



Edmond Town Hall Board of Managers

Regular Meeting

Tuesday, January 14, 2020 - 6:30 P.M.

Mary Hawley Room, Edmond Town Hall

45 Main Street, Newtown, Connecticut

THESE MINUTES ARE SUBJECT TO APPROVAL AT THE NEXT REGULAR MEETING.

Present: Jen Guman, Jen Chaudhary, Herb Rosenthal, Margot Hall, Marie Smith, Lisa Schwartz

Absent: none

Also Present: Operations Manager - Sheila Torres, Theater Manager - Tom Mahoney, Kim Chiappetta (clerk)

Call to Order: Ms. Chaudhary called the meeting to order at 6:30 p.m.

Report from Theater Coordinator:

Mr. Mahoney reported that Christmas week was not what he hoped it would be. Recently shown films "Playing with Fire" and "Last Christmas" were very dark. The laser projector was used to show the last 2 films. Mr. Mahoney explained to the group that he is trying to stay with using the laser projector because of its good picture quality and sound. Ms. Chaudhary asked that the regular projector continue to be used when possible. Mr. Mahoney continued to tell the group that this Saturday is "Remembering Tom Petty" a tribute to the music of Tom Petty being held in the Alexandria Room. February 1st is the Stella Blues Band.

Approval of Minutes:

Ms. Guman motioned to approve the minutes of the regular meeting held on December 10th.
Seconded by Ms. Schwartz. All in favor.

Report and Comment from Chairman:

Ms. Chaudhary told members that the Board of Managers received a check from the rotary along with some publicity. Ms. Smith highlighted that the publicity was an entire page. All members expressed their appreciation.

Report from Operations Manager (Refer to Attachment A):

Ms. Torres presented the Manager's Report.

Ms. Torres told members that she is working with the High School to have the intern more days with fewer hours each day to help with social media. Ms. Guman reminded the group that there is also another person who is helping with promoting concerts.



Financial Review (Refer to Attachment B):

P&L/Aging Report:

Aging:

Ms. Chaudhary questioned a couple of lines on the aging report and it was explained that the invoices were sent out late by the service providers. Ms. Smith highlighted that one line was for a service call for the boiler. Ms. Torres explained that the service technician did not find anything wrong with the boiler, but did make setting adjustments making the system more efficient.

P&L:

Ms. Chaudhary recommended the group review the report of budget versus actual. Mr. Rosenthal expressed concern that if money received from the Town was not counted the ETH would be in a deficit. The group then discussed various line items. Ms. Smith asked if there was any noticeable impact from the Community Center. Ms. Torres noted that the Community Center does not have a theater or a gym as does the ETH. Ms. Chaudhary said that the Community Center does advertise events at other locations via their electronic boards and mentioned the possibility of advertising the Stella Blues concert there. The group discussed having the accountant come to a meeting to provide an overview of the reports. Ms. Guman noted that the Budget vs Actual report only provides information from July to November which does not provide a complete picture. The group discussed ways to report future bookings and expected revenue. Mr. Rosenthal showed members that both expenses and revenue were up compared to last year, but expenses were higher than the revenue.

Budget Update:

Ms. Torres is waiting to hear from the Town for a meeting.

New Business:

Borough Zoning – George Benson (Refer to Attachment C):

Ms. Chaudhary reminded members that the ETH is only able to rent to 501c3 entities which is limiting. The ETH is a town building and the town has been gracious enough to help the Board of Managers work with the Borough zoning to amend the zoning regulations to allow rentals to other than not-for-profit organizations. Mr. Benson started by explaining to the group that he began with the idea of a landmark building 3 years ago. He initially tried to get the Borough Zoning to make an amendment to their regulations. Now the Town will apply to the Borough Zoning which requires the Borough Zoning to reply in a specific timeframe. The regulation can be used by any historic municipal building in the Borough district. He further explained that the Board of Selectman must make a decision to ask the Borough Zoning to make the building a landmark building. The application identifies the uses by building. Mr. Benson explained that the concept of landmark buildings is used in New York and Chicago to save historic buildings. He continued to explain the types of uses. Ms. Torres questioned the permitted use of "Retail sales as an accessory use". Ms. Chaudhary explained that this is for businesses that sell merchandise that is not their primary business such as t-shirt sales. Mr. Benson continued that Special Exception Uses must be approved by the Borough. The Board of Managers still has the



final say in the ETH tenants. The application will be going to the Borough Zoning in their February meeting. Mr. Benson asked the ETH Board of Managers to support the application by attending the meeting or writing letters of endorsement.

