

## **Blues Festival Narrative**

The Blues Crawl is an extension of the Venice Blues Festival. The purpose of having this pre-event is to extend the economic impact that the Blues Festival brings to Venice. What we have found is that the Florida Blues Festivals have a following, our festival is attended by many traveling some distance to attend. There are similar Blues Festivals at Snook Haven, Tampa, St Pete, Orlando, Brandenton, etc. The goal of Venice MainStreet is to differentiate our festival and to expose our visitors to all that Venice Has to offer. We do this with attracting talent like Larry McCray who traveled all the way from Chicago to perform at the 2015 Venice Blues Festival. This year our headliners include Grammy Award-winning blues artist Chris Thomas King and world-famous blues legend Lazy Lester. To maximize the economic impact of the Blues Festival, the Blues Crawl was created as a free event for our locals and visitors to enjoy the night before. The idea being that they will come into town early, explore our downtown, eat dinner, patronize our bars, stay in a hotel, the next morning they will eat breakfast locally and then enjoy the festival. This supports our local economy that day and also exposes them to downtown with intention of enticing them to visit again. The extension of the Blues Crawl brings our expenses up for the festival and will not add to our fundraising capabilities. The event is purely to benefit the community. We held the Blues Crawl last year by placing blues musicians around town. We did not have to get a permit for it because we did not use any public space (other than our normal Friday night gazebo). The Crawl was a huge success. The participating businesses were packed and we had a great response from the patrons to our downtown. Some of the businesses had a difficult time accommodating the crowds and had to turn away patrons. The extension to the Crawl will alleviate some of this pressure.

## **Blues Crawl Timeline** **November 18 2016**

1:00pm City closes street

1-3:00pm Sound system, stage, beer/wine vendor set-up

3:00 Sound Check

4:00 Either first live act or recorded music

5:00-6:00pm Live music

6:00-7:00pm Interim period-music will switch to Gazebo, facilitating crowd movement to both streets

7:00-9:00pm Main Act

9-10:00 Special guest and close

12:00 Stage and vendors removed from street

12:00am Street reopens

Contact:

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