

The Town Of

FORTVILLE

Presents

**SUMMER
CONCERT
SERIES**



Hancock County Tourism Board Report



2018 festival statistics

- ▶ Estimated Attendance:
- ▶ Estimated Percentage of Attendees outside 46040 Zip:
- ▶ New Promoter Scores: ??





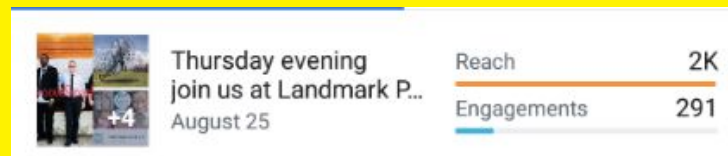
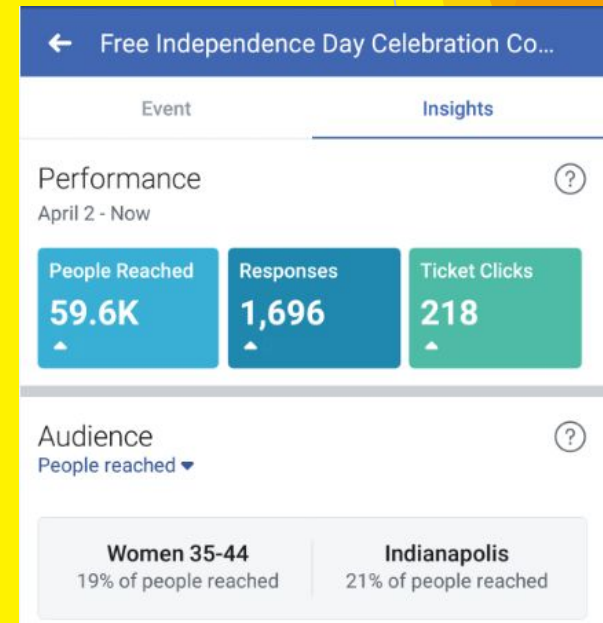
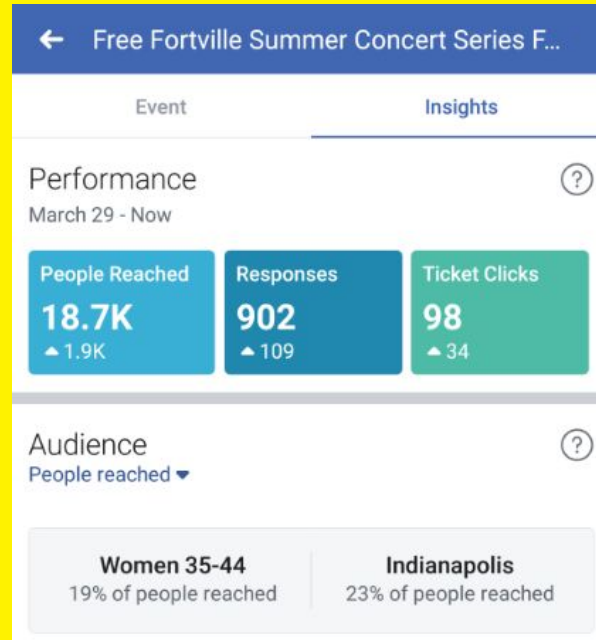
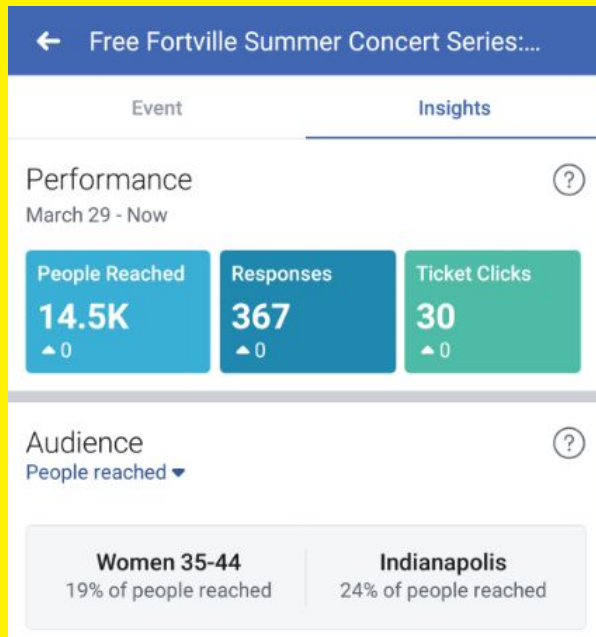
Radio presence