Ms. Hall made a motion to support the application. Mr. Rosenthal seconded. All in favor.

Members thanked Mr. Benson for his work.

By-Laws – Jen Chaudhary:

Ms. Chaudhary reminded the group she emailed everyone the by-laws that were sent out in 2017. These by-laws were supposed to be updated in 2019, so she emailed them to the group to identify if they wanted to make any changes. Mr. Rosenthal pointed out that the by-laws do not refer to the Town Charter and recommended that a reference be added. The group discussed further. Ms. Chaudhary asked Ms. Hall to handle updating the by-laws. Ms. Hall volunteered to do so and asked members to contact her with recommended changes.

Movie Schedule Review – Jen Chaudhary:

Ms. Chaudhary told members that movie revenue is limited. The Board of Managers needs to review how movies are being scheduled and determine if there are any opportunities to reduce expenses. The plan is for Ms. Chaudhary to meet with Ms. Torres and review attendance numbers over a period of 3 years to see if there is any benefit in making changes. Ms. Guman recommended also looking at concession sales and marketing costs. Ms. Torres reminded everyone that the movie screen is used to advertise businesses and upcoming events so this must also be considered. Mr. Rosenthal noted a conflict of interest with the ETH marketing person now being a member of the Legislative Council. The group discussed and it was noted that he should be abstaining from votes that consider the ETH budget.

Unfinished Business:

Music Series Update – Jen Guman *(Refer to Attachment D):*

Ms. Guman began by asking Ms. Torres to share the marketing materials for the upcoming Stella Blues concert. She shared with the group a list of bands that could be scheduled for the next concert series which included Alpaca Gnomes, Sir Paul, Best of the Eagles, and Destination Motown. She continued to explain that the cost estimates were pretty accurate and that there is a possibility of lighting costs reducing once new lights have been installed. Ms. Guman then reviewed a sponsorship marketing packet that could be used to market for sponsors. Ms. Chaudhary expressed concerns with possible show cancellations. Ms. Smith asked how the sponsorship would work. Ms. Guman explained that the sponsorship levels and that the sponsorship would be for the entire series. The group discussed further. Ms. Chaudhary asked for a motion.

Ms. Guman made a motion to move forward with the 2020 concert series including 5 bands as proposed pending sponsorships by the designated deadline. Ms. Schwartz seconded. All in favor.

Permanent Liquor License Update – Jen Chaudhary:



Ms. Chaudhary told members that she, Ms. Torres and Ms. Guman met with the First Selectman, Dan Rosenthal, and the town's attorney to ensure the path being taken to obtain a permanent liquor license is correct. The town's attorney, Mr. Grogins, agreed with Mr. Hall. He explained that it would require a significant amount of work to start a 501c3 and completely change the way business is done at the ETH. They will need to work with Representative Bolinsky to make a small amendment to the statute. Ms. Chaudhary further explained that the First Selectman is working with Mr. Bolinsky, but the State is not back in session until February 5th. The Mary Hawley Society no longer needs to assist with this matter. Ms. Guman contacted the insurance agent who will be talking with the insurance company on this matter. Ms. Guman will share the information with the group when she receives it.

MHS Update – Lisa Schwartz:

Ms. Schwartz had no updates because the Mary Hawley Society meeting was cancelled. They were last working on their mission statement.

Comments from Board members:

No other comments.

Executive Session:

Mr. Rosenthal motioned to move to executive session at 8:25 p.m., inviting Sheila Torres, with the purpose of discussing rental space lease. Lisa Schwartz seconded. All in favor.

The Board of Managers came out of executive session at: 8:35

Ms. Schwartz motioned to approve the proposed rental space lease to the CVH foundation, pending CVH final board approval. Seconded by Maria Smith. All in favor.

Adjournment:

Mr. Rosenthal motioned to adjourn at 8:37 p.m. Ms. Guman seconded. All in favor.

Respectfully Submitted,

Kimberly Chiappetta, Clerk

Attachment A

ETH MANAGER'S REPORT - 14 Jan 2020 - Sheila Torres

Summary/Highlights

- **Laser Show** went well in December. If we do another one next year, Don agreed that one show at 8 pm would be better than doing two separate shows. The family show did well, the later show was not as well attended.
- **Holiday Festival, Etc.** – New presentation and plan developed for second series waiting for Board input/approval to move forward. Staff received kudos from renters.

Work in Progress and Completed

- **Budget** – Expect to get budget call soon.
- **CIP** – Met with D. Rosenthal, J. Chaudhary, J. Guman, B. Tait to review and discuss. The next project will be the exterior building repairs. Then the parking lot.

