

To - The Members of the Rapid City Common Council
April 28, 2003

From – Darla Drew Lerdal – Music in the Park Concert Series

Presented by Backroom Productions

Request for funding or waiver of insurance from City

Backroom Productions Organization background:

Backroom Productions was founded in 1981. In the 22 years since then, the all-volunteer board and organization has produced a large number of community arts and cultural events. Among those were foreign and indie film series, a Friday concert series featuring local artists, a monthly Second Saturday concert at the Dahl, and other similar events. Backroom currently produces the yearly Guitar Masters concerts and its most important project, Backroom Music in the Park concert series.

Describe artistic project to be funded:

Backroom Productions' main focus for these 22 years has been Backroom Music in the Park, a series of free-to-the-public, Thursday night concerts running from June to August. The series happens at the bandshell in Memorial Park, near the Civic Center. Attendance per event ranges from 125 to 600 people.

Featuring primarily local entertainment in a wide range of styles, the series provides both local and tourist audiences with a enjoyable, relaxing evening of music. (See attached list of previous years' lineups.) In particular, it provides a place for local and visitor families to spend time with their children, and a place for tourists to relax outdoors near downtown for a couple of hours while spending the evening in Rapid City. (Anecdotal evidence suggests that tourists appreciate this free concert, and view Rapid City as a more pleasant and inviting city due to the series.)

The series receives NO public funding of any kind. Backroom is not a recipient of Allied Arts Funding, City Funding or state Arts Council money. Private donations are our only source of funding. The entire series is done entirely with volunteer labor, and we do not have a paid director. All of the money raised is spent only on actual hard expenses.

In past years, we have had just enough funding to put on the concerts and do minimal publicity. This has resulted in decreasing attendance. This year, we are making a special effort to increase our donations to allow us to do much better publicity and raise community awareness of the series. We hope to raise attendance at the concert series dramatically, in part by providing more information on the event to tourist locations, getting our PSAs played on more radio and TV stations, having the series publicized through the city Parks and Rec calendar, and the Civic Center calendar, and by providing the information online through a website and on various online calendars

City of Rapid City Recognition Opportunities

Recognition in General Publicity (approx. May 15 - August 28)

- Your name & logo on 300 color posters as sponsor of the individual concert
- Your name & logo on 500 bw posters as sponsor of the individual concert
- Your name & logo on 3000 postcards, distributed to individuals, through local businesses, and to tourists through hotels and other info centers
- Your name mentioned as sponsor in a story in Panache Magazine
- Your name & logo on Backroom website, with a link to your business website

Additional Recognition in concert-specific publicity just prior the Event (approx. July 1 - July 10)

- Your name mentioned as sponsor of the individual concert, during radio spots on KSQY and its affiliates
- Your name mentioned as sponsor in email sent to 1200 + person email lists 3 times before each concert

Estimate number of people benefited by this project?

Total per summer: estimated at 1200-1500; we hope to have individual concert attendance no less than 200 people.

Request for Funding From Rapid City to Cover New Insurance Requirements

Backroom is asking the City to support our concert series by providing funding to pay for insurance for the events. Prior to 2003, the group was not required to provide insurance. We certainly understand the common sense in insurance for the events. However, having just raised the money to cover the cost of entertainment, a sound system and promotion, we have exhausted most of our fund raising resources. The cost of insurance to fund the 9 concerts is \$1,500.00.

The concerts are the result of a dedicated and hard working group of musicians and music lovers who have offered their services to Rapid City for over 20 years. The Backroom Productions group asks that the City of Rapid City help us to continue the series for the benefit of our citizens and those visitors to Rapid City who attend and enjoy the outdoor concerts.

The Rapid City Police Dept. has been asked to provide cadets to police the event. The Police Department has responded favorably to this request. We hope to have confirmation of their presence at the concerts this week.

Schedule of performances

June 19- Dust N Rox- local rock and roll siblings, the Rasch family, playing music from 80's to today's rock, cover tunes and a couple of originals

June 26 - Hank Harris and The Shades- world beat music, reggae, and original rock

July 10- Black Hills Suzuki School, Rapid City Central High School Chamber Orchestra

July 17 - Passage - eclectic mix of rock and r&b, some Christian oriented rock

July 24- DD & The Fayrohs- 50's-80's rock and roll

August 14 Plommen - five women violin group on tour from Sweden- some traditional Scandinavian instruments used in demonstration

August 21 - Plywood Cowboys- New and Classic Country, some oldies rock

August 28- Abbey Someone- original music from Rapid City singer/songwriter Shawn Bitz, on tour with his band from Minneapolis

All concerts run from 7:00pm to 10:00pm. Each concert will have a small acoustic opening act performing from 7:00pm to 8:00pm.