- ▶ 92.3 WTTS FM: Example Weekly Radio Advertisement
 - ▶ “If you looking for a fun summer afternoon with the family, come and join the free Fortville Summer Concert Series in Historic Landmark Park in downtown Fortville. Bring your blankets and lawn chairs for a beautiful night of live music. All ages are welcome. Featuring kids game area, food trucks, and FoxGardin Beer Garden. Grab a bottle of wine from 305 Wine Garage on the way and find a seat starting at 5PM. The Fortville Summer Concert Series in Landmark Park is every Thursday, now until July 26th, and on Saturday July 7th for the Independence Day Block Party on Noel Ave. Every week a local musician will take the stage and ring in an evening of fun featuring bands like... This week local band... for the 7-part, free Fortville Summer Concert Series... Food and drinks start at 5PM, band starts at 7PM...Visit host, Fortville Action Inc on Facebook or FortvilleActionc.com.”

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Social media presence



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Free Independence Day Celebration Co...

Event Insights

THE FLYING TOASTERS

JUL 7 Free Independence Day Celebration Concert: The Flying Toasters
Main Street Arts & Music Festival - Historic Downtown, Fortville, IN and 2 others

Free Fortville Summer Concert Series F...

Event Insights



JUL 19 Free Fortville Summer Concert Series Featuring Henthorn
Main Street Arts & Music Festival - Historic Downtown, Fortville, IN and 5 others

Free Fortville Summer Concert Series F...

Event Insights



JUN 28 Free Fortville Summer Concert Series Featuring Blonde Sonja
Main Street Arts & Music Festival - Historic Downtown, Fortville, IN and 3 others

Fortville Action Inc. added 6 new photos. LIKED


Sponsored

Thursday evening join us at Landmark Park...5pm til 9 pm for the last concert of the Fortville Summer Concert Series! **GrooveSmash** will take the stage at 6pm. **FoxGardin Kitchen and Ale** beer garden, and **Bacon Station1** will also be back. Among this week's vendors will be Knockerball, Kettle Korn, Facepainting, Mary Kaye and Young Living. GrooveSma... See More



Free Fortville Summer Concert Series...

Event Insights



JUL 12 Free Fortville Summer Concert Series w/ Maddie & The Roadies

Free Fortville Summer Concert Series:...

Event Insights




90 PROOF

JUL 26 Free Fortville Summer Concert Series: Wrap Up Summer w/ 90 Proof
Fortville's Entrepreneurial Initiative and 6 others

Free Fortville Summer Concert Series:...

Event Insights



JUN 14 Free Fortville Summer Concert Series: Kickoff With Corey Cox
Main Street Arts & Music Festival - Historic Downtown, Fortville, IN and 3 others

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SUMMER CONCERT SERIES



LANDMARK PARK 7:00-10:00PM & 6:30-9:30PM 7-7

JUNE 14 COREY COX

JUNE 21 GROOVE SMASH

JUNE 28 BLONDE SONJA

JULY 7 THE FLYING TOASTERS
6:30 - 9:30 ON NOEL AVE

JULY 12 MADDIE & THE ROADIES

JULY 19 HENTHORN LLC

JULY 26 90 PROOF

FOOD & DRINKS BEGIN @ 5:00PM

SPONSORED BY:



MADE POSSIBLE THROUGH A GENEROUS GRANT FROM
visit Hancock County

AND Fortville Action Inc.