Work in Progress

- **NewArts** – Michael and Raiza came by in December. Raiza gave me dates for next year and I have them on the calendar. She has asked me to hold similar dates for her the following year pending experience and decision by Board after the first season. The CT Homeschool Hub has agreed to allow for the use of their space as additional wing space during the season of the production only.
- **Theater Lighting** – Lighting RFP went out last Friday and walk-through for vendors will take place at 11 a.m. Wednesday, January 15. The bids must be in by Jan. 22. I am hoping we can have the new lights in for A Brother's Revival Concert, if not for Stella Blue's.
- **ADA Bathroom** – I did two walkthroughs with various subcontractors who will be working on this project. The next step is to get a quote from the Construction company that I can send to the Town so that we can get a permit to start building.
- **Web Site Update** – I met with the new developer at KatArt, Flynn Nicholas on Dec 11. He is working on a new design that will better meet our needs and be easier to maintain. I will be able to send all of you a link to the developmental site (sandbox) so that you can provide input.
- **Computers** – The new computers were purchased through the town and two have been installed in the offices. The rest are on hold at the moment. We got the wrong monitor cables sent to us, so I'm waiting for the correct ones. Windows 10 has a different look and feel from Windows 7 and theater staff may need to be retrained a little bit.
- **Plumbing Needs** – I went back to the plumber and requested an alternative bathroom faucet that would provide some prevention from mischief at a lower cost. He came back with one in the \$240 range. He said they are easier to break than the ones he had suggested, but recommended we keep a spare one on hand for when that happens. I will move forward with the plumbing project because we need to get this work done before we start all our concerts and productions, since we are using the theater much more for live performances.
- **Intern** – I have requested to work differently with Hannah Daly and the high school has approved. I would prefer that she work more days for fewer hours because I really need her help with social media and web, but that work has to be done every day, it cannot be done once a week. I am trying to work out a schedule that makes better use of the four hours a week that she works here. This will mean that she may work from her own computer four or five days a week. Ideally Th, Fri, Sat, Mon

Attachment B

**Edmond Town Hall - Board of Managers
A/P Aging Summary
As of December 31, 2019**

	Current					
	1 - 30	31 - 60	61 - 90	> 90	TOTAL	
Allstar Plumbing	209.62	0	0	0	209.62	
Associated Refuse	381.00	0	0	0	381.00	
BOM- Minutes	125.00	0	0	0	125.00	
Cool Solutions	600.00	0	0	0	600.00	
Crystal Rock	235.16	0	0	0	235.16	
DNR Labs	1,950.00	0	0	0	1,950.00	
Effective Pest	155.00	155	155	0	465.00	delayed billing
Eversource - Electric	2,741.26	0	0	0	2,741.26	
Eversource - Flood	18.16	0	0	0	18.16	
Frontier Communications	174.27	0	0	0	174.27	
Hearst Media Group	750.00	0	0	0	750.00	
Holmes Fine Gardens	1,452.00	0	0	0	1,452.00	
Katart Graphics	302.50	0	0	0	302.50	
McKenney Mechanical	841.34	0	0	0	841.34	
Newtown Hardware	353.10	0	0	0	353.10	
Ryan, Andrew (Laser-Fire)	212.50	0	0	0	212.50	
Security Deposit Refunds	1,800.00	0	0	0	1,800.00	
Silvermine	550.00	550	0	0	1,100.00	delayed billing
Smith, Marie (2019 Emp Rec)	450.00	0	0	0	450.00	
Spectrum	99.98	0	0	0	99.98	
Town of Newtown (credit card)	3,732.04	0	0	0	3,732.04	
Town of Newtown (payroll)	25,270.13	0	0	0	25,270.13	
Total Building Expenses	\$42,403.06	\$705.00	\$155.00	\$0.00	\$43,263.06	
Annapurna	411.60	0.00	0.00	0.00	411.60	
CineVizion	40.00	0.00	0.00	0.00	40.00	
Commissioner of Revenue Svc	490.00	0.00	0.00	0.00	490.00	
Focus Features	424.55	0.00	0.00	0.00	424.55	
Manchester Tobacco & Candy	664.90	0.00	0.00	0.00	664.90	
Pepsi Beverages Company	331.33	0.00	0.00	0.00	331.33	
Prime Publishing	346.50	0.00	0.00	0.00	346.50	
Swank Pictures	350.00	0.00	0.00	0.00	350.00	
Terry's Popcorn	780.00	325.00	0.00	0.00	1,105.00	
Warner Brothers	21.50	0.00	0.00	0.00	21.50	
Total Theater Expenses	\$3,408.78	\$325.00	\$0.00	\$0.00	3,733.78	
GRAND TOTAL	<u>\$45,811.84</u>	<u>\$1,030.00</u>	<u>\$155.00</u>	<u>\$0.00</u>	<u>\$46,996.84</u>	

