



**DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL
GRANT APPLICATION FORM AND INSTRUCTIONS**

For consideration by the Duval County Tourist Development Council, please make sure your application is filled out completely and accompanied by the following information:

- Articles of Incorporation (except government entities);
- IRS Form W-9**
- IRS letter of **non-profit tax-exempt status** (Public Charity Status) and as required copy of **current**
 - **IRS Form 990**
 - **State of Florida Certificate of Solicitation of Contributions**
(Registration Requirement of Chapter 496.405, *Florida Statutes*);
- TDC Post-Event Report (Attachment B for previous TDC grantees only);
- Written authorization for AUTHORIZED AGENT to act on behalf of Applicant;
- Organizational outline, including but not limited to names and addresses of each board member and corporate officer (except government entities);
- Sponsorship package for event;
- Complete project event budget including revenue and expenses;
- Complete Marketing and/or Advertising Plan
- Three support documents (letter of recommendation, programs, brochures, media articles, etc.); and
- All written agreements involving media, hotels/motels and venue contracts/leases.

Please submit your application in a format using dividers or tabs for the items outlined above along with this form. When completed, please be sure to mail fifteen (15) fully completed Application Form Packets (**one (1) signed original, fourteen (14) copies, and one (1) ELECTRONIC SUBMISSION COPY** with attachments along with all items on the checklist to:

Annette R. Hastings
Executive Director
Tourist Development Council
117 W. Duval St., Suite 425
Jacksonville, FL 32202
(904) 630-7625
annetteh@coj.net

INCOMPLETE APPLICATIONS WILL BE RETURNED

TDC GRANT GUIDELINES & PROCEDURES

ATTENTION: Pending legislation (see below) may amend criteria and requirements for TDC Grants. Applicants are advised to be mindful of pending changes.

[2018-0472](#) ORD-MC Amend Chapt 70 (Duval County Tourist Dev Council), Sec 70.104 (Powers and Duties), and 70.105 (Administration of Tourist Development Plan, Ord Code; Amend Chapt 666 (Duval County Tourist Dev Plan), Section 666.108 (Tourist Dev Plan), Ord Code; Apv Tourist Dev Council Grant Guidelines; Provide for Codification Instructions. (Hodges) (Introduced by CP Bowman at Request of Duval County TDC) Public Hearing Pursuant to Chapt 166, F.S. & CR 3.601 - 8/14/18

Special Event Grants. Chapter 666.108(b)(5) of the Ordinance Code component shall authorize the Tourist Council to award special event grants to organizations or persons hosting an event in the City or surrounding areas. Any event funded under this component shall have as one of its primary purposes the attraction of tourists to the City as evidenced by the promotion of such event to tourists.

- This component shall be limited to the following grants:
 - **Grant awards for attendance of 25,000 tourists or 10,000 room nights or greater.** The Tourist Council may award grants for special events designed to attract a minimum of 25,000 tourists to the City which grant award may not exceed \$250,000 for any such event.
 - **Grant awards for attendance of 5,000 tourists or greater for events held at publicly owned venues.** The Tourist Council may award grants for special events designed to attract a minimum of 5,000 tourists to the City using publicly owned tourist venues such as the arena, performing arts center, or stadium or at the zoo or eligible museums. Such grant awards may not exceed \$100,000 per event.
- Florida Statute 125.104 "Tourist" means a person who participates in trade or recreation activities outside the county of his or her permanent residence or who rents or leases transient accommodations.

The following are requirements to be provided by the grant recipients:

- Evidence of growth or increase in tourism to the City
- Evidence of a return on the City's investment
- Evidence of the marketing of City tourist-oriented facilities, attractions, activities

ANY USE OF THE TOURIST DEVELOPMENT TAX DOLLARS MUST HAVE THE PROMOTION AND ADVERTISEMENT OF TOURISM AS ITS PRILMARY PURPOSE

The City of Jacksonville Municipal Code prohibits the advance of City funds in Section 110.112. No advance of City funds shall be made in any case unless authorized by the appropriation concerned or other law. In all cases of contracts for the performance of any service or the delivery of any articles of any description for the use of the City, payment shall not exceed the value of the service rendered or of the articles delivered previously to the payment.

Section 1 PRELIMINARY INFORMATION	
Authorized Agent Name	Bill McConnell
Authorized Agent Title	General Manager
Contact Person Name	Alex Alston
Contact Person Title	Director of Sales and Marketing
Company/Organization	SMG
Address	300 A. Phillip Randolph Blvd
City	Jacksonville
State	FL
Zip Code	32202
E-mail Address	alexa@smgjax.com
Work Phone	904-630-4055
Home Phone/Cell Phone	904-234-2584
Event Website	www.Jaxevents.com

Section 2 EVENT INFORMATION	
Event/Project Name	Lynyrd Skynyrd- Last of the Street Survivors Tour
Event/Project Location Is it a Public Owned Venue?	TIAA Bank Field
Sponsoring Organization/Name	Jacksonville Jaguars, SMG, and City of Jacksonville

Event/Project Description	Major Stadium Concert
Event Date Begins (MM/DD/YY)	09/02/2018
Event Date Ends (MM/DD/YY)	09/02/2018
Is this a non-profit organization?	NO
Tax Code Status	Limited Liability Company- Partnership
Is this organization tax exempt?	NO
What is your Federal ID# as it appears on Form W-9?	23-2511871
If your delegates are exempt from paying hotel occupancy tax, please explain.	
Category (please check one)	SPECIAL EVENT & MARKETING
New Event	YES
Recurring Event	NO
Signature Event (TDC Approved)	NO
Event History Please provide the past five (5) years number of room nights attributable to this convention, conference, or event including: City event held Date/month/year of event Hotel(s) Number of room nights for each Number of attendance of tourist	This is the first year for this event so there is no history.
If you have already reserved Duval County hotel rooms, please list hotel(s), number of rooms reserved, total room nights (rooms reserved multiplied by total number of nights), and dates. Also, please attach the contracts from the hotel(s).	N/A
Do contracts include hotel room night rebates? If yes, amount of rebate per room night.	NO

What is attendance of tourists this event will attract to Duval County?	13,000+
How many room nights do you guarantee to bring to Duval County?	
How do you intend to provide a valid count of attendance of tourist and/or room nights at this year's event?	Number of tourist will be determined through Ticketmaster data of purchased tickets by zip code. In addition, we will work with hoteliers and Visit Jacksonville to determine room night pick up during the night before and the night of the event.
Total amount of grant funding being requested from the Tourist Development Council for this event	\$150,000.00 (\$100,000 Special event grant/\$50,000 marketing grant)
Intended Use of Funds NOTE: Please remember to attach itemized expenditures to be funded by this grant. If funding is for advertising, detail the media and/or publication(s) which will be used Must be approved by Visit Jacksonville.	Field replacement and marketing.
List ALL other actual or potential city/county/state/federal funding sources for this event including: Visit Jacksonville Visit Florida Florida Sports Foundation Jacksonville City Council Downtown Investment Authority Jacksonville Office of Economic Development JEA JTA Jacksonville Children's Commission City of Jacksonville Office of Special Events/Sports& Entertainment , City of Jacksonville Parks & Recreation Department, Jacksonville Cultural Council, etc.). Do not include grant money from Duval County TDC. <u>Failure to disclose other funding sources will result in denying future TDC funding of events.</u>	COJ/SMG Event Development Fund

List ALL other contributors, sponsors, and sources of funding for this event other than the grant money from Duval County or the City of Jacksonville. <u>Failure to disclose other funding sources will result in denying future TDC funding of events.</u>	Jacksonville Jaguars Sponsorship
What additional sources of funding have you sought or intend to seek? <u>Failure to disclose other funding sources will result in denying future TDC funding of events.</u>	Event sponsorship
List ALL past TDC funding (to include each year with amount requested, amount granted, amount spent, and purpose).	n/a
List media coverage of previous year(s)' event(s) NOTE: Attach clippings or copies of newspaper, magazine, or professional periodicals showing coverage of event(s), which may be beneficial to the TDC in making its decision. Also give a description of television, radio, or other coverage received	n/a
If your event is profitable, would you be willing to return all or a portion of the grant to the TDC? Please explain your answer.	No

Section 3 BACKGROUND INFORMATION	
What are your target audiences?	Concert and festival goers; country music fans; southern rock fans; special event attendees
What is your projected attendance (include local participants, out-of-town participants and guests?)	35,000

