageant of the masters, and US Open of Surfing. The diversity of the city and its population increases the attraction of the event.
 2. LB has a unique alternative, active-living lifestyle that cannot be found anywhere else (cycling, urban gardens, Roller Derby, etc.) The Wilmore 9 is a perfect staging platform to show off that lifestyle through sustainability practices, cycling, conference workshops, etc.
 3. The city itself has the capacity to host such a large event and has been proven by the Grand Prix and Pride Festival.
 4. LB is in close proximity (one hour drive) to 17 million people. Additionally, being so close to Hollywood allows a LB event to compete with any festival in the world.
 5. By embracing diversity, a multicultural and multi-genre event will highlight the unique aspects of each district.
 6. Few places are as pleasant as LB in the summer months.
 7. By embracing collaboration with existing agencies and district representatives, the event can incorporate and further strengthen community ties.
- **The Wilmore 9 Film, Music, and Other Stuff Festival** will be in the 1st year
 - Film festival (screenings, Public Q & A, awards ceremony)
 - Music. (Performances. Interviews, Workshops)
 - Other Stuff
 - Skate Boarding
 - Beer garden
 - Art
 - Comedy

Venues

1. Mad House, 6th and Pacific(music)
2. Bungalow Building 627-637 Pine Ave(art and films)

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3. Vacant lot 6th and Pine, 7500 sq ft (beer garden)
4. Paved parking lot, 6th and Pacific(skate boarding)
5. Expo Bldg on 4321 Atlantic Ave (film and music)
6. Edison Theater, Broadway and Promenade (film)
7. Houghton Rark recreation center, 6301 Mrytle, (film)
8. Silverado Park recreation center, 1545 W 31st St

SXSW Benefits

South By Southwest (SXSW) is a template for the Wilmore 9 Festival. SXSW is an umbrella event that encompasses multiple artistic outlets (interactive, film, music) and highlights the diversity of Austin. South by Southwest Inc. is a private company that employs roughly 40 staff members in five global offices. LB has the economic and demographic diversity to host a similar event. Comparable results are possible.

- South By Southwest (SXSW) 2012 economic impact on Austin. \$190 million.
- Started in 1987 SXSW had originally 700 applications. SXSW 2012 had over 32,000 applicants.
- SXSW 2013 is March 9th-18th. 9 days. The event covers film, music, art, interactive tech, and a trade show.
- In 2012, SXSW was responsible for more than 11,000 reservations accounting for 50,000-plus total room nights at Austin-area hotels, up 13 percent over 2011.
- The annual event also generates significant worldwide media exposure for Austin, with more than 392 million broadcast, print and online impressions in 2012 alone.
- The interactive portion of the two-week festival had the most participants, 24,569. Music was next, at 18,988, followed by 16,490 for film.

Reasons why SXSW works so well.

- The original organizers started small focusing on aspects they knew well. They found what they were uniquely qualified to do and embraced it.
- The event is layered up. There are always things going on which gives the sense of abundance. It gives the whole event a 'party all the time' atmosphere.
- SXSW organizers used the city as a stage. It highlighted all the unique aspects of Austin and thus, the city embraced the event.
- SXSW is organized as a circuit where attendees could simply "follow the crowd." Austin supported the event by having shuttles between venues and lockers positioned around town so participants could drop off or pick up items.
- At SXSW, there is always entertainment going on. There is never a dull moment.
- SXSW is not primarily about money. SXSW organizers are connoisseurs of music. They picked quality acts, not the most popular acts. Through that they were able to create a reputation of an event that is more about the event than the money made.
- SXSW is experiential and interactive.

The Wilmore 9 Summer Fest
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August 2nd -4th 2013

SXSW History Press Release *(to better understand how SXSW presents itself)*

The first South by Southwest Music Conference and Festival (SXSW) was held in 1987 in Austin, Texas. Despite the fact that Austin was not a Top 20 major market at the time, the background and character of the city made it a perfect location for the conference. Austin was considered a fairly cosmopolitan town for its size because of the University of Texas, which draws people from all over the world. As home to the state government and Texas Legislature it has also always been a popular party town, with a reputation that goes back to the 19th century when numerous nightspots and bars were populated by General Custer's troops after the Civil War. These nightspots are located in the same areas where the 6th Street and 4th Street club and bar scenes now exist.

Austin's eclectic music scene goes back to early in the city's history (from Mexican, German and colonial origins) and encompasses a wide variety of music including country, folk, jazz, blues and rock. Central Austin boasts more original music nightclubs in a concentrated area than any other city in the world.

The classic problem facing Austin musicians was being isolated from the rest of the world here in the middle of Texas. SXSW was a way to reach out to the rest of the world, and bring them here to do business. To do that successfully, SXSW needed to appeal to people other than local artists whether they were from Austin, Ft. Worth, Chicago, Toronto, Munich or Tokyo.

National interest in SXSW was immediate. For years, music businesses on both coasts had been intrigued by what was going on in Austin. The cosmic cowboy, blues, punk and other scenes had already proven that Austin was a receptive place for bands to be creative. With SXSW, music industry executives gained a good excuse to visit.

International interest in SXSW began the second year due to many Austin and American bands finding their first success in Europe. Conversely, there was a lot of interest from SXSW registrants in the international bands who came to perform. SXSW now has offices in Ireland, Germany, Australia and Japan who help bring SXSW registrants to Austin.

The music event has grown from 700 registrants in 1987 to over 16,000 registrants. As Austin has grown and diversified, film companies and high-tech companies have played a major role in the Austin and the Texas economies. In 1994, SXSW added a film and interactive component to accommodate these growth industries. SXSW Film and SXSW Interactive events together attract approximately 32,000 registrants to Austin every March.

SXSW's original goal was to create an event that would act as a tool for creative people and the companies they work with to develop their careers, to bring together people from a wide area to meet and share ideas. That continues to be the goal today whether it is music, film or the internet. And Austin continues to be the perfect location.

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- SXSW is serious but also playful. Make it a game.

Therefore

By using the SXSW template, the Wilmore 9 can be the most successful festival in Southern California . SXSW succeeds because it maintains integrity. The **Wilmore 9 Film, Music, and other Stuff, Festival** will thrive because it will embrace Long Beach's unique cultural identity personality its cities personality.