Attachment B continued

1:04 PM

01/02/20

Accrual Basis

**Edmond Town Hall - Board of Managers
Profit & Loss Budget vs. Actual
July through November 2019**

	Jul - Nov 19	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3000 - BUILDING INCOME				
3100 - ROOM RENTALS				
3110 - ALEXANDRIA ROOM				
3111 - Alexandria Room Rental	20,810.83	19,791.69	1,019.14	105.1%
3112 - Kitchen Rental	3,687.00	2,083.31	1,603.69	177.0%
3113 - China Rental	75.00	0.00	75.00	100.0%
3114 - Dressing Room Rental	250.00	0.00	250.00	100.0%
3110 - ALEXANDRIA ROOM - Other	6,587.50	0.00	6,587.50	100.0%
Total 3110 - ALEXANDRIA ROOM	31,410.33	21,875.00	9,535.33	143.6%
3120 - GYMNASIUM	15,694.14	18,958.31	-3,264.17	82.8%
3130 - THEATRE	17,520.00	11,744.50	5,775.50	149.2%
3140 - MEETING ROOMS				
3141 - Lower Meeting Room	615.00	884.00	-269.00	69.6%
3142 - Old Court Room	885.50	678.50	207.00	130.5%
3143 - Meeting Room 2	0.00	97.94	-97.94	0.0%
3144 - Mary Hawley Room	0.00	360.00	-360.00	0.0%
3145 - Meeting Room 3	1,650.00	1,980.00	-330.00	83.3%
3140 - MEETING ROOMS - Other	0.00	0.00	0.00	0.0%
Total 3140 - MEETING ROOMS	3,150.50	4,000.44	-849.94	78.8%
3150 - A / V Equipment Rentals				
3151 - Microphone Rental	170.00	83.31	86.69	204.1%
3152 - Speaker Rental	0.00	0.00	0.00	0.0%
3153 - TV Rental	0.00	0.00	0.00	0.0%
3150 - A / V Equipment Rentals - Other	125.00			
Total 3150 - A / V Equipment Rentals	295.00	83.31	211.69	354.1%
3190 - Rent - Storage	135.00	60.00	75.00	225.0%
Total 3100 - ROOM RENTALS	68,204.97	56,721.56	11,483.41	120.2%
3200 - TENANT RENTALS	18,463.58	20,253.75	-1,790.17	91.2%
3300 - SPECIAL EVENTS				
3303 - Laser Spectacular Fundraiser	710.00			
3305 - Live Events	10,021.41	3,000.00	7,021.41	334.0%
3310 - Bar Sales	2,639.55	750.00	1,889.55	351.9%
3300 - SPECIAL EVENTS - Other	3,344.60			
Total 3300 - SPECIAL EVENTS	16,715.56	3,750.00	12,965.56	445.7%
3500 - OTHER INCOME				
3410 - Soda Machine	0.00	300.00	-300.00	0.0%
3501 - Hawley Trust Interest	9,430.11	11,500.00	-2,069.89	82.0%
3502 - Bank Interest	50.98	41.69	9.29	122.3%
3503 - Town of Newtown-Contrib				
3510 - Budgeted Allocations	0.00	125,000.00	-125,000.00	0.0%
3520 - CIP Allocations	3,538.73			
3503 - Town of Newtown-Contrib - Other	125,000.00			
Total 3503 - Town of Newtown-Contrib	128,538.73	125,000.00	3,538.73	102.8%
Total 3500 - OTHER INCOME	138,019.82	136,841.69	1,178.13	100.9%
3600 - DONATIONS TO SPECIAL PROJECTS				
3620 - Sale of Thr Seats	0.00	0.00	0.00	0.0%
3630 - Adopt-a-Chair Donations	300.00	2,500.00	-2,200.00	12.0%
3640 - Theatre Sound System Donations	0.00	0.00	0.00	0.0%
3650 - Restoration Donations	629.42	333.31	296.11	188.8%
3660 - "Light Up The Theater"	820.00			
3680 - Building Donations	368.00	0.00	368.00	100.0%
Total 3600 - DONATIONS TO SPECIAL PROJECTS	2,117.42	2,833.31	-715.89	74.7%
3000 - BUILDING INCOME - Other	0.00			
Total 3000 - BUILDING INCOME	243,521.35	220,400.31	23,121.04	110.5%

