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Texas International Pop Festival

Options for a 50th Anniversary Celebration

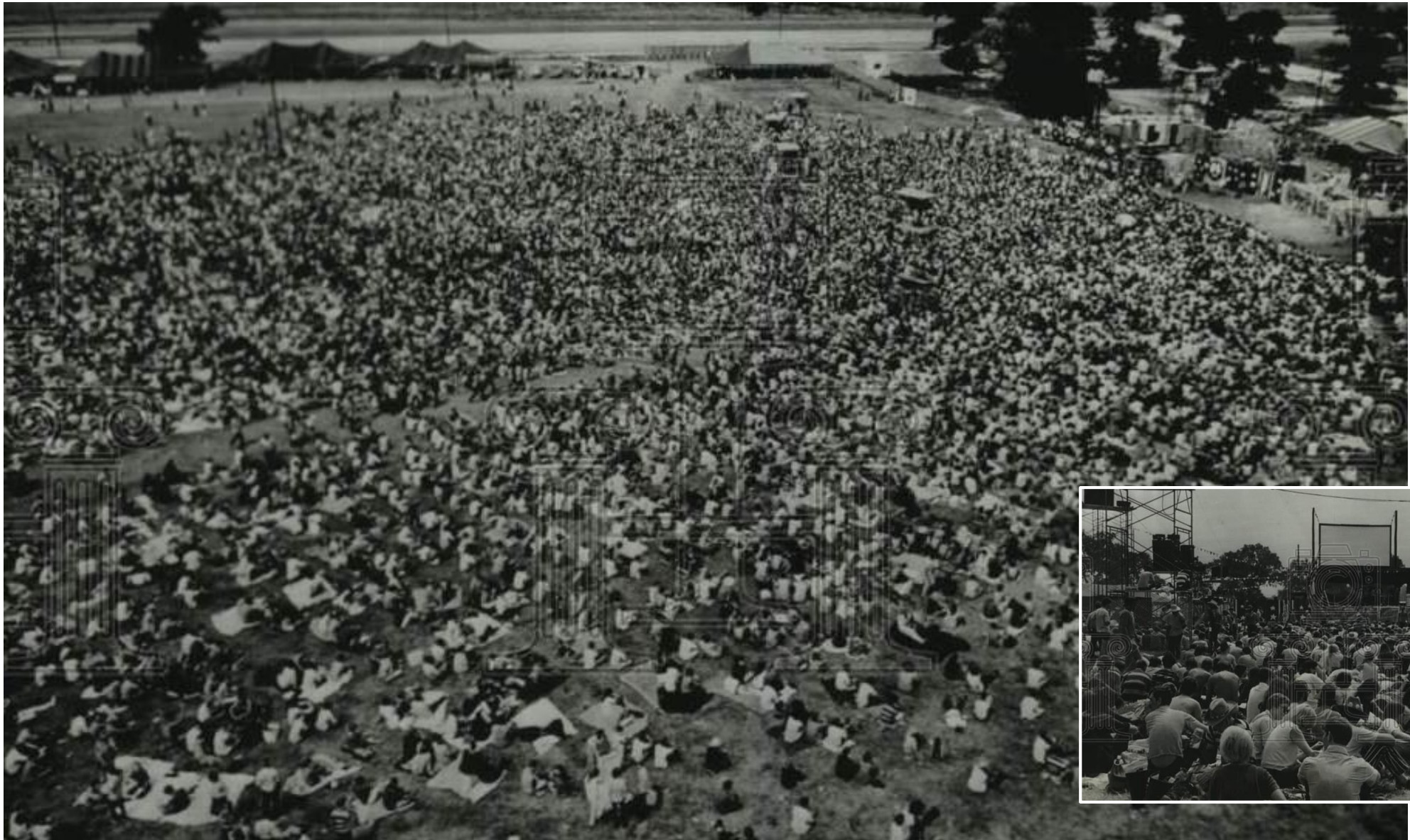


A Lewisville Original

- A three-day outdoor music festival held on Labor Day weekend of 1969, two weeks after Woodstock and featuring many of the same performers
- Entertainment included Led Zeppelin, Janis Joplin, Chicago Transit Authority, B.B. King, Johnny Winter, Sly and the Family Stone, Herbie Mann, Sweetwater, and Santana
- Main stage was at Dallas International Motor Speedway, near the current Target center; camping and second stage were at Lake Park (not yet a city-run park in 1969)
- Drew an estimated 100,000 to 120,000 people
- Organized by music promoter Angus Wynne III