**Section 4
PROJECT/EVENT DETAILS**

<p>In this space, please give details on your project or event so the Tourist Development Council can evaluate the economic impact on the county. Include in your narrative projected numbers of attendees, hotel rooms needed, and restaurant meals to be consumed.</p>	<p>This is a major stadium concert made possible through the collaboration of a number of organizations including the Jaguars and SMG. The concert will include a total of 6 bands including Jacksonville's own Lynyrd Skynyrd, as well as Kid Rock, and Jason Aldean to create a 3 headliner show... 3 support acts were also added to create an all-day atmosphere which will drive more out of town visitors and overnight stays. We anticipate over 10,000 tourist to attend the show, the majority of which we expect to stay overnight in our hotels. We plan to track the tourist their zip codes generated through tickets sales reports. In addition, we will verify room night pick up through STR Report year over year evaluation during the same time frame.</p>
<p>What are your marketing and advertising plans (local, regional, national, and/or international)? <u>Must be approved by Visit Jacksonville</u></p>	<p>We have developed a comprehensive marketing plan including both local and regional advertising across the southeast. We have worked with Visit Jacksonville to lace advertising in the southeast markets that they focus their leisure messaging in. Visit Jacksonville Approval YES \$150,000</p>

**Section 5
PROJECT BUDGET RECAP**

Income	\$4,422,000	
Tourist Development Fund Request	\$150,000 (\$100,000 as a special event grant request, \$50,000 as a marketing grant request)	
TOTAL REQUEST	\$150,000	
<p>Contributors, sponsors and other funding sources (include in-kind)</p> <p><u>Failure to disclose other funding will result in denying future TDC funding of events.</u></p>	Event Development Fund	\$ 200,000
	Sponsorship	100,000
		\$
		\$
		\$
		\$
TOTAL CONTRIBUTOR/SPONSOR FUNDS	\$ 300,000	
<p>Other income sources (i.e. registration fees, ticket sales, concessions, vendor sales)</p>	Room Night Rebates	\$ 0
	Ticket sales	3,092,000
	Concessions	382,000
	Merchandise	\$ 48,000
	Parking	\$ 200,000
	Premium/Club Fees	220,000
TOTAL OTHER INCOME	4,412,000	

TOTAL INCOME	4,442,000
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Section 6 EXPENSES		
Please list ALL event expenses and indicate which items will utilize TDC funds	Show Expenses: including artist, production, equipment, security, ect.	4,208,000
	Marketing	=\$ 150,000
	Field replacement	425,000
		=\$
		=\$
		=\$
TOTAL EXPENSES	\$ 4,783,000	

Section 7
CERTIFICATIONS

I have reviewed the GRANT APPLICATION to the Duval County Tourist Development Council. I am in full agreement with the information and certifications contained in this application and its attachments, confirm that such information is true, accurate, and complete, and understand that this application will be rejected, or that the previous acceptance of this application will be withdrawn, should such information or certifications be untrue, incorrect, or incomplete.

I certify that: I am not liable for any unpaid federal, state, or local taxes; no lien is currently filed or claimed against me; and, I have no knowledge of any threatened or pending action, suit, proceeding, inquiry, or investigation, in equity or law, before or by any court, governmental agency, public board or body to which I am a party.

I acknowledge my understanding that the Ordinance Code of the City of Jacksonville prohibits the advance payment of City funds and that all awards of the TDC are for purposes of reimbursement and are conditioned upon the submission of documentation, acceptable to the TDC and in keeping with its reimbursement criteria, evidencing the actual payment of all costs and expenses for which reimbursement is sought.

I further acknowledge my understanding that the TDC in making a grant for special promotions or other purposes does not assume any liability or responsibility for the ultimate financial profitability of the event for which the grant is awarded. The TDC, unless otherwise specifically stated, is only a financial contributor to the event and not a promoter or co-sponsor, and will not guarantee or be responsible or liable for any debts incurred for such event. The TDC is not responsible or liable to any third party; its only obligation is to a successful applicant for grant funds, provided such applicant remains at all times in compliance with all terms of the award.



Signature

Alex Alston

Type/Print Name

Director of Sales

Title

8/7/18

Date



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 No Authority Info
 No Partner Info
 No Name History

Partnership Detail

Partnership Name Search

General Partnership Name

SMG

Principal Address

300 FOUR FALLS CORPORATE CENTER
 300 CONSHOHOCKEN STATE RD - STE 450
 W CONSHOHOCKEN, PA 19428
 Change Date: 05/27/2009

Filing Information

Document Number	GP9700000811
FEI/EIN Number	232511871
File Date	04/01/1998
State	PA
Total Pages	10
Pages in Original Filing	5
Current Partners	NONE
Cancellation Date	NONE
Status	ACTIVE
Effective Date	NONE
Expiration Date	NONE
Name History	NONE

Registered Agent

CORPORATION SERVICE COMPANY
 1201 HAYS STREET
 TALLAHASSEE, FL 32301

Document Images

- [04/01/1998 - Registration](#)
- [12/23/2010 - Amendment](#)
- [05/27/2009 - Amendment](#)
- [06/26/2008 -](#)

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Request for Taxpayer Identification Number and Certification

**Give Form to the
 requester. Do not
 send to the IRS.**

Print or type
 See Specific Instructions on page 2.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.
SMG JACKSONVILLE

2 Business name/disregarded entity name, if different from above

3 Check appropriate box for federal tax classification; check only one of the following seven boxes:
 Individual/sole proprietor or single-member LLC
 C Corporation
 S Corporation
 Partnership
 Trust/estate
 Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ P
 Note. For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner.
 Other (see Instructions) ▶

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):
 Exempt payee code (if any) _____
 Exemption from FATCA reporting code (if any) _____
(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.)
300 A. PHILIP RANDOLPH BLVD

6 City, state, and ZIP code
JACKSONVILLE, FL 32202

7 List account number(s) here (optional)

Requester's name and address (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Social security number

				-			-				
--	--	--	--	---	--	--	---	--	--	--	--

or

Employer identification number

2	3	-	2	5	1	1	8	7	1
---	---	---	---	---	---	---	---	---	---

Note. If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.

Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

Sign Here Signature of U.S. person ▶ Date ▶ 1/2/18

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.
Future developments. Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at www.irs.gov/fw9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)

- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
 - Form 1099-C (canceled debt)
 - Form 1099-A (acquisition or abandonment of secured property)
- Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding? on page 2.

- By signing the filled-out form, you:
- Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
 - Certify that you are not subject to backup withholding, or
 - Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
 - Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting?* on page 2 for further information.



August 3, 2018

Annette R. Hastings
Executive Director
Tourist Development Council
117 W. Duval Street, Suite 425
Jacksonville, FL 32202

Dear Miss Hastings,

I, Bill McConnell, authorize Alex Alston to act on my behalf regarding the upcoming Tourist Development Council Grant Application.

