

VALDESE

SUMMER CONCERT SERIES

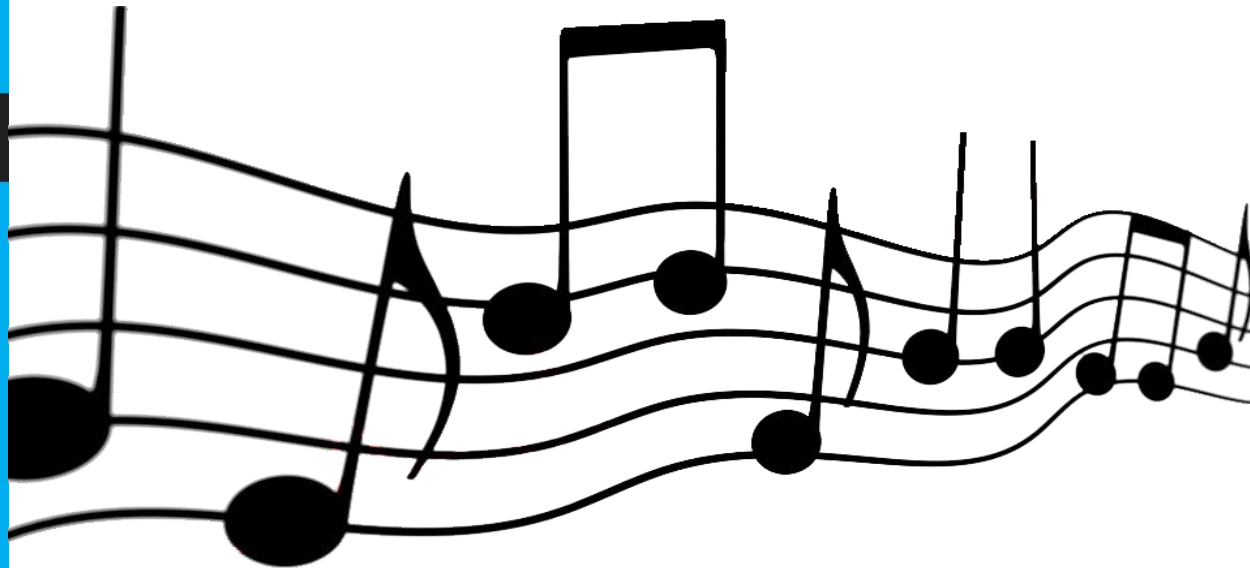
2021 FREE VARIETY MUSIC



7PM
TO
10PM

DOWNTOWN VALDESE
NORTH CAROLINA

VISITVALDESE.COM



Town Council Meeting – Monday, May 3rd, 2021
Concert Series Location Discussion

Town Parking Lot at Wells Fargo

Pros

- No crowd limit in June - *Hopefully*
- Proximity to merchants
- Known Location
- On Main Street = Visibility

Challenges

- **18,000 sq.ft.** = 324 people allowed in May
- Asphalt is extremely hot in summer temps
- Packed area in 2019 = no room to grow event or social distance
- Parking can be a challenge
- Location is on a hill
- Little to no band visibility with dancers
- Traffic to ATM with pedestrians coming to the event – until 6pm
- Keeping emergency access road behind stage clear



Current Layout at Town Parking Lot

- STAGE
- CONCESSIONS
- RESTROOMS
- EVENT AREA
- BAND LOAD IN
- DANCE AREA

Field behind the Old Rock School

Pros

- **108,000 sq.ft.** = 1,944 people allowed in May
- No crowd limit in June - *Hopefully*
- Permanent Concession Stand
- Grass - Level Area - Cooler
- Permanent Restrooms = Cost Savings
- Off Main Street = Safer for Families with young children
- Parking proximity
- Utilize Teachers Cottage for Band dressing area
- Easier for families to join - grassy area, picnics, blankets
- Room for the event to grow & expand
- Safer for children - away from traffic

Challenges

- Proximity to merchants
- Dance Floor – possible need to purchase
- Off Main Street Visibility
- Possibility for "bass" to be heard at the outdoor drama

July 16-August 14 (Fridays Only = 5 shows) - Cast now has headmics - OCP is aware that music may be heard



Temporary Move Plan At Football Field

- STAGE
- BAND AREA
- CONCESSIONS
- RESTROOMS
- EVENT AREA
- BAND LOAD IN
- DANCE AREA

- Use electric hookup at field house



Permanent Move Plan At Football Field

- STAGE
- BAND AREA
- CONCESSIONS
- RESTROOMS
- EVENT AREA
- BAND LOAD IN
- DANCE AREA

- **Electric service installed by Duke min \$20 per month - no cost for install**
- **Sound directed away from amphitheater**



2019 FFN Concert Series

- Would public perception be better/safer in regards to COVID-19 if we moved locations to a much larger venue this season?
- Could the event attendance be drastically increased due to the lack of events in 2020?
- Would the event have a larger crowd size due to Morganton's Courthouse Square construction and their concerts beginning in late August?
- Is this the proper time to make a change to the football field permanently due to the increase in crowd size that was seen in 2019? **Not including Independence Day & Festival.**
- Would the new location spur new excitement for the concert series that would encourage even more attendees?

Options to consider:

- A. No change – All held in the Town Parking Lot as before
- B. Host Kickoff Celebration on the Football Field – Rest at the Town Parking Lot
- C. Host Kickoff Celebration & Concerts through June 25 on the Football Field
 - *Staff would hand out dining/shopping guides to attendees and would promote the event with proper signage on Main Street.*
 - *By following this recommendation, the change will not impact any of the major events nor OCP's production - but in our opinion, would help to alleviate public concerns surrounding COVID-19.*
- D. Move entire Concert Series to Football Field (*not including Independence Day & Festival*)

