



# Centennial Series

Coachman Park  
Clearwater, Fla.  
April or May 2015



# Centennial Concert

## Coachman Park – Option 1

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- 2-3 Act Show (4 Hrs)
- Gates open 2 Hrs Early
- Attendance 10K-14K
- High-Profile, Cross-Generational Entertainer (ex: Michael Buble, Rascal Flatts, Train)
- \$250K-300K Estimated Performance Fee
- \$525K Total Production Budget
- Free General Admission



# Centennial Concert

## Coachman Park – Option 1

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- Reserved Seating Sold to Offset Some Expenses.
- Seating Price TBD.  
Likely Tiered Range of \$35-100,  
Depending on Proximity to Stage and  
Final Artist Costs.
- Proposed City Offset - \$150-200K  
Development Fund Risk - \$375K





# **Centennial Concert**

## **Coachman Park – Option 2**

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- **Same as Option 1, Except General Admission Tickets Could be Sold to Further Offset Expenses**
- **General Admission - \$10**
- **Proposed City Offset - \$75-125K**  
**Development Fund Risk - \$375K**

# Centennial Concert

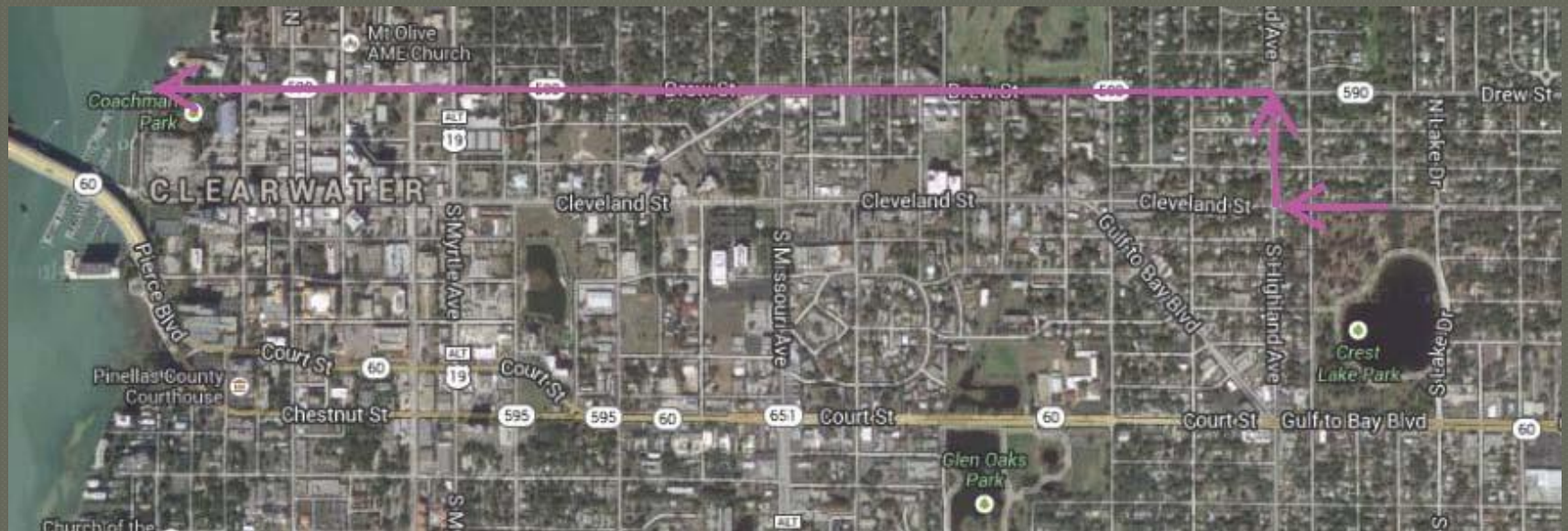
## Additional Considerations

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- **Concert Timing: Hold in April vs. May**
  - ☐ **Part of Fun 'n Sun Celebration**
  - ☐ **Create Lasting Goodwill & Value to Fun 'n Sun Brand**
  - ☐ **Save \$40K-55K in Build-Out & Staffing Expenses Compared to Stand-alone Show.**
- **Concert Timing: Hold in May vs. April**
  - ☐ **Centennial is Alone in Spotlight**
  - ☐ **Anniversary Month**

# Centennial Parade & Fireworks

**Route: Staging at Crest Lake Park, Parading Down Drew Street to Coachman Park for After-Party. Culminating in Centennial Fireworks Show.**



# Centennial Parade & Fireworks

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- **Projected Expenses for City Services:**  
**Parade: \$48K (\$33K for Parade Execution; \$15K for Contracted Employee/Centennial Production)**
- **Projected Expenses for Fireworks: \$25K**  
**(Can Be Scaled to Fit Available Budget)**







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