

MAD DOG PRESENTS – OXBOW RIVERSTAGE 2019 REPORT

Vision & Concept

Mad Dog Presents, LLC., worked in very close coordination with the City of Napa's Parks & Recreation Department to develop a concert series in the Oxbow Commons adding to this exciting, productive public space for the people of Napa and beyond. To this end, the Oxbow RiverStage Concert Series was branded and launched on August 25th of 2019 and concluded on October 26th, 2019. Mad Dog Presents believes it reached the initial stated goals to adding to the potential of the Oxbow Commons and all it has to offer the people of Napa, specifically:

- An exciting music series offering a wide range of musical genres for all tastes!
 - The Steve Miller Band (Classic Rock)
 - Bob Weir and the Wolf Brother (Jam Band)
 - The Roots (R&B & Soul)
 - Sean Hayes (Folk Rock)
 - B52s (Pop)
- Major national touring acts
- Ticketed and free shows
- Minimal impact to the Oxbow Commons' availability to the general public
- No additional cost to the City
- Revenue for the City which in turn can be used to support the Oxbow Commons
- Added value to patrons of the Oxbow Commons

A Successful Partnership

In order to achieve the highest levels of success, Mad Dog Presents formed a strategic partnership under the Oxbow RiverStage banner between itself, Another Planet Entertainment, LLC and Duo Entertainment, LLC (Blue Note New York). Mad Dog took point on production with Another Planet's assistance and Another Planet and Blue Note NY leveraged their decades of experience and connections to book the shows. All three partners have a long history of working in, and respecting public spaces, leaving them better than when they arrived, respecting public access and giving the public exciting, fun musical experiences!

The Perfect Test

While Oxbow RiverStage would have liked to start its season earlier, the partnership responsibility waited until all preparations were 100% in place before launching the first show. The first show therefore did not take place until late August. An abbreviated season then took place with four ticketed shows and one free show. It should be noted that two free shows were planned but unfortunately the October 27th free show was cancelled due to hazardous wind conditions.

Safety is the producer's number one concern at all times. Upon entry, all staff and patrons were processed via metal detectors and personal bags were searched. At the flood gates, on either end of the McKisnry St, police vehicles and barriers were deployed to mitigate possible hostile vehicles attempting to enter the venue grounds. All events were staffed with ALS Ambulances

and EMTs via AMR. Best practice safety procedures were deployed across the site, including but not limited to; high wind/ lightning safety matrix, emergency exit signage, 8' exterior fencing and contracted security staffing levels consistent with attendance levels.

The four ticketed shows averaged about 2000 people per show. The free show had an approximate attendance of 500 people and was received positively by the community.

While the shows ran very smooth, they gave the producers the opportunity to work closely with the Parks department to work out behind the scenes bugs and make the appropriate adjustments. The Parks department was instrumental in providing real-time critical feedback upon which the producers could act. The logistical lessons learned this first year will be invaluable in the planning and execution of the 2020 season.

Execution

In order to present the music series in a cost-effective efficient manner, the producers had to install the necessary infrastructure:

- A 100 plus page operation plan was developed in close coordination with the City of Napa Parks department.
- Building permits were filed with the Napa Building Department.
- Health permits were filed with the Napa County Health Department.
- In coordination with and at the direction of the Napa City Parks Department detailed plans were coordinated with the Napa Police and Fire Departments who were both instrumental to the seasons successful safe events.
- The Oxbow RiverStage stage was erected between August 19th, 2019 and October 29, 2019.
- A part for predetermined dates coordinated with City of Napa's Parks & Recreation Department, the Oxbow Commons was available to anyone for any other events
- A semi-permeant stage was constructed on the cement pad next to the train bridge in the Oxbow Commons.
- When the stage was not in use, the roof was lowered, and was not accessible to the public. The stage was safely locked down and surrounded by a fence line covered with a scrim design created by a local artist.
- Local food trucks provided food service to patrons during the shows. This way there was no infrastructure needed and no impact to the Oxbow Commons with regard to food service.
- Blue Note Napa extended its liquor license to allow it to sell alcoholic beverages during the events. It brought in mobile bar trailers which are self-contained and were removed after each event and stored elsewhere, again eliminating impact to the Oxbow Commons beyond the days of each event.
- Over the course of the five shows, over one hundred local Bay Area and many local Napa residents were employed part-time by the Oxbow RiverStage

Public Access and Reception

This infrastructure did **not** impede public access to the Oxbow Commons. The stage footprint containment fence provided an attractive art-mural in the Commons. Apart from the stage footprint and during the few ticketed events, the entire Oxbow Commons remained unimpeded and completely available to the public.

The large majority of people polled reported very favorably on the addition to Oxbow RiverStage to the City of Napa's offerings to the public. There was fantastic "vibe" at all the shows. A great time was had by all.

Local businesses such as the Kitchen Door and Palisades Saloon reported increases in their business the evenings of the shows at the Oxbow RiverStage! Next year, the promoters plan to work in additional ways with local businesses to help them promote in partnership with the Oxbow RiverStage in order to increase their business even more.

There were honestly almost zero negative comments or complaints. There were four noise complaints and some other constructive comments from local businesses. The promoters have personally reached out to all local residents who did complain in order to address their issues. Any comments from local business have been taken under advisement and will be discussed with the Parks Department in order to make necessary adjustments wherever possible. Communication with residents and local businesses is of paramount importance to the promoters.

Goals met:

Mad Dog Presents and Oxbow RiverStage believe they met all requirements and goals as set forth in the License Agreement with the City of Napa. Therefore, Mad Dog Presents requests to return in 2020 to set up a stage in the Oxbow Commons from June 1, 2020 through October 31, 2020.