Regards,

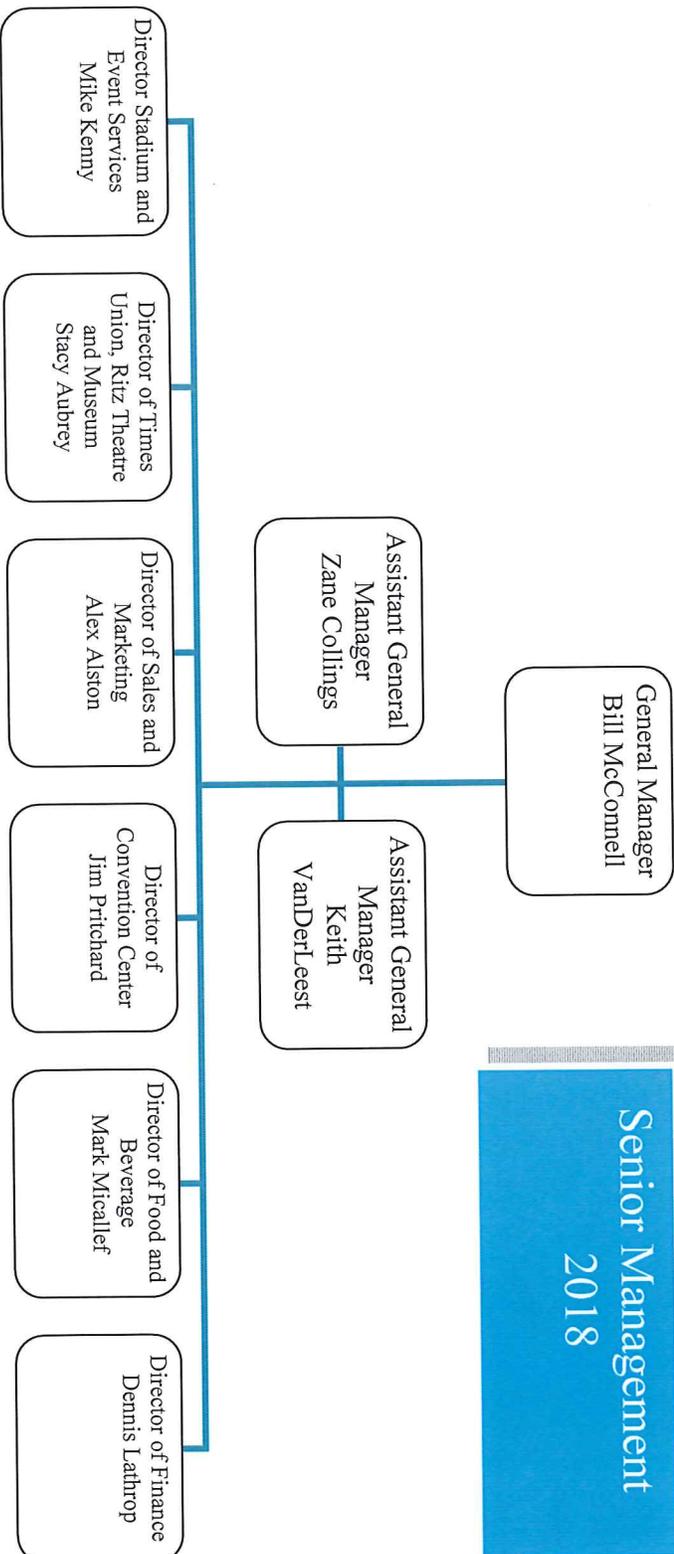
A handwritten signature in blue ink, appearing to read "Bill McConnell", is written over a horizontal line.

Bill McConnell
General Manager



300 A. Philip Randolph Boulevard, Jacksonville, FL 32202
(904) 630-3900 - www.jaxevents.com

Senior Management 2018



2018 PARTNERSHIP OPPORTUNITY

**OFFICIAL PARTNER OF THE
LAST OF THE STREET SURVIVORS FAREWELL TOUR AT TIAA BANK FIELD**



EverBank Field

BUD LIGHT



BUD LIGHT

BUD LIGHT



STADIUM LED TAKEOVER

DYNAMIC IN-STADIUM EXPOSURE

Stadium LED takeover during one intermission, including: Video Boards (carousel), LED Ribbon Boards, Corner Boards, Electronic Stage Signage, etc.



FAN ENTERTAINMENT ZONE
DYNAMIC IN-STADIUM EXPOSURE

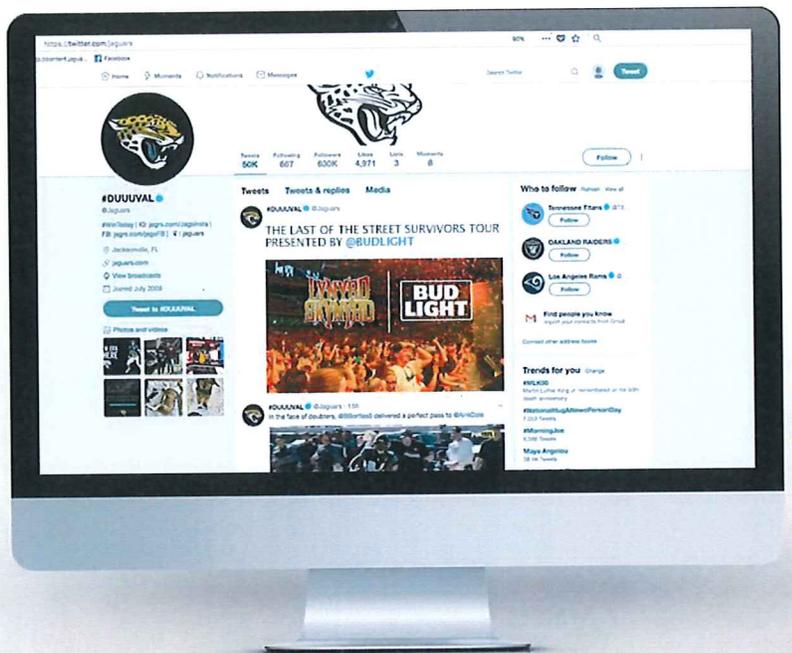
Space on premise to set up the Bud Light Build a Bar throughout the event day.



DOMINANT EXPOSURE

EXTENSIVE MEDIA INCLUSION

Bud Light will be associated and included with all remaining out-of-home, broadcast, and digital messaging promoting the Last of the Street Survivors Farewell Tour at TIAA Bank Field.



DOMINANT EXPOSURE
EXTENSIVE MEDIA INCLUSION

Bud Light will be associated and included with all remaining out-of-home, broadcast, and digital messaging promoting the Last of the Street Survivors Farewell Tour at TIAA Bank Field.



THE ULTIMATE EXPERIENCE

PREMIUM HOSPITALITY

Premium hospitality for the event will be included:

- One (1) Suite for the concert with twenty-four (24) tickets and seven (7) parking passes (exact location to be determined by Club)
- Six (6) representatives from Bud Light will be invited to be a part of any potential meet and greet opportunities on event day.

NET INVESTMENT

\$40,000

WE LOOK FORWARD TO DEVELOPING A MUTUALLY BENEFICIAL PARTNERSHIP!



This proposal is being presented to the recipient ("Bud Light.") by Bold Events, LLC, a Delaware limited liability company ("Bold Events"). This proposal shall not be enforceable by or against or in any manner be binding upon, nor impose any obligation whatsoever on, Bold Events or the Prospect. Instead, this proposal is intended to set forth the benefits that may be included in a definitive agreement relating to Prospect's sponsorship of Bold Events. A binding agreement will not exist between the parties hereto unless and until a definitive agreement in respect of the sponsorship is prepared, approved, executed and delivered by the parties and all governmental approvals necessary for the sponsorship have been obtained.

TIAA Bank Field
Event Pro-Forma

Lynyrd Skynyrd

LYNYRD SKYNYRD EVENT BUDGET (based on break even ticket sales model)					
ESTIMATED REVENUE					
TDC		\$ 150,000.00			
TicketSales		\$ 3,092,133.58			
F & B (Net)		\$ 382,087.50			
Merchandise		\$ 47,844.00			
Parking		\$ 200,000.00			
Event Development Fund		\$ 200,000.00			
Club Fee		\$ 123,288.00			
Premium Revenue		\$ 100,000.00			
Sponsorship		\$ 100,000.00			
Ancillary		\$ 200,000.00			
TOTAL PROJECTED EVENT REVENUE		\$ 4,595,353.08			
ESTIMATED EXPENSES					
Production, equipment, venue expenses, artists etc		\$ 4,124,200.00			
Marketing		\$ 150,000.00			
Field- Terra/Replace		\$ 425,000.00			
Insurance		\$ 18,273.75			
Cancellation Insurance		\$ 22,400.00			
ASCAP/BMI/SESAC		\$ 18,445.51			
TOTAL PROJECTED EVENT EXPENSES		\$ 4,758,319.26			
Profit/Loss		\$ (162,966.18)			

Event: Lynrd Skynyrd at EverBank Field (Jacksonville) - 201
Venue: EverBank Field
City: Jacksonville
Ad Plan: Lynrd Skynyrd, Jason Aldean, Kid Rock
Marketer: Erica Rieke (561)962-2270
Today's Date: 7/25/2018
Show Day: Sunday
Show Date: 9/2/2018 3:00 PM
Show Time: On Sale Date 4/25/18

