



Summer Country Jam 2014
Rochelle Municipal Airport
August 09, 2014
3-11pm

For the second year, The Rochelle Area Chamber of Commerce is seeking council approval to host a fundraiser/tourism event on August 9, 2014 at the Rochelle Municipal Airport. The goal of Summer Country Jam 2014 is to raise funds for the operation, programs and services of the Chamber, generate measurable sales and tax revenue for participating businesses and vendors, the City of Rochelle, and Ogle County.

The necessary Special Event Application with the Illinois Department of Transportation (FAA) has been filed. The concert satisfies the requirements for special non-aeronautical events at federally obligated airports. As in 2013, the city facility will receive 100% of the parking fees collected in return for use of the grounds. A sight plan is attached. Event is rain or shine. If weather prohibits parking on the lawn, alternate arrangements will be made to shuttle patrons from paved lots throughout the city. The event will not interfere with airport operations nor normal business at Chicagoland Skydiving Center (CSC).

2000 Tickets are available for sale which includes 100 Pit Tickets (sold out) and 60 VIP Experience Packages. Five artists/bands from New York, North Carolina, Illinois, and Tennessee will be performing. The headliner is Nashville's Grand Ole Opry Star Joe Diffie. Tower Sound, German Valley will provide digital stage, sound, and lighting outlined in the Nashville rider. The Chamber will purchase adequate special event liability insurance locally.

The Chamber is requesting Council permission to serve beer and wine at the event by obtaining a Special Event Retailer's License from the Illinois Liquor Control Commission. Budweiser has agreed to sponsor event advertising in the form of posters, banners, signage, wristbands, and merchandising. Non-alcoholic Pepsi products and water will be available for sale. Wristbands will be issued to everyone over 21. Select adult volunteers will staff two Budweiser beverage wagons with security overseeing the sale of alcohol. No alcoholic beverages will be served after 11pm.

A food court of local restaurants and vendors will sell a varied menu of concert foods. Vendors keep 100% of their sales with no charge to Chamber members. There is a fee for non-members to participate. The Chamber will sell food and beverage tickets. One local band will play at an after-party at the Chicagoland Skydiving Center & Flight Deck Bar & Grill from 11pm-1am. Establishment will keep 100% of the food and beverage sales.

An arrangement is being made with the Rochelle Police Department to again provide professional security throughout the grounds. Additional adult volunteers will watch over the venue to ensure a safe and issue-free concert experience.

The economic impact of tourism can be measured. Local business and hospitality see a direct financial gain. Relationships are developed between agents and entertainers that will impact the ability to bring future quality amusement opportunities to Rochelle.

Summer Country Jam 2014 is sponsored by Rochelle Tourism, Budweiser, Pepsi, DeKalb Harley Davidson, 102.3 The Coyote, Quinn's Jewelry, Holcomb State Bank, Flight Deck Bar & Grill & CSC, Swedish American Hospital, Big R, McDonalds, Rock Valley Credit Union, and the Chamber.

