

## Music in the Meadow – Genesee Summer Concert Proposal

- What:** Community gathering focused around music to appeal to the masses and the diverse demographics that makeup Genesee. A 90 minute concert where folks are encouraged to bring blankets, lawn chairs, wine, beer, cheese, crackers and other snacks in an outdoor setting in order to take in the wonderful views, friend and neighbors that make up the Genesee community.
- Why:** To bring the diverse demographics together in a social setting. To provide an alternate social gathering where residents can meet new friends. To enjoy the open space that is precious to Genesee in a unique setting.
- When:** 3<sup>rd</sup> Thursday in July – July 17<sup>th</sup>. This would serve as an initial trial with intentions of making this an annual summer concert series to be held on the 3<sup>rd</sup> Thursdays throughout the summer beginning in June of 2009.
- Where:** The open meadow west of the Vista clubhouse with the Rockies as the backdrop.
- Who:** Each concert will feature a local band with mass appeal thus supporting the Colorado music scene.
- How:** Staging will be set up at the base of the meadow along with sound and cover. Portable trash bins and toilets will be rented and volunteers will assist in the execution. Team Player Productions, an events production company with local ties to Genesee, will manage the concert and all aspects of executing the event pro bono. Total cost for the event will not exceed \$3,000.
- Misc:** The Genescene will be the top promotional tool to spread the word along with the Genesee email data base and website. The 4<sup>th</sup> of July celebration will also be a key component to inform neighbors of the new event. Also, Music in the Meadows can be a wonderful marketing opportunity to showcase the Genesee community and its beauty along with its forward thinking of hosting community events that bring together neighbors.