RADIO		August 2018										September 2018											
VENDOR	MARKET	START DATE	END DATE	SPOTS	RATE	CASH	NET	NON-LINE	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su	
WQCF-FM (Country)	Jacksonville	4/25/2018	8/31/2018	44	\$118.00	\$5,192.00	\$5,192.00																
WUGL (Classic Hit)	Jacksonville	4/25/2018	8/31/2018	32	\$118.00	\$3,776.00	\$3,776.00																
WVIR-FM (Soft AC)	Jacksonville	4/25/2018	8/31/2018	44	\$118.00	\$5,192.00	\$5,192.00																
WONE-FM (Country)	Jacksonville	4/25/2018	8/31/2018	44	\$118.00	\$5,192.00	\$5,192.00																
WWNK-FM (Undergrad)	Jacksonville	4/25/2018	8/31/2018	44	\$118.00	\$5,192.00	\$5,192.00																
WHDG-FM (Classic Rock)	Daytona	4/25/2018	8/31/2018	44	\$118.00	\$5,192.00	\$5,192.00																
WVFL-FM (Classic Hit)	Tallahassee	4/25/2018	8/31/2018	44	\$118.00	\$5,192.00	\$5,192.00																
WVTV-FM (Country)	Charlottesville	4/25/2018	8/31/2018	44	\$118.00	\$5,192.00	\$5,192.00																
WVBR-FM (Classic Rock)	Charlottesville	4/25/2018	8/31/2018	44	\$118.00	\$5,192.00	\$5,192.00																
WVVA (Country)	Columbia	4/25/2018	8/31/2018	44	\$118.00	\$5,192.00	\$5,192.00																
WVHG-FM (Oldies)	Columbia	4/25/2018	8/31/2018	44	\$118.00	\$5,192.00	\$5,192.00																
WVFD-FM (Country)	Daytona	4/25/2018	8/31/2018	44	\$118.00	\$5,192.00	\$5,192.00																

DIGITAL		August 2018										September 2018										
VENDOR	MARKET	START DATE	END DATE	SPOTS	RATE	CASH	NET	NON-LINE	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su
Google	Jacksonville	7/30/2018	9/2/2018	1	\$1,500.00	\$1,500.00	\$1,500.00		x	x	x	x	x	x	x	x	x	x	x	x	x	x
National Pushdown	Jacksonville	7/30/2018	9/2/2018	1	\$1,500.00	\$1,500.00	\$1,500.00		x	x	x	x	x	x	x	x	x	x	x	x	x	x
Pandora	Jacksonville	8/20/2018	8/20/2018	1	\$1,000.00	\$1,000.00	\$1,000.00		x	x	x	x	x	x	x	x	x	x	x	x	x	x

TELEVISION		August 2018										September 2018											
VENDOR	MARKET	START DATE	END DATE	PROGRAM	SPOTS	RATE	CASH	NET	NON-LINE	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su
Comcast Cable - Jacksonville	Jacksonville	8/12/2018	9/2/2018	ESPN, NFL, Comedy, USA	5	\$2,000.00	\$10,000.00	\$10,000.00															
Parasoft	Jacksonville	8/12/2018	9/2/2018	ESPN, NFL, Comedy, USA	5	\$2,000.00	\$10,000.00	\$10,000.00															

OUTDOOR		August 2018										September 2018										
VENDOR	MARKET	START DATE	END DATE	# OF LOCATIONS	RATE	CASH	NET	NON-LINE	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su
CLEAR CHANNEL OUTDOOR	Jacksonville	7/30/2018	9/2/2018	5	\$1,000.00	\$5,000.00	\$5,000.00		x	x	x	x	x	x	x	x	x	x	x	x	x	x

PRODUCTION/MISC EXPENSE				
VENDOR	EXPENSE NAME	DATE	NET AMOUNT	NON-LINE
Exter-Tax - Florida	Other		\$600.00	
Graphix	Graphic/Digital Design		\$1,000.00	
Creative Street Marketing	Advertising & Materials Production		\$600.00	
MISCELLANEOUS	Other		\$500.00	
Four Corners	Marketing & Materials Production		\$500.00	
Waltersman	Other		\$500.00	
	TOTAL		\$8,400.00	

TOTALS	CASH	NET	CASH	NET
Radio	\$110,070.00	\$95,559.50	\$0.00	\$0.00
Television	\$8,000.00	\$6,800.00	\$0.00	\$0.00
Outdoor	\$10,000.00	\$10,000.00	\$0.00	\$0.00
Digital	\$17,500.00	\$17,500.00	\$0.00	\$0.00
Production/Misc. Expense	\$8,400.00	\$8,400.00	\$0.00	\$0.00
TOTAL	\$153,970.00	\$136,259.50	\$0.00	\$0.00

Note: Budget Utilization includes amounts from all campaigns, regardless of run date		
Type	Budget	Remaining
LINE	\$150,000.00	\$175,083.00
Non-LINE	\$25,000.00	\$0.00
TOTAL	\$175,000.00	\$175,083.00

Event:	Lynyrd Skynyrd at EverBank Field (Jacksonville) - 201	Marketer:	Erica Rieke
Venue:	EverBank Field	Marketer Phone:	(561)962-2270
City:	Jacksonville	Today's Date:	7/25/2018
Ad Plan:	Lynyrd Skynyrd, Jason Aldean, Kid Rock		
Show Day	Show Date	Show Time	On Sale Date
Sunday	9/2/2018	3:00 PM	4/25/18

RADIO									
VENDOR	MARKET	RUN DATES		START	END	# OF SPOTS	RATE	CASH	
WQIK-FM (Country)	Jacksonville	4/25/2018	8/31/2018	6a	10a	44	\$255.00	\$11,220.00	
		4/25/2018	8/31/2018	3p	7p	44	\$280.00	\$12,320.00	
WJGL (Classic Hits)	Jacksonville	4/25/2018	8/31/2018	6a	10a	52	\$155.00	\$8,060.00	
		4/25/2018	8/31/2018	3p	7p	52	\$145.00	\$7,540.00	
WEJZ-FM (Soft AC)	Jacksonville	4/25/2018	8/31/2018	6a	10a	46	\$140.00	\$6,440.00	
		4/25/2018	8/31/2018	3p	7p	46	\$145.00	\$6,670.00	
WGNE-FM (Country)	Jacksonville	4/25/2018	8/31/2018	6a	10a	48	\$120.00	\$5,760.00	
		4/25/2018	8/31/2018	6a	10a	48	\$120.00	\$5,760.00	
WWJK-FM (Undefined)	Jacksonville	4/25/2018	8/31/2018	3p	7p	44	\$125.00	\$5,500.00	
		4/25/2018	8/31/2018	6a	10a	44	\$90.00	\$3,960.00	
WHOG-FM (Classic Rock)	Daytona	4/25/2018	8/31/2018	6a	10a	46	\$85.00	\$3,910.00	
		4/25/2018	8/31/2018	3p	7p	46	\$85.00	\$3,910.00	
WGLF-FM (Classit Hits)	Tallahassee	4/25/2018	8/31/2018	6a	10a	46	\$65.00	\$2,990.00	
		4/25/2018	8/31/2018	3p	7p	46	\$65.00	\$2,990.00	
WKKT-FM (Country)	Charlotte	8/2/2018	8/17/2018	6a	7p	24	\$200.00	\$4,800.00	
WKRR-FM (Classic Rock)	Charlotte	8/2/2018	8/17/2018	6a	7p	24	\$200.00	\$4,800.00	
WLUB (Country)	Columbia	8/2/2018	8/17/2018	6a	7p	24	\$200.00	\$4,800.00	
WOMG-FM (Oldies)	Columbia	8/2/2018	8/17/2018	6a	7p	24	\$200.00	\$4,800.00	
WKRO-FM (Country)	Daytona	4/25/2018	8/31/2018	6a	10a	48	\$40.00	\$1,920.00	
		4/25/2018	8/31/2018	3p	7p	48	\$40.00	\$1,920.00	

DIGITAL						
VENDOR	MARKET	START	END	AD SPEC	CASH	
Google	Jacksonville	7/30/2018	9/1/2018	Search Advertising	\$1,500.00	
National Pushdown	Jacksonville	7/30/2018	9/1/2018	Social Advertising	\$15,000.00	
Pandora	Jacksonville	8/5/2018	9/1/2018	Radio Streaming	\$1,000.00	

TELEVISION							
VENDOR	MARKET	RUN DATES		PROGRAM	# OF SPOTS	RATE	CASH
Comcast Cable - Jacksonville	Jacksonville	8/12/2018	9/1/2018	ESPN, TBS, FX, Comedy, USA	550	\$4,000.00	\$4,000.00
	Tallahassee	8/12/2018	9/1/2018	ESPN, TBS, FX, Comedy, USA	550	\$2,000.00	\$2,000.00
	Pensacola	8/12/2018	9/1/2018	ESPN, TBS, FX, Comedy, USA	550	\$2,000.00	\$2,000.00

