

Summer Country Jam 2017
Rochelle Municipal Airport
August 5, 2017
5-11pm

The Rochelle Chamber of Commerce is requesting Council consent to host the 5th annual Summer Country Jam on Saturday August 5, 2017 at the Rochelle Municipal Airport. The Jam is growing and has featured a number of new country artists who have gone on to become superstars. Next year promises to be more exciting than ever.

Big R Stores purchased the naming rights making it the Big R Summer Country Jam for 2016. Many local and regional businesses found value in one of the many levels of sponsorships available. The goals remain to raise funds for the operations and programs of the Chamber, provide a professional entertainment option for residents, attract visitors to the community, and generate measurable sales and tax revenue for existing businesses, vendors, the City of Rochelle, and Ogle County.

The Chamber will file the Special Event Application with the Illinois Department of Transportation (FAA) for approval to host the annual event at the Rochelle Municipal Airport. The concert satisfies the requirements for special non-aeronautical events at federally obligated airports. A similar 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 does not interfere with airport operations or normal business at the Chicagoland Skydiving Center. In fact, the Jam brings great attention and revenue to the airport, A&M Airports, and other local vendors.

Tickets will be available for \$60 (Coyote Cave) and \$40 (General Admission), making it affordable for country music fans of all ages. Kids 10 and under are free. A great lineup of artists from Nashville will be announced spring 2017. The Chamber will purchase adequate special event liability insurance.

The Chamber requests Council's permission to sell alcohol at the event by obtaining a Special Event Retailer's License from the Illinois Liquor Control Commission. Non-alcoholic beverages will also be available. Wristbands will be issued to everyone over 21. Select Chamber members and First National Bank of Rochelle Management will oversee the sale of alcohol.

A food court of local vendors will offer concert foods. Municipal and regional law enforcement or professional security will ensure the grounds are safe and well-monitored. A detailed Incident Action Plan will be drafted by Rochelle PD. Additional adult volunteers will watch over the venue to provide a safe and issue-free concert experience.

The event is a strong economic impact to the City. 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.