



**City of St. John's
Committee of the Whole Presentation**
Wednesday, October 24, 2018



Our Vision

- Internationally recognized music and arts festival where local Musicians, Arts and other trades/vendors will be given the opportunity to showcase their product alongside world renowned performers
- Financially invested and committed to showcasing the unique culture, traditions and heritage of Newfoundland and Labrador
- Strategically designed to maximize economic impact through visitations and the promotion of our City and Province as an authentic experience destination

ST. JOHN'S

In 2017, the **Iceberg Alley Performance Tent** was awarded “**Event of the Year**” by the **City of St. John's**



150+ P/T Jobs Created

Brigus Production	70-80
Security Solutions	40-50
Canadian AV	8-10
eTixNow	6
Vendors/Supplies	20+

Support for Veterans



\$20,000+ contributed to the Royal Canadian Legion in Pleasantville (ticket revenue royalty, parking lot improvements, food & beverage purchases)



Special Events Concert Precedence

- NL Folk Festival (Bannerman Park)
- George Street Festival (Downtown core)
- Rod Stewart (Confederation Hill)



Direct Economic Impact

Significant economic impact created by taxi cab drivers, food vendors and various Festival suppliers.

Arts Community Support

Paid opportunities for over 20 local musicians and artists to showcase talents



City of St. John's Noise Bylaw

- 11:00pm noise curfew
- Levels not to exceed established thresholds of 100 dBa at 100 ft



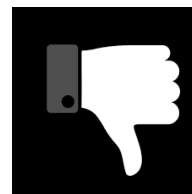
- IAPT was visited 5/8 nights during Concert and received perfect inspection reviews each night
- Praised for model of customer service and special event permit execution and recommended as template for other Festival organizers



- Enabled two (2) charities to setup onsite and raise funds for their organizations



- Collaborated with City staff to mitigate impact on neighbourhood
- Advised citizens of Festival schedule and made complimentary tickets available
- Partnered with Jiffy Cabs to alleviate congestion at peak hours
- Hired extra security and parking guards to implement traffic plan
- Coordinated with area stakeholders (Service Canada, Country Ribbon, Techniplex) to make additional parking spaces available



- Minimal negative feedback given the magnitude, scope and duration of event



Melissa Berkshire @MelBerkshire Sep 23

Huge congrats to the [@icebergalleyNL](#) team - such a well organized event and diverse lineup in the coolest venue! Hope it continues!

Amanda Earle @Puddin2015 Sep 25

Seriously. The best concert venue I have ever been to!! Hope this will continue for years to come! Thanks to everyone who made this happen

Stephen Bartlett @SteveBartlett2 Sep 22

Talent, service & venue blended perfectly tonight in [@icebergalleyNL](#) [@deanbrody](#) Fantastic experience.

Bob Hallett @bobhallett

The [@icebergalleyNL](#) festival is the most well organized & audience friendly event I've ever attended in NL. Bravo.

willie nile @willienile Sep 22

Great gig last night in St John's, NL. World class venue [@icebergalleyNL](#)! Thanks to [@julytalk](#) & all who came!

Robyn Pike @robypike Sep 20

Sooo St. John's finally has a concert venue/experience on par with Parc Jean Drapeau or Toronto's Budweiser Stage. Kudos [@icebergalleyNL](#).

Shannon

Bulger @shannon bulger Sep 21

What a time at [@icebergalleyNL](#) with [@arkellsmusic](#) and [@itsthedarcys](#)!! The music was awesome and venue was excellent

Hannah Tilley @HannahRose7673 Sep 20

Shoutout to [@icebergalleyNL](#) for being so well organized!! Love the tent layout [@arkellsmusic](#)

Alan Doyle @alanthomasdoyle

Can't say enough about the concert experience to be had in the big tent [@icebergalleyNL](#) . Check it out. Incredible facility.

Mandy Lee Dawe @marleyorbison Sep 17

It is super great! And so incredibly wheelchair accessible. Fantastic.

+ **thousands** more tweets, media articles, Facebook posts and Instagram photo sharing



Q1. Why does the Festival have to be in Pleasantville?

- Only parcel of land within City Limits that is capable of handling event logistics
- Desire to be a “Livable City” in which Arts is accessible to all residents
- Precedence for hosting large events such as the Regatta

Q2. Can the noise be mitigated?

- Unfortunately not. Omnidirectional speakers radiates sound in all directions - 360°. Strategic positioning of speakers will not impact the sound direction
- Only the construction of a permanent berm will reduce the sound impacts

Q3. Why does the Festival have to be 10 days in duration?

- Economics of the Festival business model dictates maximum utilization of resources with minimal downtime. PA equipment rental, security expenses and other supplier rentals would still occur even if the Festival did not occur on certain nights



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