The Town Of
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SUMMER CONCERT SERIES



schedule

- JUNE 14 COREY COX**
- JUNE 21 GROOVE SMASH**
- JUNE 28 BLONDE SONJA**
- JULY 7 THE FLYING TOASTERS**
6:30 - 9:30 ON NOEL AVE
- JULY 12 MADDIE & THE ROADIES**
- JULY 19 HENTHORN LLC**
- JULY 26 90 PROOF**

MADE POSSIBLE THROUGH
A GENEROUS GRANT FROM





Financial report

▶ <u>Advertising</u>	<u>\$8,665.50</u>
▶ Mixed Media	\$6,676.00
▶ WTTs Radio Ads	\$5500.00
▶ Daily Reporter Ad	\$412.00
▶ Social Media Boosts	\$159.00
▶ Art Postcard	\$75.00
▶ Park/Town Signage	\$530.00
[... ~80% spend]	
▶ Promotional	\$1,794.50
▶ Shirts	\$1264.50
▶ Flyers & Posters	\$725.00

[... ~20% spend]

Summer Concert Series Financial Report

<u>Income</u>	<u>\$26,285.79</u>
Grant	\$6969.00
Sponsors	\$8450.00
Vendors	\$1250.00
Shirts	\$1440.00
Sales	\$1325.15
Gifts in Kind	\$6891.64

<u>Expenses</u>	<u>\$24,442.12</u>
Advertising	\$5775.50
Features	\$7952.60
Fees	\$3822.38
Gifts in Kind	\$6891.64

<u>Net</u>	<u>\$1,843.67</u>
[...5% Reserves Carryover]	

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2018 Photos



All of us at FAI want to thank the Town of Fortville, Fortville Police Department, Post Office-Fortville...you all went over and above helping sort out logistics for the concert on Noel Avenue. Thank you to Ryan Snider, Jared Hiner, Aleah Jo and Kammy's Kause... best Emcees/volunteers/cheerleaders ever! ❤️ Thanks to FoxGardin, Jake Burgess, and their fantastic staff for making the evening such a great experience. Thanks to the Fortville/McCordsville Chamber of Commerce for making the evening in Landmark Park a fun community event. And thanks once again to the Town of Fortville for the phenomenal fireworks!!!! So grateful for all of our volunteers...we're not even going to try to name you all...just know each and everyone of you are so appreciated. ❤️ Thanks to Chief Bill Knauer for having the idea months ago to have a Summer Concert Series...great idea. ❤️ ...and to Lacey H. C. Willard for helping put everything in motion. 😊

👍 157 16 Comments 7 Shares

Like Comment Share

3,589 people reached > [Boost Again](#)

Joe Hess
I had a blast singin' for y'all!!! 🎵🎵
[6w](#) Like Reply Message

Fortville Action Inc.
Sooooo glad Joe!
[6w](#) Like Reply Message

Joe Hess
What a huge success. This town is due!
[6w](#) Like Reply Message

Carole Constantineau
What a great celebration! Had a wonderful time! The music was awesome, loved all the different vendors, the set up and of course the fireworks were amazing! Way to go Fortville!
[6w](#) Like Reply Message

Mary Hoskins-Arnold
Amazing as always and we are already making plans with family and friends for next year!!!! Got a date picked out yet? 🤔
[6w](#) Like Reply Message

Caitlin Marie Furgason
Such a great night! I had so much fun!
[6w](#) Like Reply Message

Fortville Action Inc.
Yes! Wonderful night and we had a great time too.
[6w](#) Like Reply Message



Exhibits: Receipts

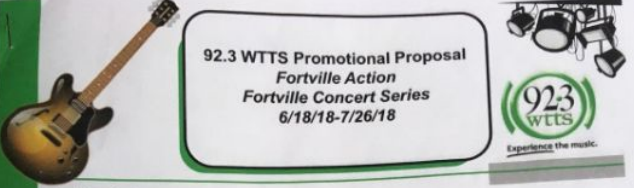
- ▶ WTTS Radio Ads \$5500.00
- ▶ Daily Reporter Ad \$412.00
- ▶ Social Media Boosts \$159.00
- ▶ Art Postcard \$75.00
- ▶ Park/Town Signage \$530.00
- ▶ Shirts \$1264.50
- ▶ Flyers & Posters \$725.00

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Exhibits: Receipts

▶ WTTTS Radio Ad



**92.3 WTTTS Promotional Proposal
Fortville Action
Fortville Concert Series
6/18/18-7/26/18**

The WTTTS Concert Connection

WTTTS highlights upcoming shows on the *Concert Connection*. This on-air feature airs Mon-Fri in the 7a, 1p and 6p hours (8a, 1p and 5p on Saturdays and 1p and 5p Sunday). Additionally, WTTTS sends opted-in VIPs the weekly *Concert Connection Email Update* (22,300 subscribers) with weekly concert details. Shows will also be posted on the *Concert Connection* webpage.

