

Diaz, Lindsey

From: Rackler, Jordan
Sent: Tuesday, August 6, 2024 10:21 PM
To: Diaz, Lindsey
Subject: Fwd: Lubbock Live Festival for the Arts Commissioner Sponsorship

Get [Outlook for iOS](#)

From: Jake Quintanilla <jamq.professional@gmail.com>
Sent: Tuesday, August 6, 2024 3:58:44 PM
To: Rackler, Jordan <JRackler@lubbockcounty.gov>
Subject: Lubbock Live Festival for the Arts Commissioner Sponsorship

Hello Commissioner Rackler,

Sorry for the delay, it took us a little while to gather and confirm the information needed. Below is the information you requested about our organization along with the reasoning behind why we are looking for your sponsorship as well as the funds from the court. Our presentation will reflect the information below in a Power Point format.

Year started: Formed 2020, First festival 2021

Festival Attendance: 460, 450, 350, this year tbd. Last year we had incubus the same day. This year should be a lot more because of bigger acts like Roger Creager and AJ Castillo

Economic Impact: We will be spending \$68,000 on artists with the majority being local acts which encourages and musicians want to stay in LBK to play which in turn brings a big economic impact to restaurants and venues that host live music as patrons stay longer to listen to music. Each year we donate thousands of dollars to different local arts programs which the donation is a big economic impact in and of itself not to mention the impact that those arts programs have on the community with our donation and as a whole. We are spending approximately another \$50,000 on building the stage, sound, stage hands, merchandise, programs/flyers, etc from local businesses. Our event also gathers local vendors such as food trucks, artists, and other services to the festival which reflects in sales to local small Lubbock businesses. The festival itself also brings in visitors from surrounding areas to watch the concerts which impact local hotel and Airbnb rentals, dining at Lubbock restaurants, and other economical impacts to Lubbock.

Vendors: 20+

Artists: 30

Festival Funds Raised:

Year 1: \$10,000 LISD Fine Arts Department

Year 2: \$13,500 East Lubbock Art House

Year 3: \$6,900 Lubbock Roots Historical Arts Council

Total: \$30,400

We have a hotel block for artists with 15 rooms at the Elegante. I'd say possibly another maybe 15 guests who need hotel rooms.

Date of Event: 08/31/24 from 12pm - 11pm

Overall Value to Host Event: Approximately \$175,000

Allocation of Receive Funds: Funds from the Commissioner's Court would be use to help pay for expenses for artists including stage, sound, and artist fees. It would also go to making sure we have the funds necessary for security personnel, fees and permits, and any other additional expense.

Thank you for your consideration of the Lubbock Live Festival for the Arts. If you have any questions or suggestions on the information we have provided I am happy to discuss further.

Thanks,
Jake Quintanilla

Lubbock Live Festival for the Arts Board Member

Sent from my iPhone