OUTDOOR							
VENDOR	MARKET	START	END	# OF LOCATIONS	RATE	CASH	
CLEAR CHANNEL OUTDOOR	Jacksonville	7/30/2018	8/4/2018	5	\$1,000.00	\$5,000.00	
		8/19/2018	9/1/2018	5	\$1,000.00	\$5,000.00	

PRODUCTION/MISC EXPENSE					
VENDOR	EXPENSE NAME	DATE	NET AMOUNT	NON-LINE	
Barter Tax - Florida	Other		\$500.00		
Brightfire	Graphic/Digital Design		\$1,000.00		
Creative Street Marketing	Advertising Materials Production		\$900.00		
MISCELLANEOUS	Other		\$500.00		
Tour Design	Advertising Materials Production		\$5,000.00		
Websiteman	Flyer & Poster Production		\$500.00		
TOTAL			\$8,400.00		

TOTALS	LINE		NON-LINE	
	CASH	NET	CASH	NET
MEDIA				
Radio	\$110,070.00	\$93,559.50	\$0.00	\$0.00

APRIL 21, 2018 3:09PM ET
Lynyrd Skynyrd Set Hometown Stadium Gig

Band to conclude first leg of Last of the Street Survivors Farewell Tour in Jacksonville, Florida with Kid Rock and Jason Aldean

By DANIEL KREPS



Trending

- 1 Lynyrd Skynyrd Set Hometown Stadium Gig
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Lynyrd Skynyrd announced that the band will play a hometown stadium gig in Jacksonville, Florida.

Lynyrd Skynyrd announced that the band will perform a hometown gig in Jacksonville, Florida on September 2nd.

In January, Lynyrd Skynyrd revealed they would embark on their Last of the Street Survivors Farewell Tour in 2018. While the tour was originally slated to conclude on September 1st in Atlanta, the group added one more concert in Jacksonville — where the Rock and Roll Hall of Fame-inducted band formed in 1964 — at the stadium where the NFL's Jaguars play. A second leg of the tour will be announced soon.

"This is a dream come true for the Lynyrd Skynyrd band. We're going to rock the house here," Johnny Van Zant said at a press conference Thursday (via News 4 Jax). "My brother and Gary [Rossington] and Alan Collins started this band a long time ago. We are on our farewell tour. It's time to wrap it up. To be able to play Jacksonville, here, with the Jags, come on. It doesn't get any better than that."



Lynyrd Skynyrd also revealed that Jason Aldean and Kid Rock are on board as special guests for the final show.

"We are very excited to have friends Jason Aldean and Kid Rock join us in our hometown of Jacksonville," Rossington added. "Playing where the band got its start all those years ago is always special but harder than you think to make it come true."

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Lynyrd Skynyrd also revealed that Jason Aldean and Kid Rock are on board as special guests for the final show.

"We are very excited to have friends Jason Aldean and Kid Rock join us in our hometown of Jacksonville," Rossington added. "Playing where the band got its start all those years ago is always special but having these guys with us makes it even sweeter."

The Last of the Street Survivors Farewell Tour kicks off May 4th in West Palm Beach, Florida. Along the way, artists like the Charlie Daniels Band, Bad Company, the Marshall Tucker Band, 38 Special, Blackberry Smoke and Hank Williams Jr. will act as the special guests.

In This Article: Lynyrd Skynyrd

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ENTERTAINMENT

Lynrd Skynyrd to play final concert at Jaguars' stadium

Kid Rock, Jason Aldean to co-headline final bow concert for Jacksonville band

By Chris Parenteau - Reporter
 Posted: 12:05 PM, April 19, 2015
 Updated: 6:10 PM, April 19, 2015



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JACKSONVILLE, Fla. - The southern rockers of Jacksonville's own Lynrd Skynyrd will come home to play their final concert in September, the Jaguars and the band announced Thursday.

The band's Johnny Van Zant and Rickey Medlocke took the stage at the Jaguars' annual State of the Franchise presentation, saying they were both born and raised in Jacksonville and would be proud to play their final concert in their home town.

MORE HEADLINES

- Lynrd Skynyrd survivor plays on 'to show everybody our dream came t...
- Documentary about Lynrd Skynyrd's Jacksonville roots makes debut
- Ronnie Van Zant's widow, family remember classic band, song

"This is a dream come true for the Lynrd Skynyrd band," Van Zant said. "We're going to rock the house here."

The Rock & Roll Hall of Famers, whose legacy began in Jacksonville over 40 years ago, announced in January that they would be kicking off their final tour May 4 in West Palm Beach.

The final stop on that tour will now be Sept. 2 at what will then be TIAA Bank Field, the Jaguars announced.

Walking outside the stadium after the big announcement Thursday, Van Zant and Medlocke enjoyed a special moment when they saw their concert flyer posted on the jumbo stadium South End Zone scoreboard.

WATCH: Lynrd Skynyrd members talk about final concert in Jacksonville

"It can't get any better than that for it to be able to culminate here with a celebration like that; it's going to be great," Medlocke said.

The concert, which will be the first at the stadium since 2015, will also feature Kid Rock and Jason Aldean, along with other "special guests" to be announced later. Van Zant said the acts will all be a mix of country and rock, because "that's what Lynrd Skynyrd is all about."

In addition to performances, the all-day, all-night event will also include food trucks, games and more.

TAKEN FOR A RIDE 7 TONIGHT 5:15 PM

U.S. AND WORLD NEWS

- Manafort trial resumes with star witness Rick Gates on deck
- NRA claims actions by New York state are harming its finances
- Masked man enters radio station studio and shoots DJ in Wisconsin
- Father had 'up to 40 cans of alcohol' before crash that killed child

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1:12 PM 6/6/2018

RELATED: Lynyrd Skynyrd survivor plays on 'to show everybody our dream came true' | Ronnie Van Zant's widow, family remember classic band, song

Original member Gary Rossington joined by Van Zant, Medlocke, Mark "Sparky" Matejka, Michael Cartellone, Keith Christopher, Peter Keys, Dale Krantz Rossington and Carol Chase are ready to rock their hometown of Jacksonville.

"We are very excited to have friends Jason Aldean and Kid Rock join us in our hometown of Jacksonville," said Rossington. "Playing where the band got its start all those years ago is always special but having these guys with us makes it even sweeter. We can't wait to rock EverBank Field!"

Medlocke, 68, said he was still living in Jacksonville when the league announced the city would be getting an NFL team.

"I just thought that was just the baddest thing I'd ever heard in my life: 'Wow, Jacksonville's going to have an actual NFL team,'" Medlocke said. "I am so proud of this town... I'm just proud to be a part of Jacksonville. Proud that I was born and raised here."

Medlocke said he and Van Zant have talked about getting a chance to finally go to some of the team's games now that things are winding down for the band and they won't be touring after September.

"My brother and Gary and Alan Collins started this band a long time ago," Van Zant said. "We are on our farewell tour. It's time to wrap it up. To be able to play Jacksonville, here, with the Jags, come on. It doesn't get any better than that."

Tickets for the Labor Day weekend concert, which is the final one slated for the Last of the Street Survivors Farewell Tour, go on sale to the general public at 10 a.m. April 30. VIP presale access begins April 24.

For information on upcoming dates and to purchase tickets, visit www.lynyrdskynyrd.com or www.ticketmaster.com.

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Entertainment & Life

Three more acts added to Lynryd Skynyrd farewell show in Jacksonville



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OUR PICKS
 CITY OF JACKSONVILLE
EMERGENCY PREPAREDNESS GUIDE
 2018-2019
 2018 Hurricane Guide



By Tom Szaroleta

Posted Jun 4, 2018 at 11:20 AM
 Updated Jun 4, 2018 at 2:04 PM



We knew all along that more acts would be added to the Labor Day weekend Lynryd Skynyrd/Kid Rock/Jason Aldean show. After all, the start time is 3 in the afternoon.

Now we know: The Charlie Daniels Band, Blackberry Smoke and the Marshall Tucker Band will also play at the show, scheduled for Sunday, Sept. 2, at TIAA Bank Field. Lynryd Skynyrd will headline the show, which is part of their farewell Last of the Street Survivors Tour and likely to be the band's last hometown show.