Week of 6/25 Concert Connection Emails: 1
Value per Email: \$500 Total: \$500

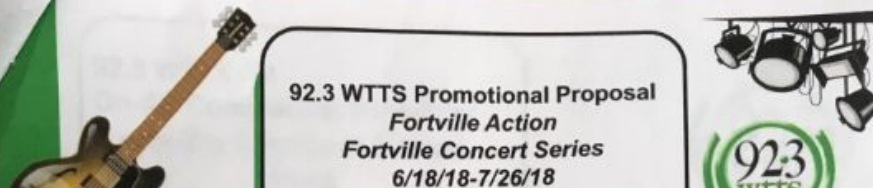
Concert Connection website (6/18, 6/25, 7/2, 7/9, 7/16, 7/23)
Value per week: \$250 Total: \$1,500

Inclusion in 20/week "Concert Connection" on-air mentions
Date: 6/25
Value Per Mention: \$100 Total: \$2,000

Things To Do, Places To Go: Date 6/18, 6/25, 7/2, 7/9, 7/16, 7/23

Highlighting of-interest events, festivals and station appearances, *Things To Do, Places To Go* is the WTTTS events calendar. Events are highlighted on the *Things To Do* page at WTTTSfm.com

ONLINE Date: 6/18, 6/25, 7/2, 7/9, 7/16, 7/23 (6 Weeks)
Value Per Week: \$250 Total: \$1,500



**92.3 WTTTS Promotional Proposal
Fortville Action
Fortville Concert Series
6/18/18-7/26/18**

Online Features:

*All promotion will simulcast on the WTTTS live stream.
*WTTTS total database = 56,000+ listeners
*WTTTS Concert Connection subscribers = 22,300+ listeners


PROMOTIONAL CONSIDERATION

In exchange for promotional involvement, WTTTS would request the following:

- Promotions are contingent on advertising investment
- WTTTS to be included in applicable marketing materials

TOTAL PROMOTIONAL VALUE: \$5,500

**92.3 WTTTS FM
On-Air Commercial Schedule:
Fortville Concert Series
2018**



Weekly Commercial Schedule:

Day Part	Mon	Tues	Wed	Thur	Fri	Sat	Sun	Rate
10a-3p		1	1	1				\$75
3p-7p		1	1					\$75
7p-9p		2	2					\$15
5a-12a		[-----3-----]						\$0
5a-5a		[-----3-----]						\$0

The weekly schedule contains 15, 60 – Second Commercials.

The schedule will run 6 weeks:
6/19-6/21
6/26-6/28
7/5-7/7 (spots will run Thursday-Saturday this week)
7/10-7/12
7/17-7/19
7/24-7/26

Weekly Investment: \$435 x 6 = \$2,610



Exhibits: Receipts

- ▶ Daily Reporter Ad

STATEMENT OF ACCOUNT		AGING OF PAST DUE AMOUNTS				TOTAL AMOUNT DUE
CURRENT NET AMOUNT DUE	30 DAYS	60 DAYS	OVER 90 DAYS	UNAPPLIED DUE		
412.00	0.00	0.00	0.00		412.00	

Daily Reporter	PO Box 3213, McAllen TX 78502-3213
	(812) 379-5612 Fax (812) 379-5706

*UNAPPLIED AMOUNTS ARE INCLUDED IN TOTAL AMOUNT DUE

ADVERTISER INFORMATION			
BILLING PERIOD	BILLED ACCOUNT NUMBER	ADVERTISER/CLIENT NUMBER	ADVERTISER/CLIENT NAME
201806	G10638177	(317) 485-7474	Fortville Action, Inc.

