

THE LAST OF THE STREET SURVIVORS FAREWELL TOUR LYNYRD SKYNYRD, JASON ALDEAN AND KID ROCK

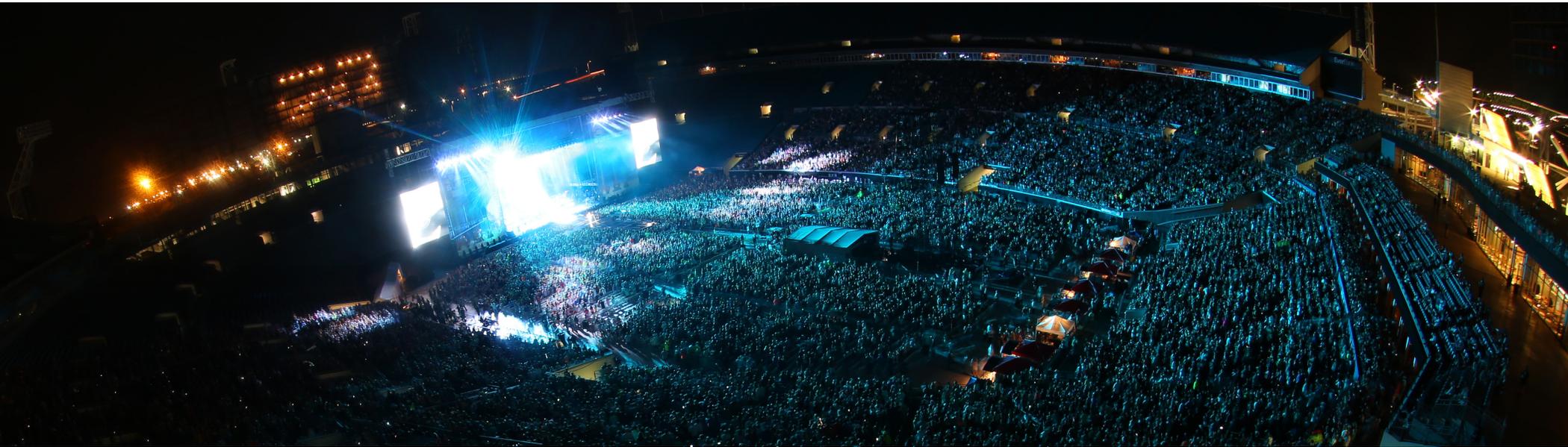
TIAA Bank Field / September 2, 2018

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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