Attachment C

3 Primrose Street
Newtown, CT 06470
Tel. (203) 270-4276
Fax (203) 270-4278



George Benson
Director of Planning

TOWN OF NEWTOWN

Planning Department

Edmond Town Hall Application for a Landmark Building Designation

“Edmond Town Hall, dedicated in 1930 and listed on the National register of Historic Places, was a gift from Newtown benefactor Mary Elizabeth Hawley, who named the building after her great grandfather, Judge William Edmond. Since its inception, Edmond Town Hall has served as the heart and center of the community by providing residents with space for governmental services, family entertainment through its theater, sports opportunities in its gymnasium, and elegant space rentals to help residents and neighbors gather for civic, social or celebratory life events and milestones.” Quote from: Edmondtownhall.org.

Edmond Town Hall is located in a residential zone the uses allowed have been limited to municipal and non-profit community uses. From the Edmond Town Hall dedication in 1930 to 2009 the Town of Newtown municipal offices were located in the building. The Town rent paid to the Board of Managers was a substantial portion of the Hall income. Since 2009 the Board of Managers has had issues finding tenants that comply with the allowed uses. The purpose of this application is to allow additional uses than are currently allowed at Edmond Town Hall.

13.06 Individual Landmark Buildings and Uses.

A. Edmond Town Hall Landmark Building Uses:

Permitted Uses

1. *Offices*, profit and non-profit, including municipal, clerical, administrative, non-personal service and *professional persons*, attorneys, excluding medical offices.
2. Profit and non-profit events including but not limited to, movies, plays, concerts, banquets, sports activities, thrift shops, craft and antique fairs.
3. Rental of Alexandria Room Kitchen to profit and non-profit businesses or organizations.
4. Dance and Art Studios.
5. Alcohol, food and retail sales during events
6. Retail sales as an *accessory use*.

Special Exception Uses

1. Medical Offices
2. Child Day Care

Prohibited Uses

1. Criminal Defense Attorneys
2. Permanent Retail Shops
3. Permanent Restaurant

3 Primrose Street
Newtown, CT 06470
Tel. (203) 270-4276
Fax (203) 270-4278



George Benson
Director of Planning

TOWN OF NEWTOWN

Planning Department

ARTICLE 13 (new article) BOROUGH LANDMARK BUILDINGS (BLB)

13.01 Purpose

The purpose of this regulation is to preserve the cultural, historical and architectural heritage of the Municipal *Buildings* in the Borough. In so doing, it is recognized that certain structures and land areas have value as Borough Landmark Buildings, whose value transcends the ordinary standards incorporated in the Zoning Regulations and, therefore, requires that each individual site be considered a special case. It is declared to be the policy of this regulation that significant municipal landmark buildings of the Borough should be preserved, insofar as doing so is consistent with the sound development of the Borough of Newtown, in accordance with the Newtown Plan of Conservation and Development.

13.02 Definition

A Borough Landmark Building can be any municipal building designated by the Newtown Board of Selectmen for an application. In order to approve a Borough Landmark Building, the Borough Zoning Commission (Commission) shall determine on the basis of factual data, or expert opinion, that the building possesses a degree of historic significance, architectural uniqueness or cultural value which would represent a severe cultural loss to the community if destroyed or altered, and that the preservation of the landmark building warrants special use regulations for its protection and proper use. These regulations only apply to the uses of a building and the property must comply with all other applicable Historic District and Zoning Regulations, including Article 12, Borough of Newtown Village District.

13.03 General Uses in Landmark Buildings

1. Permitted Uses

The Commission may permit any use or combination of uses currently allowed in the Borough. The specific list of permitted uses will be generated for each Borough Landmark Building as outlined below in the Formal Application Requirements.

2. Special Exception Uses

The Commission may designate specific uses that require a Special Exception.

3. Prohibited Uses

The Commission may designate specific uses that are Prohibited

13.04 Application Requirements for Landmark Building Designation

Formal Application Requirements

The Newtown Board of Selectmen application for approval of a Borough Landmark Building shall be submitted to the Borough Zoning Commission on a Zoning Text Amendment and a Change of Zone application form, provided by the Commission. The application shall be accompanied by the following:

- A. Statement. A written statement specifying in detail the proposed Zoning Regulations to be applied to the specific Landmark Building, setting forth any proposed regulations concerning the permitted, special exception and prohibited uses.
- B. Procedure. The application is submitted to the Borough Zoning Commission, and then referred to the Planning Commission to determine that the proposed Borough Landmark Building is consistent with the Plan of Conservation and Development for the area encompassing the proposed building.
- C. At such time as the application is approved, the Borough Landmark Building shall be considered established and these regulations and the Zoning Map shall be modified to permit establishment of the Landmark Building as approved.
- D. Conditions. The Commission may attach any condition or conditions to the approval that it considers necessary in order to protect the public health, safety, convenience and property values and in order to assume continuing conformance to the approved application.
- E. Amendments. Applications for changes in approved plans shall be made and acted upon in the same manner and procedure as required for the initial application.
- F. If a Special Exception is required for a specific use in a Landmark Building and an application to the Borough Zoning Commission shall be required.