CUSTOMER COPY



Exhibits: Receipts

- ▶ Social Media Boosts
 - ▶ 08/31/2018 Chk 1456 Facebook Boosts - reimbursed 99.00
 - May 15 - July 30, 2018 Facebook Boosts
 - ▶ 07/30/2018 Debit Card Facebook Boosts 25.00
 - ▶ 07/30/2018 Debit Card Facebook Boosts 5.00
 - ▶ 08/23/2018 Debit Card Facebook Boosts 30.00

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Exhibits: Receipts

- ▶ Art Postcards @ 50%

PRICED PACKING LIST Order # 18-06152
Date: 05-01-2018

REGIO GRAPHIC INC
4377 BRUNNEN ST
MADISONVILLE, TN 37054
04-02-2018 14.54.58

CREDIT CARD
VISA SALE

Qty: 15
Box: 1
Invoice: 17
Invoice Code: 05700
Ship Method: Parcel
Risk: 089

Ship To:
Fortville Non Profit
Lacey Wilford
PO
1 317 209 1117

P.O./Job Name: Fortville Art and Music Festival
Due Date: 05-04-2018
Shipping: Other
Payment Method: Other

Size (Inches)	Quantity	Unit Price	Total Price
3.5 x 4	500	\$0.30	\$150.00

SALE AMOUNT: \$150.00

CUSTOMER COPY

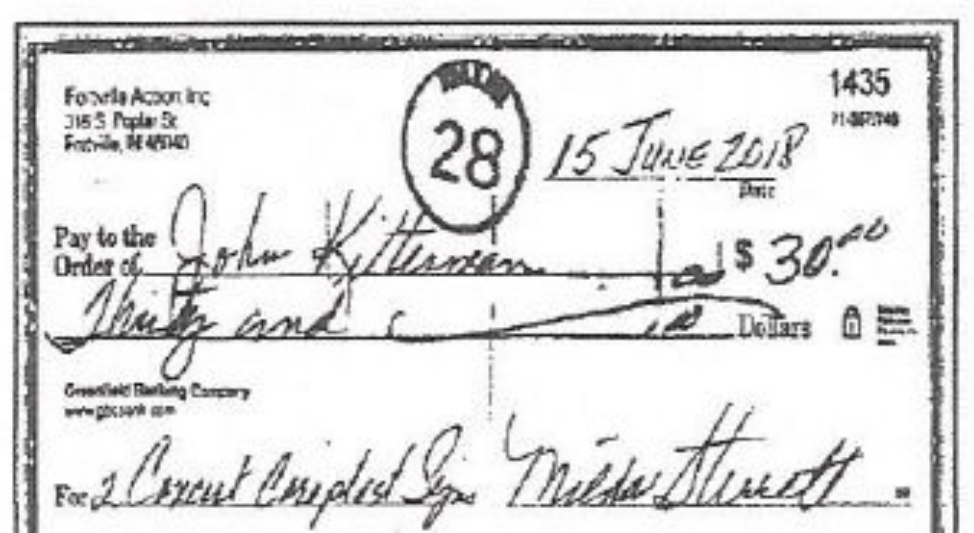
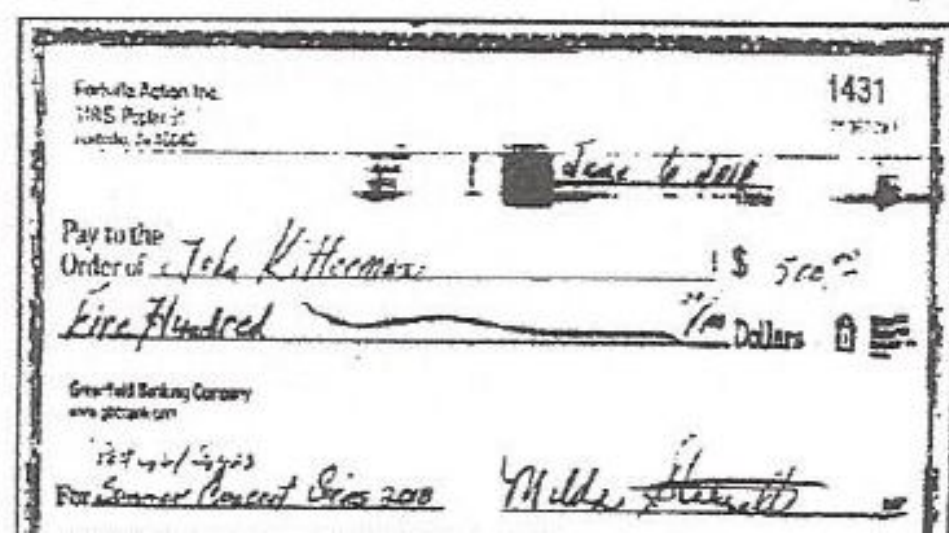
Discount: 0.00
Taxable Subtotal: \$150.00
Tax at 0%: 0.00
Total: \$150.00

