



# SHAKEDOWN PRESENTS



SUMMER 2021

Pop-Up Street Music | Vail & Lionshead Villages  
Town of Vail | Committee on Special Events



# SHAKEDOWN PRESENTS

## 2021 IN VAIL

Recreational, Cultural, Community  
Proposal for funding live music events

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**HISTORY:** Shakedown Bar Vail is known for presenting exceptional music experiences since 2012. After the sudden closing of Shakedown Bar Vail in March 2020, Shakedown Presents was created and successfully hosted dozens of outdoor socially distant live music events in Vail – both ticketed and free.

Last summer, we partnered with the Town of Vail to create an extensive roster of musicians of all genres animated the streets and parks of Vail for visitors and locals alike. Concertgoers and staff adhered to Eagle County COVID-19 protocols without incident.



# POP-UP STREET MUSIC



SHAKEDOWN PRESENTS FREE LIVE MUSIC IN VAIL & LIONSHEAD VILLAGES | FRI-SUN\* | 2-7PM\*

- Tented 10x20' stage with 25' marked distance between artists and standing/walking spectators.
  - Bands and musical collaborations of all genres appealing to audiences of all ages.
  - Friendly and upbeat ambiance for visitors walking through town, finishing daytime activities, shopping or on their way to dinner.
  - 34 concerts throughout the summer season + Halloween Family Trick or Treat Jam [2 locations].
- \*Proposed schedule on following slide.

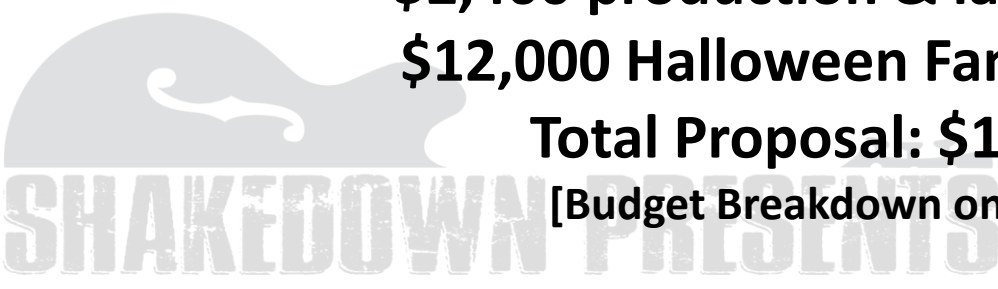
**\$1,660 artist fees & management/concert**

**\$2,400 production & labor/concert**

**\$12,000 Halloween Family concert**

**Total Proposal: \$150,040**

[Budget Breakdown on Slide 5]