FREE AREA CAMPING — LABOR DAY WEEKEND — AUG. 30 thru SEPT. 1
**TEXAS POP
FESTIVAL**
AT DALLAS INTERNATIONAL MOTOR SPEEDWAY

A Lewisville Original



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Fifty Years Later

- There remains significant interest in the event, including an active “alumni” presence online
- A state historic marker was installed in 2010 near DCTA Hebron Station
- Regional news media coverage is almost certain next fall





Fifty Years Later

- Denton County Office of Culture and History is planning a countywide anniversary exhibit on Texas International Pop Festival; the preliminary plan is to hold the exhibit at MCL Grand in August/September combining artifacts held by Denton County, City of Lewisville, and private owners
- Special Events staff has identified tribute bands reflecting the original lineup that could be used during themed Rocktober concerts
- Special Event staff also has been working with Angus Wynne and Live Nation on options for a larger retrospective event that ideally would feature some of the original acts, to be held Labor Day weekend 2019



Fifty Years Later

- While it is not possible to confirm available acts before a budget is established, there are some groups or individuals still performing who were here in 1969
 - Carlos Santana
 - Robert Plant (Led Zeppelin)
 - Chicago
 - Grand Funk Railroad
 - Canned Heat
 - Todd Rundgren (Naz)
 - Ten Years After
 - Spirit
- If directed by City Council, staff would work with Live Nation to secure as many of those original performers as the schedule and budget allow (Santana and Plant are outside the range of all budget options being presented)

PERFORMANCE SCHEDULES		
<i>The festival will start daily at 4:00 P.M. and the gates will open at approximately 2:00 P.M. The talent lineup is:</i>		
SATURDAY AUGUST 30	1. CANNED HEAT	5. B.B. KING
	2. CHICAGO TRANSIT AUTHORITY	6. HERBIE MANN
	3. JAMES COTTON BLUES BAND	7. ROTARY CONNECTION
	4. JANIS JOPLIN	8. SAM & DAVE
SUNDAY AUGUST 31	1. CHICAGO TRANSIT AUTHORITY	6. LED ZEPPELIN
	2. JAMES COTTON BLUES BAND	7. HERBIE MANN
	3. DELANEY & BONNIE & FRIENDS	8. SAM & DAVE
	4. INCREDIBLE STRING BAND	9. SANTANA
	5. B.B. KING	
MONDAY SEPTEMBER 1	1. JOHNNY WINTER	6. SPIRIT
	2. DELANEY & BONNIE & FRIENDS	7. SWEETWATER
	3. B.B. KING	8. TEN YEARS AFTER
	4. NAZZ	9. TONY JOE WHITE
	5. SLY AND THE FAMILY STONE	



Pop Festival Revival

- Special Events staff has worked with Live Nation on two options for a major 50th Anniversary music event, and has prepared a third smaller option
 - Gold Medal Option – two days and two stages at the Lake Park Golf Course driving range
 - Silver Medal Option – one day and one stage at the Lake Park Golf Course driving range
 - Bronze Medal Option – one day with one stage either at the driving range or in Old Town Lewisville
- All three options would use HOT Reserve for funding (current balance is \$6 million restricted to tourism-related uses)