SUMMER CONCERT SERIES



Exhibits: Receipts

- ▶ John Kitterman (Printing)
 - ▶ New Park Signs (removable)
 - ▶ Reprint Town Signage (sandwich board posters)



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Exhibits: Receipts

▶ T-Shirts

Maley Designs
19 South Main St
FORTVILLE, Indiana
46040
317-747-4872

TOTAL
\$148.00

Item	Price
Quick sale	\$148.00

SUBTOTAL	\$148.00
IN State Tax (0%)	\$0.00
TOTAL	\$148.00

MASTERCARD	\$148.00
APPROVED	
ACCT: 8882	
AUTH: 390567	
SOURCE: Chip	
MID: 18504513	
CURRENCY: USD	
Debit MasterCard	
Verified by signature	

MODE: Issuer
DATE: Jul 18, 2018, 3:45PM

Paid June 14, 2018 : Maley Design
Custom Order for SOF shirts
\$645.00

Maley Designs
19 South Main St
FORTVILLE, Indiana
46040
317-747-4872

TOTAL
\$471.50

Item	Price
Quick sale	\$471.50

SUBTOTAL	\$471.50
IN State Tax (7%)	\$0.00
TOTAL	\$471.50

MASTERCARD	\$471.50
APPROVED	
ACCT: 8882	
AUTH: 506977	
SOURCE: Chip	
MID: 18504513	
CURRENCY: USD	
Debit MasterCard	
Verified by signature	

MODE: Issuer
DATE: Aug 6, 2018, 3:29PM

Don't Miscalc
317-36-4421

1634

14 June 2018

Maley Designs \$471.50

Six Hundred & forty five only

for T-Shirts

David G. Harmon

6 Lg. \$108

2x 3XL \$40

25

SPECIAL ORDER

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Exhibits: Receipts

- ▶ Design
- ▶ Posters (Sandwich Boards)
- ▶ Flyers
- ▶ Pocket Cards

MIKE MCEVERS **Sign Art Studio**
317 362-7277 MMCEVERS@GMAIL.com

Date: 25 MAY 2018 **INVOICE** for services rendered

Client: Fortville Action Inc.
attn: Milda Sterett

- Exterior Sign
- Interior Sign
- Sign Service
- Hand Painting
- Logo Creation
- Vehicle Graphics
- Illustration
- Web Site Creation
- Apparel Design & Screen
- Printing: Digital / Offset
- Business Cards
- Other

Description		Amount
SUMMER CONCERT SIGNS..Full Color Digital Designs (12) Coroplast Faces @ 32w X 36 h (12) Coroplast Faces @ 24w X 36 h	..as quoted 4/16	220.00
ADD, (4) 7.5 ft. X 48' LANDMARK PARK SIGNS	sq.ft. as above	140.00
SUMMER CONCERT WINDOW POSTERS 13 in X 19 in. (20) ordered	..as quoted 4/16	55.00
SUMMER CONCERT POCKET CARDS (400) ordered	..as quoted 4/16	110.00
Design/Print Labor...	..as quoted 5/15	200.00
Sub Total		
Sales Tax		<i>exempt, on file</i>
[Paid Deposit]		- 0 -
Permit Fees		N / A
TOTAL DUE		725.00

5/28/2018 \$725.00