Tickets are now on sale, with prices ranging from \$51.24-\$347.42.

Here are other shows going on sale Friday:

Rick Springfield, Loverboy, Greg Kihn and Tommy Tutone, 7 p.m. Saturday, Aug. 25, at the St. Augustine Amphitheatre. \$44-\$154.

Dierks Bentley, Brothers Osborne and Lanco, 7 p.m. Thursday, Sept. 13, at Daily's Place. \$60.50-\$100.50.

Kids Bop, 4 p.m. Sunday, Oct. 28, at the Florida Theatre. \$39.50-\$49.50.

Vince Gill, 8 p.m. Sunday, Nov. 11, at the St. Augustine Amphitheatre. \$39-\$104.

Benji Brown, 7 p.m. Friday, Nov. 23, at the Florida Theatre. \$15-\$65.

THE LAST OF THE STREET SURVIVORS FAREWELL TOUR
LYNYRD SKYNYRD, JASON ALDEAN AND KID ROCK
TIAA Bank Field / September 2, 2018

Alex Alston, Director of Marketing & Sales
904-630-4055 / AlexA@smgjax.com



ON LABOR DAY WEEKEND 2018, JACKSONVILLE WILL HOST ITS FIRST MAJOR STADIUM SHOW SINCE 2015.

————— Only 10th show in 23 year history of stadium! —————



This is a tremendous opportunity to showcase Jacksonville as a premier event destination. The economic impact and out-of-town visitation will be a forceful addition to Labor Day Weekend in Jacksonville as area hotels, restaurants, and attractions will be full of Southern Rock Music Fans.

CONCERT WILL GENERATE SIGNIFICANT IMPACT ON TOURISM AND DESTINATION MARKETING

1. ECONOMIC IMPACT

18,000 +
hotel rooms

1,100 +
restaurants

20 +
craft breweries

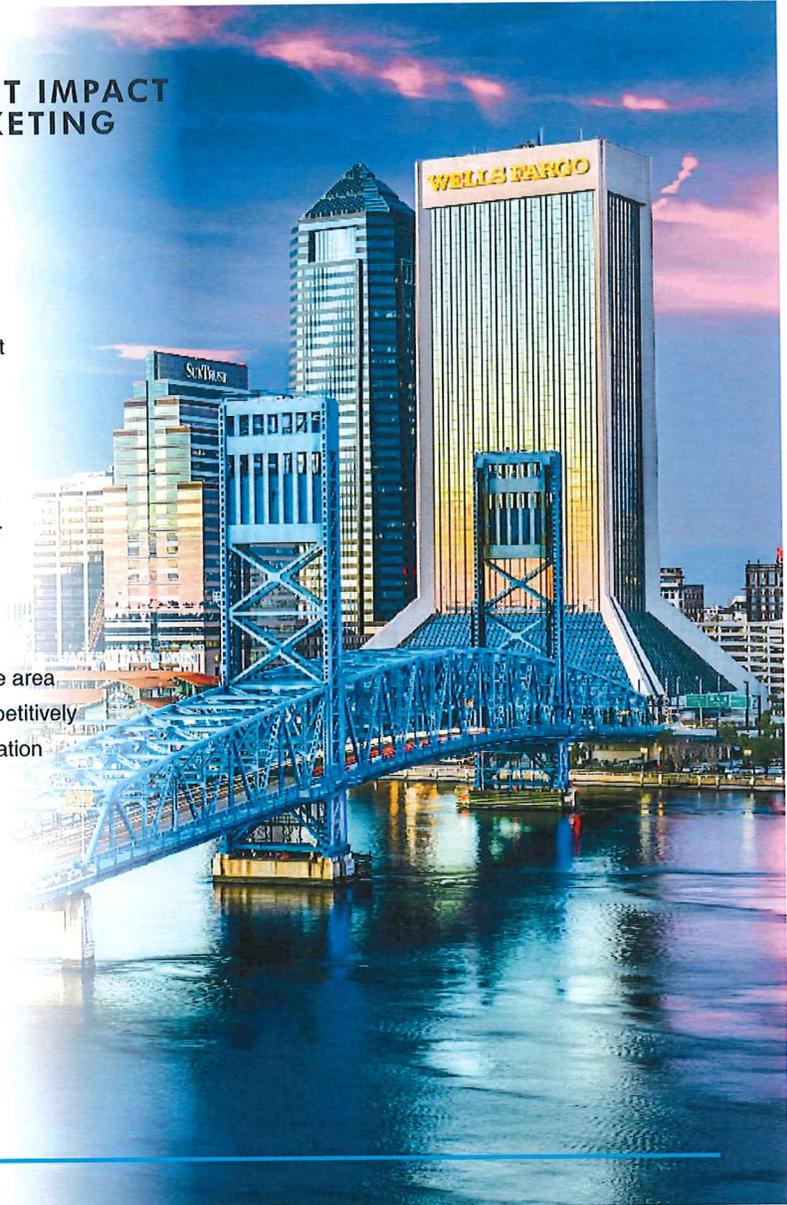
- Businesses like these and hundreds more will realize economic impact from this event

2. QUALITY OF LIFE

- Enhances the brand position of the City to those visiting and residents
- Makes Jacksonville more relevant and exceptional as a destination for major events

3. DESTINATION MARKETING AND BRANDING

- Tremendous opportunity to market our destination to those outside the area
- The marketing of the event will elevate the brand of our City and competitively position Jacksonville for future events, in addition to driving more visitation and economic impact

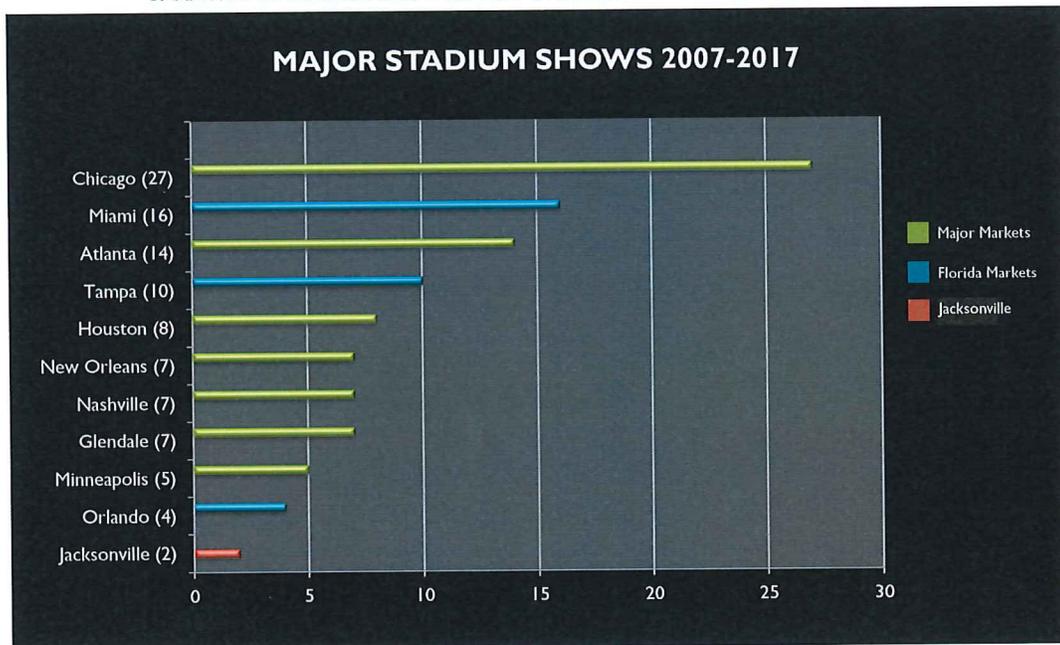


COMPETITION FOR MAJOR STADIUM EVENTS IS FIERCE

ORLANDO
TAMPA
MIAMI
ATLANTA
NEW ORLEANS
NASHVILLE

OTHER MARKETS HAVE SIZE AND CAPABILITIES WE DO NOT

SNAPSHOT OF STADIUM SHOW HISTORY IN FLORIDA AND OTHER MAJOR MARKETS



WHY HAS JACKSONVILLE STRUGGLED TO SECURE THESE STADIUM SHOWS?

HIGH RISK

Promoters go where risk is low and opportunity is high.