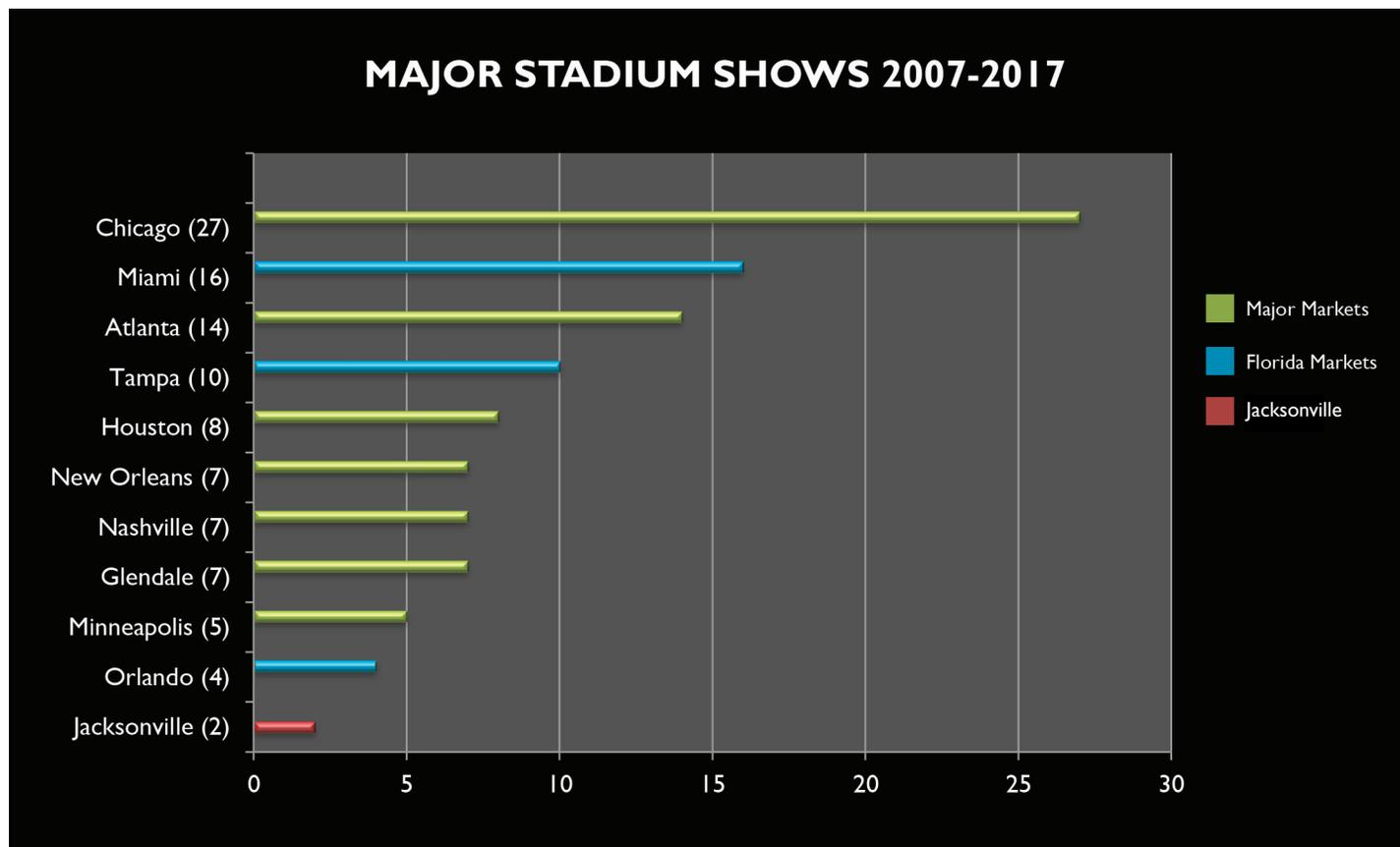


COMPETITION FOR MAJOR STADIUM EVENTS IS FIERCE

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.

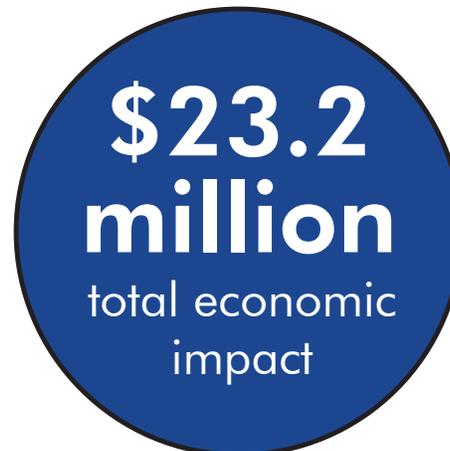
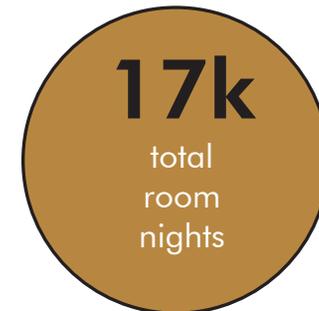
IMPACT OF FLORIDA COUNTRY SUPERFEST 2014



JUNE 14 & 15, 2014

ATTENDANCE: 74,534

***SOLD TICKETS IN EACH OF THE 50 STATES**



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"