Pop Festival Revival - Gold

- Would feature two alternating stages to minimize downtime
- Live Nation would target one or more original performers to headline both nights, with major lead-in acts
- Rest of the stage entertainment would come from tribute bands and regional bands (similar to Sounds of Lewisville)
- Stages would be placed east of the golf clubhouse with the crowd seated on the driving range; this would require buying out the golf course during the event and event set-up
- Limited on-site parking would require heavy use of remote parking and free shuttles
- Budget includes consulting fees to Live Nation and Wynne Entertainment



Pop Festival Revival - Silver

- Would feature two smaller alternating stages
- Live Nation would target one or more original performers to headline, with a major lead-in act
- Rest of the stage entertainment would come from tribute bands and regional bands (similar to Sounds of Lewisville)
- Stage would be placed east of the golf clubhouse with the crowd seated on the driving range; this would require buying out the golf course during the event and event set-up
- Limited on-site parking would require heavy use of remote parking and free shuttles
- Budget includes consulting fees to Live Nation and Wynne Entertainment



Pop Festival Revival - Bronze

- Special Events staff would manage the entire event including talent booking (Live Nation would not be needed for this level of entertainment)
- First choice would be to secure a headliner with ties to the Pop Festival or the time period it represents
- Rest of the stage entertainment would come from tribute bands and regional bands (similar to Sounds of Lewisville)
- Staff proposal is to have the concerts in Wayne Ferguson Plaza; an alternative is to have it on the Lake Park Golf Course driving range with a perimeter fence and paid admission
- Lowest financial impact, but also least media attention



Pop Festival Revival

	GOLD MEDAL	SILVER MEDAL	BRONZE MEDAL	
# of days	2	1	1	
# of stages	2	1	1	
Location	Lake Park Driving Range	Lake Park Driving Range	Old Town	Golf Course
Crowd Capacity	6,000	6,000	1,500	6,000
Entertainment	Original acts as headliners Major lead-in acts Fill in with tributes/locals	Original act as headliner Major lead-in act Fill in with tributes/locals	Major headliner Fill in with tributes/locals	
Budget	\$1.25 million	\$832,000	\$152,000	\$200,000
Estimated Revenue	\$500,000	\$290,000	\$11,500	\$60,000
Financial Net	\$750,000 spent	\$542,000 spent	\$140,000 spent	
Other Notes	\$25 tickets or \$100 VIP Includes consulting fees Includes \$18K to golf course \$748,000 for entertainment	\$25 tickets or \$100 VIP Includes consulting fees Includes \$10K to golf course \$443,500 for entertainment	Free entry	\$10 tickets
			\$70,000 for entertainment	

