



### **FORK & CORK ENTERTAINMENT**

Based on the City Council's direction during the January 13<sup>th</sup> and 27<sup>th</sup> Work Sessions to pursue national entertainment for Fork & Cork, the following provides an overview of the available performers and the equipment costs. A mid-year budget amendment in the amount of approximately \$100,000-\$150,000 is needed if mid-level national talent is pursued at this time. It will be necessary to attract an additional 5,000-7,500 additional patrons at \$20 each (gate admission + food & beverage commission) to pay for these additional expenses.

### **National Entertainment: \$65,000-\$115,000**

As previously discussed, the live musical entertainment world is very competitive now with festivals and live music venues vying for the same universe of mid-level national talent with much larger budgets than Addison's. DFW is the 5<sup>th</sup> largest entertainment market in the country which drives up the cost and limits availability as performers typically have a 90-day, 90-mile radius clause which prohibits them from performing at a venue within these parameters.

Addison has been fortunate to have attracted a higher level talent than the budget allowed due to strategic negotiation and routing. A national performer won't play a one-off event like Fork & Cork without being routed to another venue nearby but outside the 90-mile radius. Another competitive hurdle is the amount of money venues like the Richardson Wildflower Festival dedicates to national talent. Richardson spends approximately \$500,000 on entertainment alone which is more than the Fork & Cork budget. Other live performance venues like Gexa, House of Blues, etc. are also vying for the same level of talent at the same time as Fork & Cork.

Attached is a comprehensive list of national performers that were recently researched. Currently, there are very few mid-level national acts available at this time. The current budget for a regional performer is \$60,000 so an additional \$65,000-\$115,000 is needed to pursue a mid-level national performer. Ideally, a list of 5 performers approved to pursue is needed in order to move quickly and confirm an act. If the City Council approves the budget for mid-level national talent, the special event staff recommends Chris Isaak or OAR.

### **Additional Stage, Sound & Lights: \$25,000**

The FY15 budget was reduced to feature local and regional entertainment on the Bowl Stage; therefore, the amount allocated for stage, sound and lighting will need to be increased if mid-level national entertainment is pursued. A national performer will require a larger stage and more sophisticated sound and lighting package plus stage hands for production. Based on historical data, the total cost for main stage production is around \$40,000 so an additional \$25,000 is needed to secure the proper equipment – if it's still available as many other music festivals are happening on the same weekend.

**SPECIAL  
EVENTS**

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**IT ALL COMES  
TOGETHER.**

The activities and site plan to accommodate the main stage performances will also need to be reconfigured.

**GOVISION: \$7,500-\$10,000**

Viewing of the headline concert throughout the Park has typically been extended through the use a GoVision screen, which typically costs \$7,500-\$10,000.

**RECOMMENDATION:** Fork & Cork is just 13 weeks away so confirmation of the direction and budget is needed as soon as possible. The following is the recommendation of the special event staff and management; however, staff is prepared to adjust the approach according to the Council's direction.

- Pursue the largest regional or lower level national talent the current budget can afford:
  - Sister Hazel
  - Wallflowers
  - Gin Blossoms
  - OK Go
- Confirm the direction for the 2016 Fork & Cork in the summer budget discussions which will allow adequate time to plan for the event plus time to research and secure the right talent to reach Addison's target market