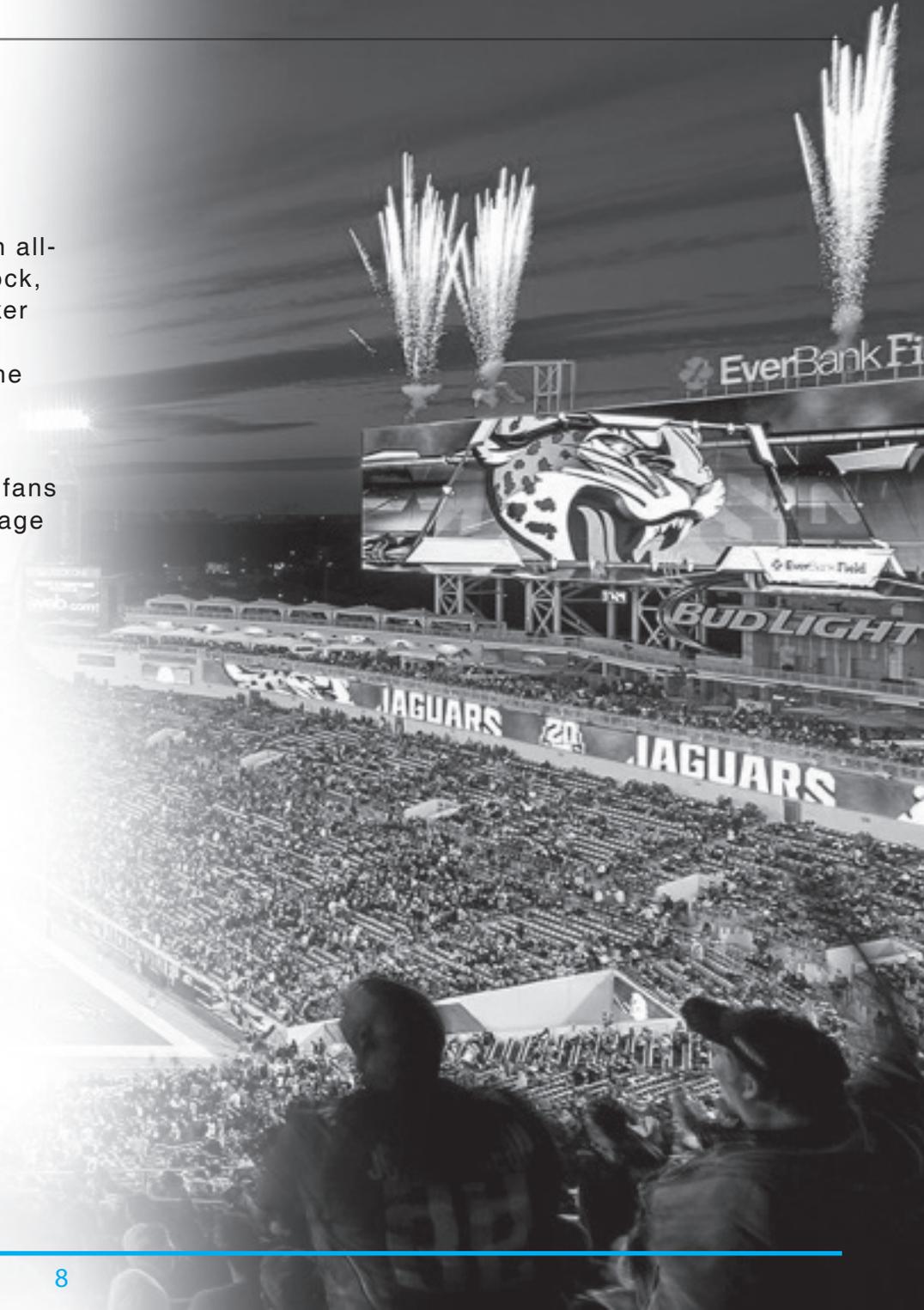
JACKSONVILLE IS KNOWN AS THE "BIRTHPLACE OF SOUTHERN ROCK" THANKS TO ROCK & ROLL HALL OF FAMERS, LYNYRD SKYNYRD.

