

BOARD OF ALDERMEN

ITEM NO. D(1)

**AGENDA ITEM ABSTRACT
MEETING DATE: March 20, 2007**

TITLE: Presentation by Signal: The Southeast Electronic Music Festival

DEPARTMENT: Community and Economic Development	PUBLIC HEARING: YES ____ NO <u>x</u>
ATTACHMENTS: Music Festival Proposal	FOR INFORMATION CONTACT: James Harris 918-7319

PURPOSE

The purpose of this item is to introduce and present to the Board of Aldermen “Signal: The Southeast Electronic Music Festival,” which will be seeking some financial support from the Board in the 08-09 budget.

INFORMATION

In 2005, a handful of musicians and DJs passionate about electronic music formed Ctrl+Alt+Del, LLC, to organize an event unlike anything ever attempted in the Triangle – “Signal: The Southeast Electronic Music Festival.” In April 2006, the organization created a two-day, seven-venue festival that brought over 70 of the best regional, national, and international electronic music artists. More than 1,500 electronic music fans from as far away as Washington, D.C., Atlanta, GA, and Orlando, FL, came out to share in this unique and amazing experience. Because of the huge success of Signal 2006, the organizers have added eight more venues and dozens more performers to make Signal 2007 even bigger and attract an even larger audience from across the southeast US. The organizers are well on the way to their goal of making Signal the premier annual electronic festival in the southeast.

In preparation for a repeat success of Signal 2006, the organizers are staging an aggressive campaign to promote Signal 2007. Signal organizers, performers, and street teams will distribute flyers, posters, and other promotional materials in clubs and retail stores across North Carolina and other music festivals and event across the region. The festival is being publicized on www.signalfest.com, www.myspace.com and other music and sponsor pages. Sponsorship donations are making it possible for donors to take part in the advertising campaign and get exposure to Signal’s target audience.

Signal is not asking for financial sponsorship this year because the 06-07 budget does not provide for support of this activity. They have been encouraged to participate in the Carrboro 07-08 Carrboro Music Festival, which takes place in the fall. However, the group would like to be considered for financial support in the 08-09 budget. This year Signal seeks moral support for the venture.

Staff Recommendation

Staff recommends the Board consider whether or not to provide moral support for this year’s activity. Staff urges caution in considering any level of future financial contribution given the current budget commitments that are already difficult to fund. The Town makes a substantial investment in support of the annual Music Festival.