# SHAKEDOWN PRESENTS POP-UP SCHEDULE

## JUNE 2021 | 2-7pm

Fri. 6/18 – Sun. 6/20

Fri. 6/25 – Sun. 6/27

## JULY 2021 | 2-7pm

Fri. 7/2 – Sat. 7/3

Sat. 7/10 – Sun. 7/11

Fri. 7/16 – Sun. 7/18

Sat. 7/24 – Sun. 7/25

Fri. 7/30 – Sun. 8/1

## AUGUST 2021 | 2-7pm

Fri. 8/6 – Sun. 8/8

Fri. 8/13 – Sun. 8/15

Fri. 8/20 – Sun. 8/22

Fri. 8/27 – Sun. 8/29

## SEPTEMBER 2021 | 2-6pm

Sat. 9/11 – Sun. 9/12

Sat. 9/25 – Sun. 9/26

## HALLOWEEN FAMILY JAM

Sun. 10/31 | 1-7pm

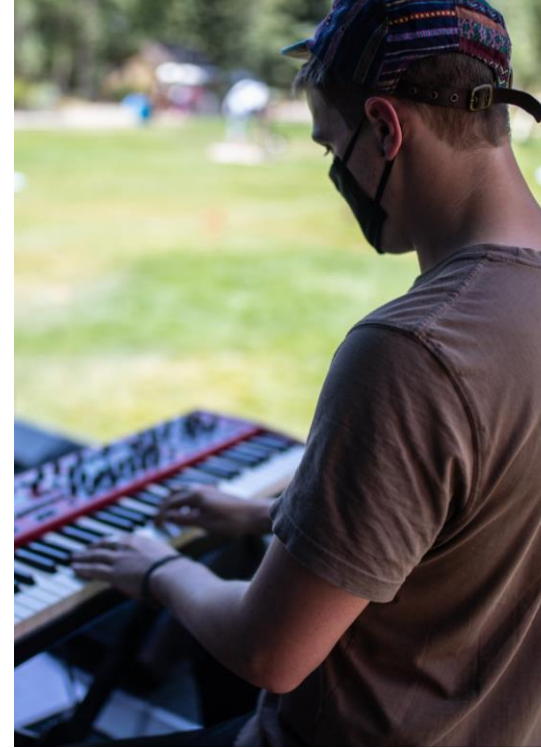
VAIL VILLAGE & LIONSHEAD

# TOTAL BUDGET

POP-UP MUSIC SERIES	TOTAL COSTS
Artist Fees	\$1,660/show
Production	\$2,400/show
Number of Concerts	34 [June - September]
Halloween Family Trick or Treat Jam	\$12,000
<b>TOTAL COSTS</b>	<b>\$150,040</b>

# COST BREAKDOWN

PRODUCTION ITEMS	PER SHOW
10x20' Tent	\$300
4x8' Stage Risers	\$300
Sound & Lighting Package	\$600
Venue & Artist Management	\$200
Production Labor	\$600
Photography	\$100
Marketing & PR	\$100
Lodging	\$200
<b>TOTAL PRODUCTION</b>	<b>\$2,400</b>



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# MARKETING + PROMOS

## Smaller sized events still have big impact

Small-scale performances could be part of future events plans

By Scott M. Miller

Vail's summer economy was transformed by events. Now, smaller events may be leading another kind of transformation. Events including the Bravo! Vail Music Festival, the Vail Jazz Festival and the GoPro Mountain Games have had to either scale back or cancel this year due to the COVID-19 pandemic. In place of those big events, smaller-scale performances have popped up in Vail Village, Lionshead and a new, small stage on the lower bench of Ford Park.



Events at the small stage on the lower bench summer have been a big hit with both guests and performers. "I think we're in the midst of a bit of an evolution," Vail Economic Development Director Mia Vlaar said in a phone interview.

Talking to the Vail Town Council at that group's Sept. 1 meeting, Vail Special Events Coordinator Jeremy Gross said "sponsorship is going to look very different" in the future.

### SMALL IS BEAUTIFUL

Performances currently are limited to audiences of 175 at outdoor venues including the Gerald R. Ford Amphitheater and a new small stage in the lower bench of Ford Park.

And, while certain big events can be a big economic driver, many of those events don't necessarily bring guests to the community.

They're looking for the kind of "break, hikers will be asked here they are and virtually to raise the pack's tancer se ad- ur Shaw ater in



Tricia Swenson Weekend Picks

ere you can share your hike photos. There will be some gift certificates given out for who posts the longest hike t elevation gain. Enter the by posing a selfie on the e and Dine Facebook event s yellow Hike, Wine and Dine.

### FREE LIVE MUSIC

There is a vast array of live music this weekend. Some of these performances are outdoors, so keep in mind that the cooler days and nights mean you'll need to dress appropriately for outdoor seating. It's a perfect excuse to get out those cute leather boots, scarves and fleece jackets or buy something to keep you cozy at the local shops.

**TODAY:**  
Pop-Up show with Brother's Keeper - Lionshead, 2-7 p.m.



PHOTO COURTESY OF SHAKEDOWN BAR/VAI  
Brother's Keeper will be doing pop-up shows in Lionshead and Vail this weekend. Entertain yourself with a variety of live music up and down valley.

Kevin Danzig's eclectic mix - King's Club Lounge, Sonnenalp, 7-10 p.m.

