



Summer Country Jam 2015  
Rochelle Municipal Airport  
August 1, 2015  
6pm-1am

The Rochelle Chamber of Commerce is seeking Council consent to host the third annual Summer Country Jam fundraiser and tourism event on Saturday August 1, 2015 at the Rochelle Municipal Airport. The goals of the family-friendly country concert are to raise funds for the operation, programs, and services of the Chamber, provide an entertainment option for residents, attract visitors to the community, and generate sales and tax revenue for existing businesses, vendors, the City of Rochelle, and Ogle County.

Danny Keller will file the necessary Special Event Application with the Illinois Department of Transportation (FAA) asking for approval to host the event at the Rochelle Municipal Airport. The concert satisfies the requirements for special non-aeronautical events at federally obligated airports. The same site plan will be followed. 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 or normal business at Chicagoland Skydiving Center.

2000 Tickets will be available for sale at \$20 each, making it affordable for country music fans of all ages. To encourage families to attend, kids 10 and under are free. Four artists will be performing, featuring a headliner from Nashville, TN. A major concert announcement will be made on 102.3 The Coyote at 7:10am on Friday, February 13. Tickets will go on sale that morning at 10am online, at the Chamber office, and drive-thru at First National Bank of Rochelle. Tower Sound, German Valley will provide professional stage, sound, and lighting outlined in the Nashville contract. The Chamber will purchase adequate special event liability insurance.

The Chamber requests Council's 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, and wristbands, and merchandising. Non-alcoholic beverages will be available for sale. Wristbands will be issued to everyone over 21. Select Chamber members will staff two Budweiser beverage wagons with security overseeing the sale of alcohol.

A food court of local restaurants and vendors will sell a varied menu of concert foods. One band will play at an after-party on site from 11pm-1am. An arrangement will be made with the Rochelle Police Department to provide professional security throughout the grounds and an Incident Action Plan will be drafted. 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. Thank you for your support.

