

Prairie Village Jazz Fest 2024

Committee Meeting

Tuesday September 24, 2024, 5:30 p.m.

City Council Chambers

Attendees

Dave Robinson	City Council Liaison
Dave Hassett	Food and Beverage Chair
Amanda Hassett	Hospitality Chair
J.D. Kinney	Special Events Coordinator, Committee Chair
Kyle Vanlanduyt	Master of Ceremonies
John Wilinski	Artist Relations and Backstage Chair
Mary Ann Watkins	Member at Large

Committee Chair's Report

Thank you to City Council President Dave Robinson for his guidance and support as Council liaison to the Jazz Fest Committee.

Revenue, day of event, from Prairie Village Jazz Fest 2024 was \$12,816 in admissions, \$11,792 in beverage sales and \$429 in tips. This is \$425 more than the total for 2023.

Expenses were \$60,356. This is \$3,128 more than 2023. About \$2,000 of that was in marketing, which included a rate increase at JoCo Post, posters/handbills and payment of an unpaid invoice from 2023.

We also purchase koozies this year which accounts for much of the rest of the increase, but we purchased a 2 year supply.

Jazz Fest 2025 is Saturday September 6.

Talent

Meet and Greet area was utilized by several of the groups but may need better signage to distinguish it from the other tents in the area.

F&B

Beer tent size worked fine. Beverage sales peaked early and tailed off as the sun went down and it got cooler

Overall we sold less volume in beer due perhaps to the cooler temperatures, but the price increase from \$5 to \$6 per serving balanced out any revenue shortfall. There was no reported comments or complaints about the price increase

There was discussion regarding any safety issues surrounding lining the food trucks up as closely as we do. There is really no room for more trucks in the configuration we currently use and could be more challenging in a year when rain might make the ground softer where the trucks enter and exit. Further evaluation of putting the trucks in the parking lot was suggested.

Hospitality Area

Hospitality area needs to be better marked as available only to invited/credentialed guests.

Infrastructure

Thank you to Public Works and the Police Department for their efforts and support.

AAA Party Rental pickup on Tuesday allowed PW to clear everything else. If we can do that again without paying an extra day rental we should consider that.

Volume at the Pool Gate is much higher than the Stage Gate. A bigger tent and more resources should be directed there.

Admissions at the Back Gate seemed to work well with the new park/parking lot configuration.

Hopefully the hill will be more level and the grass will grow back by next year. Attendees were reluctant to sit on the canvas and there were some uneven spots.

Marketing

Seemed to have run out of fans, might want to up the quantity slightly for 2025

T shirts looked great and we have a few left over.

We sold one box (+/- 500) of the koozies. Since they were sold at the beverage tent, revenue is mixed in with the totals from there. We have one box remaining for next year.

City Committees/Exhibitor Tents

Exhibitor tents seemed well attended.

The meeting concluded at 6:45 p.m

This was the final Jazz Fest Committee meeting of 2024.

Respectfully submitted: JD Kinney