**SATURDAY:**  
Brother's Keeper - Children's Fountain in Vail, 2-7 p.m.

Summary Last 60 days

Scott Rednor spent \$428.14 on 18 ads in the last 60 days.

Reach	Post Engagement	Link Clicks
18,784	2,052	1,516

MEDIA CHANNELS	AUDIENCE	DATES	NOTES
Facebook	Targeted Geo + Lifestyle	June - Oct	+ Artist Networks
Instagram	Targeted Geo + Lifestyle	June - Oct	+ Artist Networks
Radio   KZYR	Vail Valley + Streaming	June - Oct	:60 sec. + Interviews
Print   Vail Daily	Vail Valley + Online	June - Oct	+ Calendar
Collateral/Poster	Vail Valley	June - Oct	Summer Schedule
Signage	Town of Vail	June - Oct	Summer Schedule
PR	Vail Valley Media	June - Oct	Schedule + Updates

Another great weekend of music in #Vail! Last concert of the weekend is TODAY at Betty Ford Alpine Gardens & TIXS are still available: <https://bit.ly/...> See More

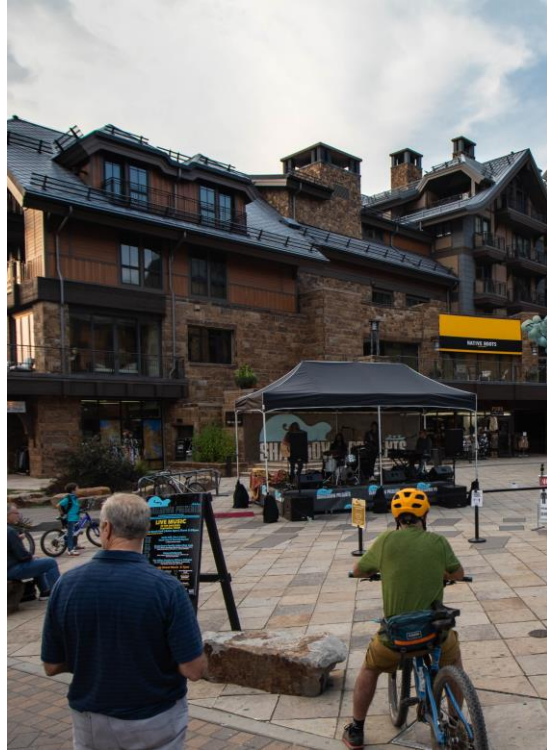


VAILDAILY.COM  
Vail's event scene may be evolving small shows

Liked by bobpersons and 115 others

shakedownbarvail What a great day playing music in the mountains! 🎸 @showlovemedia w/ @nikkidrums @jnorcott @joeyporterhouse... more

shakedownbarvail What a show! @theeddieoberts & @BrothersKeeper absolutely killed it! 🎸: @showlovemedia @jrlockman #ShakedownFest #ShakedownPresents 6 Comments



# PROVEN & FUTURE SUCCESS

Since the beginning of the pandemic, Shakedown Presents has demonstrated its ability to adapt to an ever-changing economic climate and health concerns. We've used our resources to create a new business that is inline with all COVID-19 regulations, while producing exceptional concert experiences and garnering positive feedback from our audiences and the larger community.

Shakedown Presents is committed to maximizing the Town of Vail's return on investment by continuing to actively seek sponsorships and partnerships from local merchants and businesses – offsetting the costs of the series, while adding value and generating community buy-in to programming that meets the new needs of the Town and its visitors.

**SHAKEDOWN PRESENTS**



**The 2020/21 winter season will showcase the vitality of the Town of Vail with enhanced and varied concert experiences throughout.**



**Producing outdoor concerts during the 2020 season has brought a sense of normalcy to Vail during this time of uncertainty. Seeing smiles on faces – from locals and visitors to artists and crew – has been invaluable.**

**Shakedown Presents values our partnership with the Town, merchants and partners. Please contact us with questions:**

**Scott Rednor**

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**201.914.5473**

**SHAKEDOWN PRESENTS**