13.05 Enforcement Procedures

The Borough Zoning Enforcement Officer shall be charged with the enforcement of the zoning regulations for permitted uses established for each designated Landmark Building. The Zoning Enforcement Officer may consult with the Borough Zoning Commission when determining questions of enforcement arising out of interpretations of the guidelines set forth in Article 9.0 of these regulations.

13.06 List of Individual Landmark Buildings and Uses

YOUR NAME Concert Series Live At Edmond Town Hall



**MARKETING THROUGH THE POWER OF
LIVE MUSIC**



THE VENUE

YOUR NAME Concert Series Live At Edmond Town Hall

- **Market:** Fairfield County – Connecticut
- **Venue Type:** Theatre
- **Programming:** Tribute/Cover, Local Bands
- **Season:** March - October
- **Attendance:** Max 2,500 (across all shows)
- **Events:** 5



ILLUSTRATIVE ARTISTS



THE LOW ANTHEM
+33K FOLLOWERS



JULIAN LAGE
+50K FOLLOWERS



QUIET LIFE
+10K FOLLOWERS



HISS GOLDEN MESSENGER
+30K FOLLOWERS



DAVID WAX MUSEUM
+17K FOLLOWERS



PHOSPHORESCENT
+80K FOLLOWERS



YALE WHIFFENPOOFS
+10K FOLLOWERS

YOUR NAME CONCERT SERIES

YOUR NAME Concert Series at Edmond Town Hall is an integrated marketing program designed to provide **YOUR NAME** with an ownership position that will link to a desirable target audience through a variety of concerts.

- Media inclusion in print, radio, and internet
- Prominent onsite branding as presenting sponsor of the concert series
- Email marketing – over 4,500 email subscribers
- Handouts/Flyers to be distributed at all festivals ETH attends and movie screenings

LIVE
EDMOND TOWN HALL

"MYSTICAL 'COUNTRY'. LIKE AN EERIE YELLOWING PHOTOGRAPH"
- DAVID BOWIE

"HISS GOLDEN MESSENGER'S SONGS CAN CONVEY BOTH THE BEAUTY
OF A FRONT-PORCH PICKING SESSION AND THE EXPANSIVE GROOVE
OF AN INDIE-ROCK FESTIVAL SET."
- RELIX

HISS
GOLDEN
MESSENGER

NOVEMBER 20
7:30 | \$20
EDMOND TOWN HALL, NEWTOWN CT

PROCEEDS SUPPORT THE EDMOND TOWN HALL
TICKETS: WWW.EDMONTOWNHALL.ORG/LIVEATETH

YOUR LOGO HERE

PROMOTER: HAYDEN BATES
DESIGNED BY: ALICIA MARIE ZYBORT

2020 Concert Budget	Jan	Feb	Mar	Apr
Band			A Brother's Revival	The Alpaca Gnomes
Sound Person			\$1,500	\$1,000
Light Person			\$700	\$700
Talent Buyer (10% artist fee)			\$0	\$0
Band			\$7,000	\$2,500
Rider			\$1,100	\$300
Production Manager			\$600	\$600
Miscellaneous (food)			\$300	\$150
Marketing			\$750	\$600
Security			\$400	\$150
Ushers			\$200	\$0
Obtain liquor license			\$60	\$60
Purchase of alcohol			\$300	\$0
Grand TOTAL			\$12,910	\$6,060

Assumptions				
2020 Concert Profit	Jan	Feb	Mar	Apr
Seating capacity			524	524
Band			A Brother's Revival	The Alpaca Gnomes
Ticket Sales			\$15,900	\$6,000
Alcohol Sales			\$1,000	\$1,000
Concession			\$300	\$300
Total Ticket Sales			\$15,900	\$6,000
Total Alcohol Sales			\$1,000	\$1,000
Total Concession Sales			\$300	\$300
Grand Total			\$17,200	\$7,300