MARKET IMBALANCE

Jacksonville needs to counter balance that risk in order to reap the benefits of the economic impact and quality of life these shows bring.

IMPACT OF FLORIDA COUNTRY SUPERFEST 2014



JUNE 14 & 15, 2014

ATTENDANCE: 74,534

*SOLD TICKETS IN EACH OF THE 50 STATES

64%

ticket buyers
outside of county
(27,712 total)

97%

attendees cited
fest as main
reason for visit

78%

attendees
stayed in a
hotel

17k

total
room
nights

**\$23.2
million**

total economic
impact

source: UNF Public Opinion Research Laboratory | Country Superfest Intercept Survey Report | June 23, 2014

THE JAGUARS/BOLD EVENTS, SMG, AND THE CITY OF JACKSONVILLE HAVE STEPPED IN TO TAKE THE RISK ON DELIVERING A MAJOR STADIUM SHOW



EVENT DEAL STRUCTURE

- The Jaguars/Bold Events will cover any losses beyond \$200K and have assumed financial risk
- City of Jacksonville has pledged \$200K from the SMG event development fund
- Significant economic impact from tourism, marketing, and quality of life will be realized even if event is not profitable

LABOR DAY WEEKEND

- Concert is scheduled for September 2, 2018, Labor Day weekend
- Significant marketing campaign around Labor Day weekend in Jacksonville, but also to enjoy our:
 - river
 - beaches
 - arts/culture
 - golf
 - and all that Jacksonville has to offer before summer ends

LYNYRD SKYNYRD IS "COMIN' HOME"

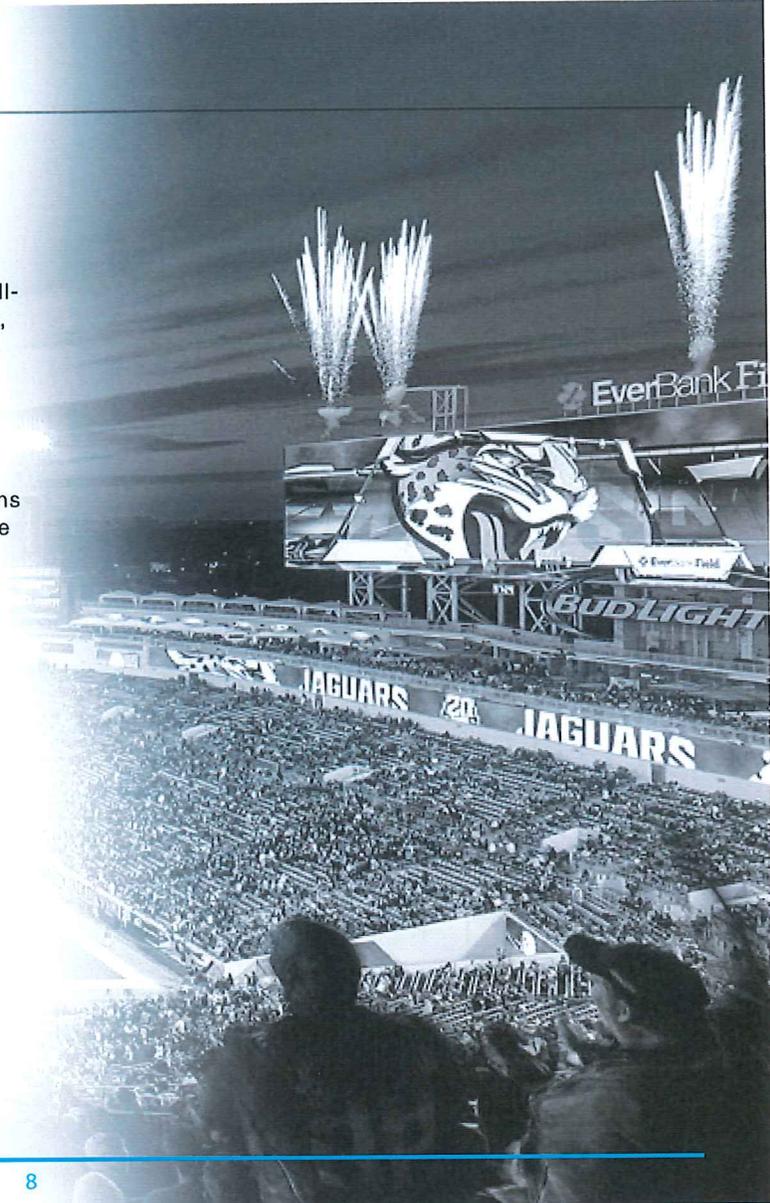
JACKSONVILLE IS KNOWN AS THE "BIRTHPLACE OF SOUTHERN ROCK" THANKS TO ROCK & ROLL HALL OF FAMERS, LYNYRD SKYNYRD.

The final performance of Lynyrd Skynyrd's Farewell Tour is an all-day event which will include sets by Jason Aldean and Kid Rock, and will also feature The Charlie Daniels Band, Marshall Tucker Band, and Blackberry Smoke. Sponsor activations, tailgating, etc. are also expected. TIAA Bank Field is the only place in the country where all three headliners are playing together.

This is a highly-anticipated, once-in-a-lifetime experience for fans both near and far. The all-day nature of this event will encourage overnight stays, marketing efforts will also target out-of-town



Lynyrd Skynyrd playing in Jacksonville, 1971.
Band established in 1964.



AWARD-WINNING PERFORMERS

AWARD/HONOR HIGHLIGHTS

Lynyrd Skynyrd

- 2008: "Free Bird" was inducted into the Grammy Hall of Fame
- 2006: Inducted into the Rock and Roll Hall of Fame
- 2004: No. 95 on Rolling Stone's "100 Greatest Artists of All Time"

Jason Aldean

- 2016, 2017, 2018: Entertainer of the Year at ACM Awards
- 2016: Won Top Country Song for "Lights Come On"
- 2015: Won Top Country Song and Album at Billboard Music Awards
- 2015: Male Vocalist of the Year at ACM Awards

