

# American River Music, Inc.

Presentation to Board of Supervisors – 01/06/2015

By Matt Semonsen, Executive Director and Founder of ARM

## **American River Music, Inc. (ARM)**

ARM is a Lotus Based California Non Profit with federal 501(C) 3 status formed in 2007 with a mission “To Teach, Inspire and Enjoy Music”. ARM’s primary program is presenting the American River Music Festival each year.

**“Economic opportunities related to visitor spending are greatest for events and park visits that bring people to the area for an extended stay, when lodging, meals, and services may be purchased.”**

2014 Henningsen-Lotus Park Conceptual Master Plan Study – Source: Chuck Nozicka Consulting

**The 8th American River Music Festival** was September 12~13~14~15, 2014

- 33 music performances from renowned artists in 9 locations
- 5 Instructional Join-In shops (we don’t use “work” shops)
- River Trip, River Hike, Live Art, Art Walk, Food and Beverages, Outreach
- A Model of Community Collaboration

## **Collaborative Partners:**

- **El Dorado County** - Board of Supervisors, Economic Development, General Services, Parks, Planning, Sheriff, Department of Transportation
- **Local Community** - All-Outdoors, American River Resort, Betty Sederquist Photography, Bright Hope Designs, Camp Lotus, Cal.Net, Coloma Lotus Chamber, Coloma River Shuttle, EarthTrek Expeditions, El Dorado Arts Council, El Dorado County Chamber of Commerce, El Dorado County Visitor’s Authority, El Dorado Savings Bank, Foothill Printing, Gringo’s Café, Hot Shot Imaging, Marco’s Café, Michael Ranalli, Mountain Democrat, Placerville Food Coop, River Runners, River Store, Sierra Nevada House, Solstice Productions, Sound Engineering services (provided by Kevin Odell, Louis Godey, Dave Martinez), Tom Van Noord, Whitewater Connection, Veerkamp Engineering
- **Regional Community** – California Conservation Corp, Dick Fike Music, Dreamflows, KVMR Radio, KFOK Radio, KPFA Radio, KDVS Radio, Keep Smilin Productions, Lisa Ferguson Professional Photography, Sacramento 365, Sound Engineering Services by Bruce Doan and Greg Newlon, Visual Art by Kevin ODonnell
- **Volunteers (130)**

## **Publicity in 2014**

- Around Here Magazine – Calendar Event
- Auburn Journal – Featured Article
- Auburn Journal’s Let’s Go Magazine – Featured Article
- Auburn Journal’s Entertainment Magazine – Featured Event
- Best of the West Magazine – Featured Event
- Coloma-Lotus Guide – Featured Article
- El Dorado Arts Council – Various Social Media
- Friends of the River – Featured Event

- Folsom/El Dorado Hills Telegraph's Let's Go Magazine – Featured Article
- Georgetown Gazette – Featured Article
- KVMR - live broadcast (50,000 listeners during the 16 hours of broadcast time)
- KVMR - radio shows (5 hours of on air time)
- KVMR – various social media
- KFOK - public service announcements
- Lake Tahoe Weekly – Television interview
- Mt Democrat – Featured Article
- Mt Democrat's Summer Sunational Magazine – Featured Article
- North Lake Tahoe Media – Featured in their Festival Guide
- Placerville Food Coop – Various Social Media
- Reno News and Review – Featured Article
- Sacramento 365 – “Top Weekly Events” Feature
- Sacramento Bee's Friday Ticket (250,000 subscribers) – Featured Article
- Sacramento Bee's “Fall Fun” Featured Article
- Sacramento and Co – Television interview and live music presentation
- San Francisco Chronicle – Travel Section “Ready, Set, Go” feature article
- Style Magazine – Featured Article
- Submerge Magazine – Featured Article and Back Cover
- Trailblazer Magazine – Featured Event
- Visitor's Authority – Featured Event
- Visitor's Authority – Farm Trails Calendar Event
- Wild West Radio – Featured Event

### **The #s**

- 1740 total attendance (see attached Document for regional breakdown)
- 1274 Ticket Buyers
- 1034 Visitors from outside El Dorado County
- 148 Vendors/Outreach
- 130 Volunteers (1000 hours)
- 86 Musicians
- 2014 Web Site = 34,000 unique visitors, 136,000 page views
- Heads in beds = 60 standard lodgings
- Heads in tents/RV's = 600 (we now have folks staying the entire week)
- Non Local Visitor Spending: Alternate One = \$125,500. Alternate Two = \$158,220.
- ROI based upon Promotional Funding of \$44,237. Alt One = 284%, Alt Two = 358%
- \$3000 donated to the Music Programs of El Dorado County High Schools

### **ARM's Future Goals:**

- Independent Sustainability (estimated in 3 years with continued County support).
- Continue improving the Festival through innovation, creativity and participation.
- Expansion into additional programs
- Continue donations to assist Music Programs

## **Non Local Visitor Spending/ROI calculations for 2014 American River Music Festival:**

### **Alternative One**

Camper/Lodgers = 650 @ 2/party = 325 parties X 3 days X \$100 spent per day = \$97,500\*

Single-Day User = 382 @ 2/party = 191 parties X \$100 = \$19,100\*

Two-Day Users = Ticket Buyer = 89 @ 2/party = 44.5 X 2 days X \$100 = \$8900\*

Total spent = \$97,500 + \$19,100 + \$8900 = \$125,500 % \$44,237 (funding) = 284% ROI

\*Figures based on Chuck Nozicka Consulting: Henningsen-Lotus Park Conceptual Master Plan

### **Alternative Two**

RV/Campground = \$75/ person/day\*

Hotel Lodging = \$129/person/day\*

600 (RV/campers) X 3 (days) X \$75/day = \$135,000

60 (Lodgers) X 3 (days) X \$129/day = \$23,220

Total Spent by non local visitors = \$158,220

\$158,220 / \$44,237 (Grant Funding) = 358% ROI

\*Based on a study done by Visit California, a non-profit partner of the Ca Division of Tourism  
Figures provided by Dan Mishnell – Director of Research