Profit w/o sponsors

Profit with sponsors

Sponsor Levels	Quantity	Sponsor	
		Amount	Total
Title Sponsor	1	\$ 5,000	\$5,000
Gold	4	\$ 1,500	\$6,000
Silver	8	\$ 750	\$6,000
Bronze	6	\$ 500	\$3,000
Friends of ETH	4	\$ 250	\$1,000
Total			\$21,000

Sponsorship Goal \$20,000

May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Sir Paul				Destination Motown	Best of the Eagles			0
\$800				\$1,200	\$1,000			\$5,500
\$700				\$700	\$700			\$3,500
\$0				\$0	\$0			\$0
\$3,000				\$6,500	\$6,500			\$25,500
\$1,300				\$1,800	\$1,300			\$5,800
\$600				\$600	\$600			\$3,000
\$300				\$300	\$300			\$1,350
\$750				\$750	\$750			\$3,600
\$400				\$400	\$400			\$1,750
\$200				\$200	\$200			\$800
\$60				\$60	\$60			\$300
\$300				\$300	\$300			\$1,200
\$8,410				\$12,810	\$12,110			\$52,300

May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
524				524	524			
Sir Paul				Destination Motown	Best of the Eagles			
\$12,000				\$12,000	\$12,000			\$57,900
\$1,000				\$1,000	\$1,000			\$5,000
\$300				\$300	\$300			\$1,500
\$12,000				\$12,000	\$12,000			\$57,900
\$1,000				\$1,000	\$1,000			\$5,000
\$300				\$300	\$300			\$1,500
\$13,300				\$13,300	\$13,300			\$64,400

\$12,100

\$33,100

YOUR NAME Concert Series Live At Edmond Town Hall

YOUR NAME receives significant exposure and association with well known artists via the **YOUR NAME** Concert Series.

Media includes:

- Inclusion in local print media*: The Newtown Bee, Voices, The Danbury Times, Ridgefield newspaper
- Online and social media inclusion on venue pages throughout edmondtownhall.org, Instagram, facebook.com, and more. Over 4,500 followers.

*Publications may vary.

YOUR LOGO HERE

LIVE PRESENTS LIVE

THE
AUTUMN
DEFENSE

WITH SPECIAL GUESTS
JOHNNY IRION
AND
THE
MERCHANTS
OF
RHYTHM

THURSDAY JULY 19TH
EDMOND TOWN HALL • NEWTOWN, CT
6.30PM • TICKETS: \$15 ADVANCE/\$18 AT THE DOOR
WWW.EDMONTOWNHALL.ORG/LINEATETH



YOUR NAME ONSITE & SIGNAGE

As Concert Series Sponsor, **YOUR NAME** receives top signage options at the venue.

- On screen advertising before every movie from March - October
- Lobby signage

PROPOSED CONCERT SERIES

Best of The Eagles



The Ultimate Eagles experience. Best of the Eagles (BOTE) was established in 2012 by guitarist/vocalist Joe Vadala and a group of professional New Jersey musicians who individually have an auspicious pedigree, are passionate about their love of the Eagles music and who have all worked with numerous national touring artists.

+4K Followers

Destination Motown



The Sensational Soul Cruisers are an 11 piece show band that performs "Destination Motown," where they deliver the greatest hits by the Temptations, the Jackson Five, Marvin Gaye, The Four Tops, and so many others.

+16K Followers

The Alpaca Gnomes



The Alpaca Gnomes are a vibrant, stomp-and-groove, 7 piece original rock-folk jam band from Bridgeport. The Gnomes ensemble currently features violin, electric & acoustic guitar, bass, drums, sax, and percussion. Our self titled album, featuring 9 originals, was released in 2012. A new album just came out in 2019.

+7K Followers

SUMMARY

Title Sponsor: \$5,000 Benefits:
Approx. Overall Value: \$3,280!

Media

- Series named after your business
- Inclusion in radio, print, and digital media
- Band mention during show

Onsite Activation

- 8'x8' footprint at all shows to engage with concertgoers

Signage

- 30 second ad video on screen before all movies from March – October
- Lobby signage
- Promotion support on venue's site, social media pages and email communication

Tickets

- Up to 4 comp tickets for each concert including all meet and greets with the bands
- Up to 4 free movie tickets from March – October

Gold Sponsor: \$1,500 Benefits:
Approx. Overall Value: \$900!

Media

- Inclusion in radio, print, and digital media
- Band mention during show

Signage

- 15 second ad video on screen before all movies for 3 months
- Lobby signage
- Promotion support on venue's site and social media pages and email communication

Tickets

- Up to 2 comp tickets for each concert including all meet and greets with the bands

SUMMARY

Silver Sponsor: \$750 Benefits: Approx. Overall Value: \$470!

