



Summer Country Jam 2013
Rochelle Municipal Airport
August 24, 2013
3-11pm

The Rochelle Area Chamber of Commerce & Business Development is seeking council approval to host a fundraiser/tourism event on August 24, 2013 at the Rochelle Municipal Airport. The goal of Summer Country Jam 2013 is to raise funds for the operation, programs and services of the Chamber, support United Way Rock River Valley member agencies, generate measurable sales and tax revenue for existing businesses and vendors, the City of Rochelle, and Ogle County.

Mark Delhotal has filed the necessary Special Event Application with the Illinois Department of Transportation (FAA) and received approval for the event to be held at the Rochelle Municipal Airport. The concert satisfies the requirements for special non-aeronautical events at federally obligated airports. 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 CSC. The Airport Advisory Board is in support.

2000 Tickets will be sold at \$20 each, making it affordable for country music fans of all ages. Five artists/bands will be performing, with the headliner from Nashville, TN. Upon approval, a major concert announcement will be made on 102.3 The Coyote. Tickets will go on sale July 1. 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 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, and wristbands, and merchandising. Non-alcoholic Pepsi products will be available for sale. Wristbands will be issued to everyone over 21. Select Chamber members will staff one Budweiser beverage wagon with security overseeing the sale of alcohol. No alcoholic beverages will be served after 10pm.

A food court of local restaurants and vendors will sell a varied menu of concert foods. Vendors will keep 100% of their sales with no charge to Chamber members. Should non-members participate, there is a \$300 cost which will include a one year chamber membership. Food and beverages can be purchased with tickets sold in \$1 increments. One local band will play at an after-party on site at CSC & 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 provide professional security throughout the grounds. Additional select 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.