



ACTIVATED EVENTS

COUNTRY HARVEST FESTIVAL

activated

EVENT DETAILS

- Date: Sunday, October 7, 2018
- Time: 12N-9P
- Location: City beach, south of pier (Huntington St.)
- Capacity: 8,000
- Features: Fall themed country event featuring live music, food and beverage, pumpkins, line dancing, and activities.

SUPPLEMENTAL COMMUNICATION

Meeting Date: _____

7-2-18

13

Agenda Item No.: _____

Event Footprint



Event Demographics

- Primary: Huntington Beach residents
- Secondary: Orange County & SoCal residents
- Ages: 25-49 (34 average age)
- Gender: 65% female, 35% male
- Families with children, Single professionals.

Traffic Plan

Activated Events will work closely with City of Huntington Beach to devise a suitable traffic plan to include:

- Off-site parking/shuttling
- Rideshare emphasis with benefits to patrons
- Bike parking



Safety & Security

Activated Events proposes the following safety measures:

- Contract with City of Huntington Beach Police
- Hire a minimum of 75 “festival trained” security staff
- Bag check and wand attendees prior to entering event
- ID and wristband all 21+ attendees



Sound Containment

Activated Events will work closely with our sound vendor and engineer to mitigate any noise nuisances and contain the sound within the footprint of the venue.

Through site location, stage direction and advanced mapping software, sound can be largely controlled and contained to minimize disturbances and noise complaints.



Food & Beverage

Country Harvest Festival will be focusing on curating a “fall themed” feel which will include hay bales, pumpkins, corn stalks and other décor. The theme will also carry over to the food and beverage with the following food and beverage plan:

- Work with local, Huntington Beach restaurants and food vendors when possible
- Engage, top BBQ vendors to sell and offer a wide selection of edibles including roasted corn, pulled pork, ribs and other delectable
- Feature specialty desserts including apple and pumpkin pie, caramel apples, roasted nuts etc...
- Offer specialty cocktails and flavored beers including pumpkin ale, hard cider and apple ales.
- Curate non-alcoholic specialty drinks including hot apple cider, fresh lemonade, and flavored teas



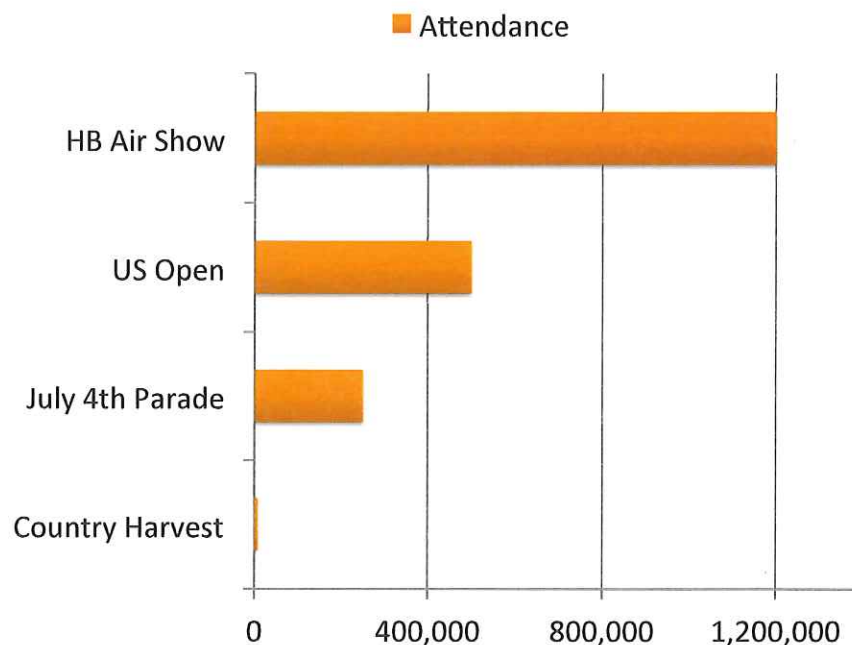
Benefits for City Of Huntington Beach

The City of Huntington Beach would benefit from hosting Country Harvest Festival through the following revenue streams:

- Parking revenue – Increased demand for parking during off-season. Increase fee to \$25 per vehicle.
- Transient Occupancy Tax – Out of town guests staying at local, Huntington Beach hotels will create additional revenue during off-season.
- Local Sales Tax – Through dining, gas, and local retail purchases, City of Huntington Beach will benefit by impact of event
- Site Rental Fee: TBD



**Country Harvest Festival vs.
City Sponsored Events**



*Activated Events looks forward to building a
partnership with*