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

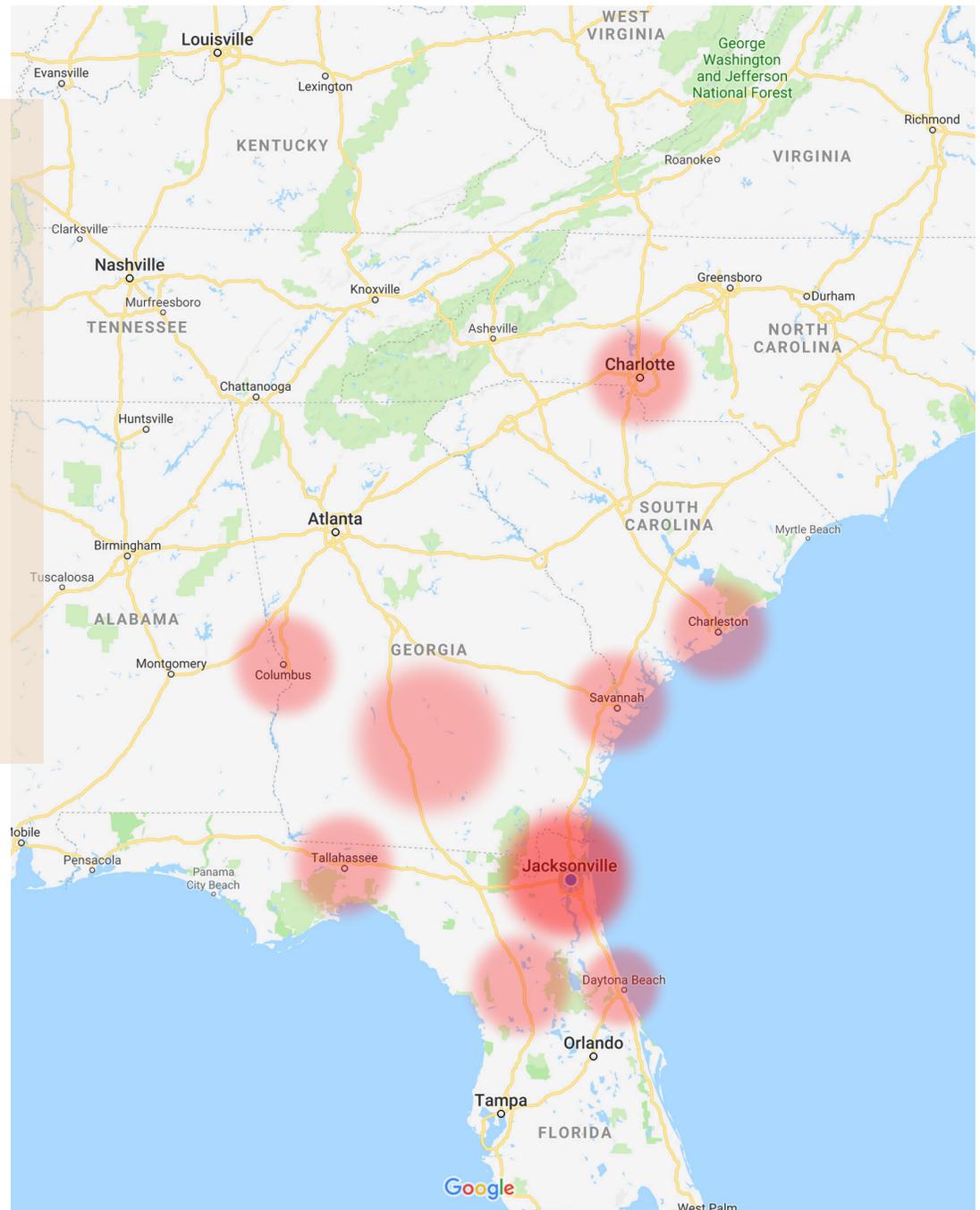
Top-Selling Album: One More from the Road (3 million)

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 Advertising & 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