Media

- Inclusion in radio, print, and digital media

Signage

- One 30 second ad on screen before all movies for one week
- Lobby signage
- Promotion support on venue's site and social media pages and email communication

Tickets

- 2 comp ticket for each concert including all meet and greets with the bands

Bronze Sponsor: \$500 Benefits: Approx. Overall Value: \$150!

Signage

- Promotion support on venue's site and social media pages and email communication
- One 30 second ad on screen before all movies for one week

SUMMARY

Friends of ETH Sponsors: \$250 Benefits

Individuals:

- Pack of 10 movie tickets
- 20% discount off booking of theatre birthday party

Approx. OVERLL VALUE: \$80!

Businesses:

- Pack of 10 movie tickets
- 20% discount off movie pre-view ad for one week

Approx. OVERLL VALUE: \$80!



Jennifer Chaudhary, *Chairman*
Jennifer N. Guman
Herb C. Rosenthal
Margot Hall
Marie D. Smith
Lisa Schwartz

January 15, 2020

Dear ,

Edmond Town Hall (ETH) is working to bring unique and exciting musical performances to Newtown under ETH's existing music series *Live at the Edmond Town Hall*. Our goal is to create a sustainable and consistent concert series, bringing in nationally and internationally recognized artists. For this series, we will have the following performers:

A Brother's Revival – An Allman Brothers tribute band featuring a former band member, David Goldflies
Sir Paul
Best of The Eagles
Destination Motown
The Alpaca Gnomes

As a sponsor, your company will realize tangible marketing benefits in return for your investment and position you as a partner within the community. The event is being advertised in local area newspapers both online and in print.

This community event will provide an opportunity for you to:

- **Gain or further expand visibility in the community**
- **Participate in a successful community event**
- **Support an event that directly benefits the community**

Edmond Town Hall is a multi-generational destination that serves the community through entertainment and space offerings to celebrate milestones, engage in sports and civic activities, and enjoy a diversity of arts. Our facility has been the heart of Newtown since 1930. We take pride in helping generations of community members to make and pass down memories and we are asking you to join us in this endeavor. Proceeds from this event will help us create an ongoing concert series.

If you are interested in becoming a sponsor in time for our concert series, please contact me by February 28th to ensure your name placement as listed in the sponsorship levels below.

Sponsorship Opportunities and Benefits:

We have several sponsorship levels, with benefits accruing as the level of sponsorship increases. Edmond Town Hall would greatly appreciate your support. Detailed below are specific benefits associated with each of the sponsorship levels offered. Each donation is tax deductible. Upon receipt of your donation you will receive a tax receipt.

Title Supporter: \$5,000 Benefits (approx. value: \$3,280!):

- Media:
 - Series names after your business
 - Inclusion in radio, print, and digital media
 - Band mention during show
- Onsite Activation
 - 8' x 8' footprint at all shows to engage with concertgoers
- Signage
 - 30 second ad video on screen before all movies from March – October
 - Lobby signage
 - Promotion support on ETH's website, social media pages and email communication
- Tickets:
 - Up to 4 comp tickets to each concert including all meet and greets with the bands
 - Up to 4 free movie tickets from March - October

Gold Supporter: \$1,500 Benefits (approx. value: \$900!):

- Media
 - Inclusion in radio, print, and digital media
 - Band mention during show
- Signage
 - 15 second ad video on screen before all movies for 3 months
 - Lobby signage
 - Promotion support on ETH's site and social media pages and email communication
- Tickets:
 - Up to 2 comp tickets for each concert including all meet and greets with the bands

Silver Supporter: \$750 Benefits (approx. value: \$470!):

- Media
 - Inclusion in radio, print, and digital media
- Signage
 - One 30 second ad video on screen before all movies for one week
 - Lobby signage
 - Promotion support on ETH's site and social media pages and email communication
- Tickets:
 - Up to 2 comp tickets for each concert including all meet and greets with the bands

Bronze Supporter: \$500 Benefits (approx. value: \$150!):

- Signage
 - One 30 second ad video on screen before all movies for one week
 - Promotion support on ETH's site and social media pages and email communication

Friends of Edmond Town Hall Supporter: \$250 Benefits (approx. value: \$80!):

- Individuals:
 - Pack of 10 movie tickets
 - 20% discount off booking of theatre birthday party

- Businesses:
 - Pack of 10 movie tickets
 - 20% discount off movie pre-view ad for one week

Please make checks payable to Edmond Town Hall and send to Edmond Town Hall, 45 Main Street, Newtown, CT 06470.

Sincerely,