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TEXAS POP FESTIVAL

AT DALLAS INTERNATIONAL MOTOR SPEEDWAY



TEXAS INTERNATIONAL POP FESTIVAL

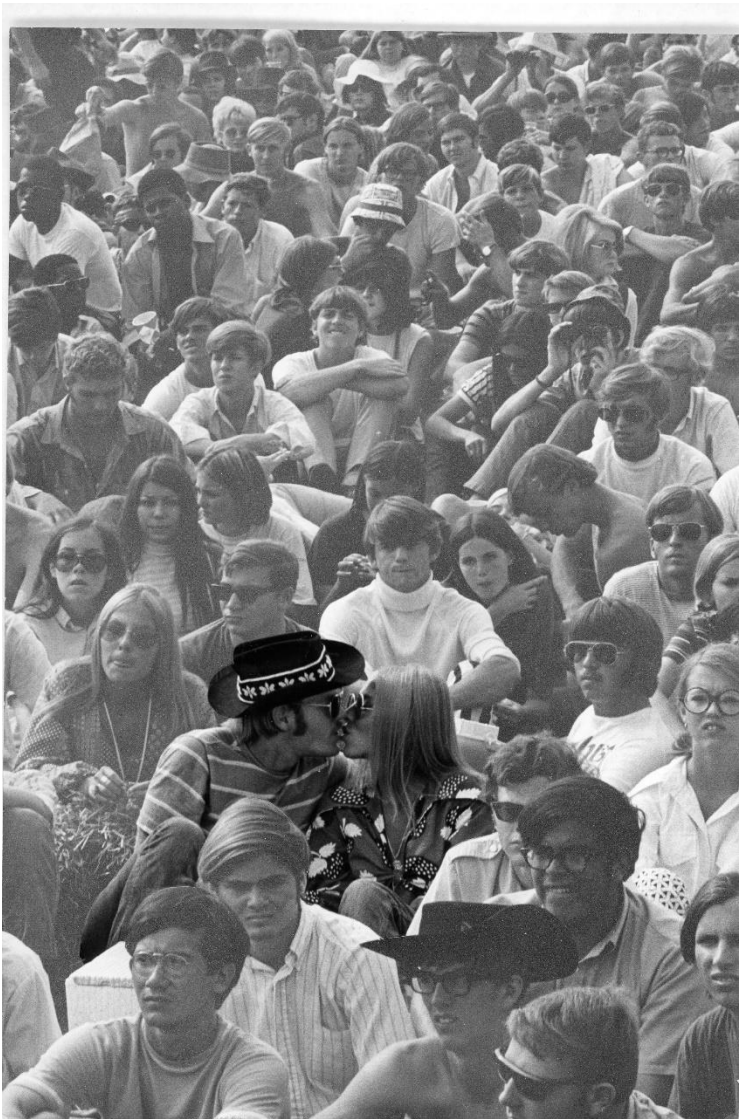
DALLAS INTERNATIONAL MOTOR SPEEDWAY
Aug. 30 thru Sept. 1, 1969

PERFORMANCE SCHEDULES

The Festival will start daily at 4:00 P.M. and the gates will open at approximately 2:00 P.M. The festival through to:

SATURDAY AUGUST 30	SUNDAY AUGUST 31	MONDAY SEPTEMBER 1
1. CHERRY HEAT	1. JAMES CANTON	1. JAMES CANTON
2. JAGGED TRAIL AUTHORITY	2. JAMES CANTON	2. JAMES CANTON
3. JAMES CANTON	3. JAMES CANTON	3. JAMES CANTON
4. JAMES CANTON	4. JAMES CANTON	4. JAMES CANTON
5. JAMES CANTON	5. JAMES CANTON	5. JAMES CANTON
6. JAMES CANTON	6. JAMES CANTON	6. JAMES CANTON
7. JAMES CANTON	7. JAMES CANTON	7. JAMES CANTON
8. JAMES CANTON	8. JAMES CANTON	8. JAMES CANTON
9. JAMES CANTON	9. JAMES CANTON	9. JAMES CANTON
10. JAMES CANTON	10. JAMES CANTON	10. JAMES CANTON

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The Texas International POP FESTIVAL

SATURDAY	SUNDAY	MONDAY
August 30	August 31	September 1
Cherry Heat	Chicago	Chicago
Cherry Heat	Chicago	Chicago
Cherry Heat	Chicago	Chicago
Cherry Heat	Chicago	Chicago
Cherry Heat	Chicago	Chicago
Cherry Heat	Chicago	Chicago
Cherry Heat	Chicago	Chicago
Cherry Heat	Chicago	Chicago
Cherry Heat	Chicago	Chicago

LABOR DAY WEEKEND
AUG. 30-31, SEPT. 1
3 BIG DAYS
 Daily 4 P.M.

DALLAS INTERNATIONAL MOTOR SPEEDWAY
 INTERSTATE 35 E only 12 miles north of Dallas

The Texas International POP FESTIVAL

produced by the people that brought you the July Fourth Atlanta Pop Festival and Showco of Dallas

TICKETS: \$6 per day advance, \$7 at the gate, advance booklet \$18. Mail orders to "POP TICKETS", P.O. Box 2033, Dallas, Texas 75201. Please enclose certified check or money order with self-addressed, stamped envelope.

Please send _____ tickets at \$____ for:
☐ Saturday ☐ Sunday ☐ Monday
☐ Advance Booklet \$18

Name _____
 Address _____
 City _____ State _____ Zip _____

Questions?