Kid Rock

- 2009: Star on the Music City Walk of Fame

FLORIDA'S MOST FAMOUS BAND

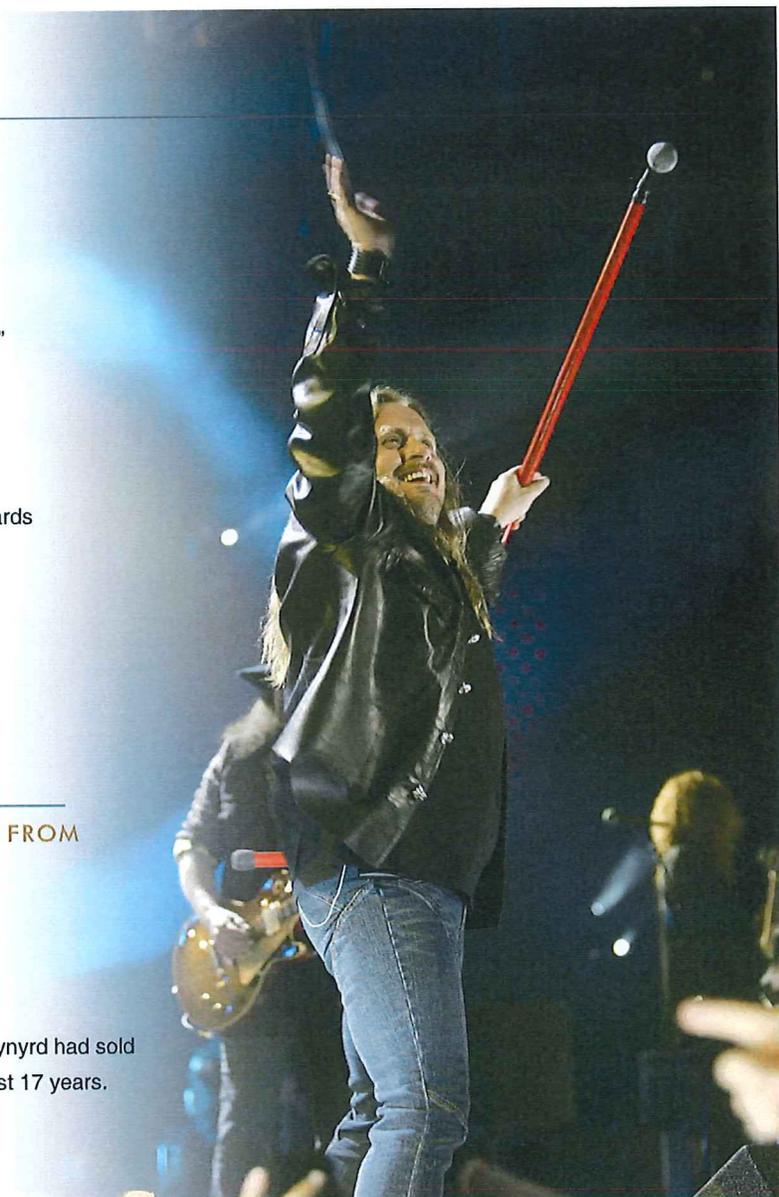
IN 2017, MSN.COM LISTED THE MOST FAMOUS BAND FROM EACH STATE

Florida: Lynyrd Skynyrd

Biggest Hit: Sweet Home Alabama

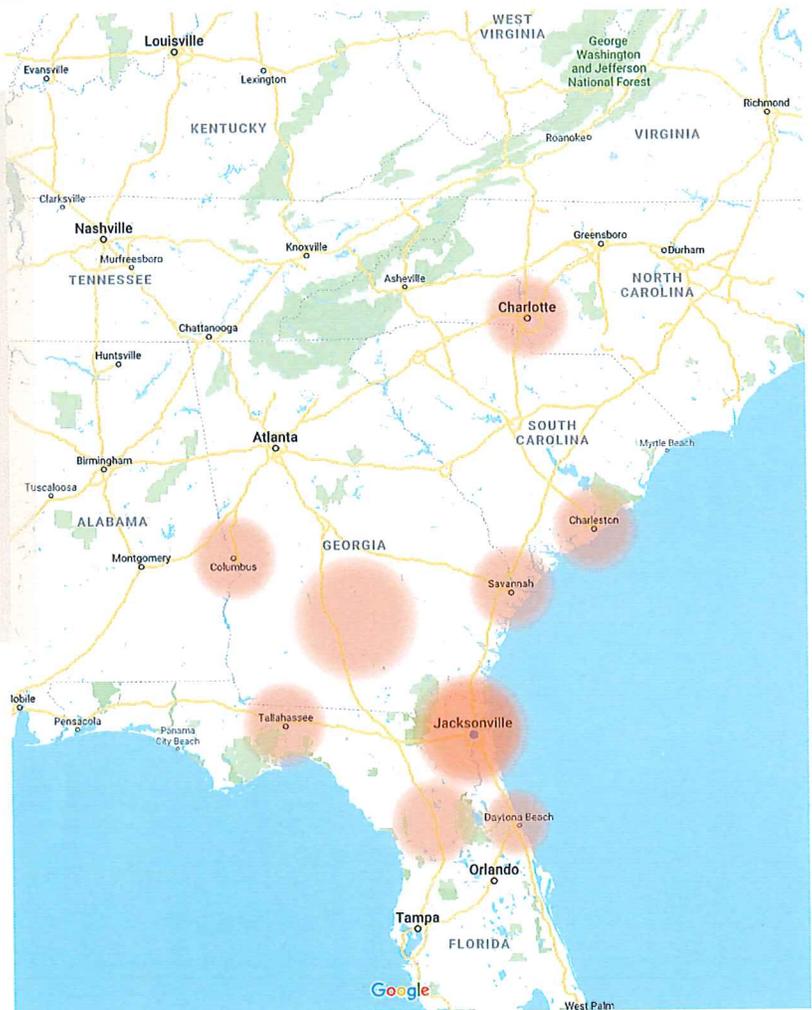
Top-Selling Album: One More from the Road (3 million)

Nielsen SoundScan started tracking sales in 1991. By 2013, Lynyrd Skynyrd had sold 28 million albums in the US, not including album sales for the band's first 17 years.



OUT-OF-AREA MARKETING EFFORTS

- + Daytona
- + Gainesville
- + Tallahassee
- + Savannah
- + Mobile
- + Pensacola
- + Charleston
- + Columbus
- + Birmingham
- + Valdosta
- + Charlotte
- + Columbia



CURRENT TICKET SALES

32,000*+ tickets have been sold as of August 6, 2018.
(*Of those, 13,000+ tickets sold outside of Florida!)



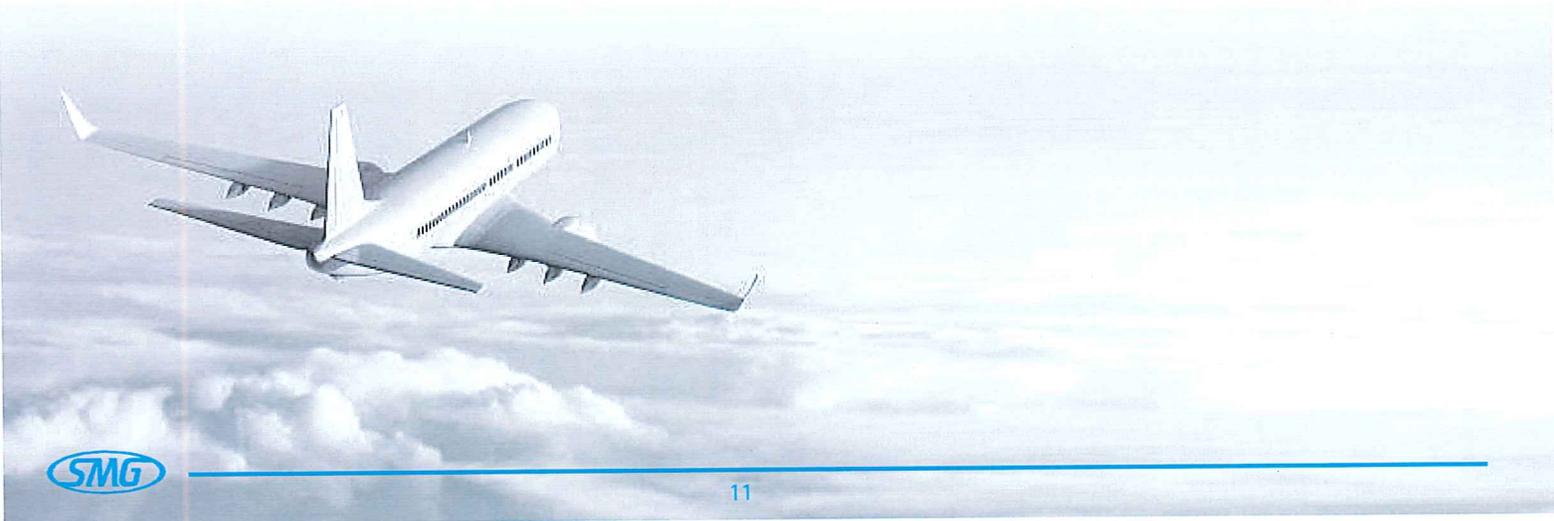
LABOR DAY WEEKEND GETAWAY

THE LAST OF THE STREET SURVIVORS FAREWELL TOUR

SEPTEMBER 2, 2018
SUNDAY OF LABOR DAY WEEKEND

Out-of-Area event promotions include an offer for Labor Day Getaway Packages; including tickets to the all day event, hotel stays, etc.

Visit Jacksonville will support the event, working with local hotels on the promotion. They have also included concert ads in their existing promotion to target markets in the South East. In addition, SMG and The Jaguars will utilize Jaguars pre-season games, Daily's Place events, and Arena events to promote the concert.



TOTAL MARKETING BUDGET

SHOW MARKETING - paid across all mediums	\$150,000
PROMOTIONAL CAMPAIGNS - trade through radio & tv	\$50,000 plus
EARNED MEDIA - through Jaguars, Live Nation, and SMG	\$100,000
TOTAL:	\$300,000

\$300,000 Adveristing & Marketing campaign is less than 10% of entire budget, yet a necessary marketing spend for a show of this magnitude!

CONCLUSION AND GRANT REQUEST

- TDC support is critical to offset the out-of-area advertising/promotion spend and venue expenses.
- Economic impact and visitation from out of Jacksonville is undeniable.
- Mechanism of request is a combination of Special Event and Marketing Grants.

TOTAL TDC GRANT CONTRIBUTION \$150,000
(\$100,000 Special Event Grant + \$50,000 Marketing Grant)

INVESTMENT = VISITATION

