



# WRAP-UP '06 REPORT



## FESTIVAL RAISES MONEY & AWARENESS

"As a community, we are continually responsible to promote the well-being and charity awareness of our members," said John Largay, co-founder of the festival. The McDowell Mountain Music Festival was designed to accomplish this.

The two selected charities, Phoenix Day and Boys Hope Girls Hope, were chosen because of their involvement in the community, family orientation and size of the organizations. "Sometimes we take this for granted. Culture is not automatic. It is created. A music festival does this. It creates opportunity for people to collectively participate as a community." In 2006, the McDowell Mountain Music Festival raised \$100,000 for the two charities, a great benefit to the local programs and the community.

Phoenix Day supports working families in south central Phoenix by providing high quality childcare and ensuring healthy child development. They serve over 3,500 children, families and community members annually.

Boys Hope Girls Hope helps academically capable and motivated children-in-need to meet their full potential and become men and women for others by providing value-centered, family-like homes, opportunities and education through college.



**Boys Hope Girls Hope**  
of Arizona

## GREAT MUSIC. GREAT TIME.



## HIGHLIGHTS

The 2006 McDowell Mountain Music Festival was a tremendous success. What sets this festival apart from others offered in Phoenix is that it has something for everyone to enjoy.

- 15 BANDS
- 4 NATIONAL GRAMMY WINNERS
- 200 CAMPING SPOTS
- 400 RV SPOTS ON-SITE
- ARTIST VILLAGE
- SILENT AUCTION & RAFFLE
- VIP AREA WITH STAGE LEVEL VIEWS
- INTERACTIVE DRUM CIRCLE
- CHILDREN'S PLAY AREA

Love every note

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CROWD:  
10,000

## PROMOTION PAYS OFF

It has been the strength of our media partnerships that has contributed to the success of the music festival for another year. Through radio, print, web and television, the McDowell Mountain Music Festival has been featured throughout Arizona and the Southwest with **total media coverage exceeded \$800,000**, some of the highlights included:

\$554,527 in FREE newspaper and TV news coverage (non- paid advertising), including 20 minutes on Television.

\$249,325 of free radio coverage.

\$14,100 in free web-based coverage.

\$20,000 free on-screen advertising in Harkins Theatres

## STAR STUDDED LINE-UPS

### 2006 LINEUP

Traveler  
The Pistoleros  
Tishamingo  
Buckwheat Zydeco  
The Black Crowes  
Billy Ciofi  
Peter Ekstam  
Philly Blunt  
Walt Richardson & the Peaceful Warriors  
Burning Spear  
Ozomatli  
The Marshall Tucker Band  
Jonny Lang  
Los Lobos

### 2005 LINEUP

Bruce Hornsby  
Solomon Burke  
Big Head Todd & The Monsters  
Dickey Betts & Great Southern  
Susan Tedeschi  
Jerry Jeff Walker  
Hans Olson  
Walt Richardson Friends & Warriors  
Tony Furtado  
The Derek Trucks Band  
Joseph Langham  
and Each Other's Legend  
Sunday Afternoon  
Jerry Riopelle

## AUDIENCE SIZE

*In 2006, the McDowell Mountain Music Festival opened its gates for the 3rd Annual eclectic music festival. Audience attendance increased to 10,000 which is 4,000 more than the first event. The energy and excitement for the festival is on the rise; 2007 is anticipated to be another great year with a star studded line-up that will gather large crowds.*



## DRUM CIRCLE

The music at the 3rd Annual McDowell Mountain Music Festival set the rhythm of the event April 28 and 29 at Westworld in Scottsdale, but attendees had another opportunity to "beat to their own drums".

The Remo Drum Circle, featuring Arizona Rhythm Connection, helped groups of people at the festival enhance their experiences with new, unexpected levels of enjoyment. Group drumming is fast becoming a healthful, creative activity for all ages and interests. The activity allows participants to have a bit of rhythmic fun with the music and add their own creativity.

REMO Inc., a manufacturer of drums and percussion instruments, provided the instruments or people brought their own percussion instruments. No experience necessary; and all ages were welcome to participate.

Frank Thompson facilitated the drumming activities. He has been doing this for ten years.

"Drumming is a focusing and relaxation tool," he said. "It's really a lot of fun."

He said that group drumming stimulates creative expression that unites minds, bodies and spirits.

# SILENT AUCTION/RAFFLE

To involve community retailers and businesses in the effort to raise funds for Phoenix Day and Arizona Quest for Kids, the silent auction and raffle was developed in conjunction with the music festival. In addition to the money raised, the auction helped promote community awareness for the two organizations.

We are proud of the many donations made to the 2005 Silent Auction, including Gibson Guitars, a Remo Drum, Southwest Airlines tickets, spa packages, jewelry, and luxury hotel and restaurant gift certificates. Our goal for 2007 is to increase the dollars earned by auctioning larger, higher dollar items and packaged prizes.

For more information on the silent auction/raffle or how you can donate, please contact the festival office at 602 343-0453.

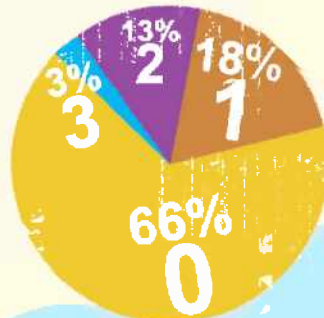


## DEMOGRAPHICS

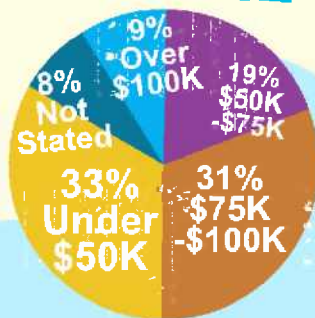
### RATE THIS FESTIVAL



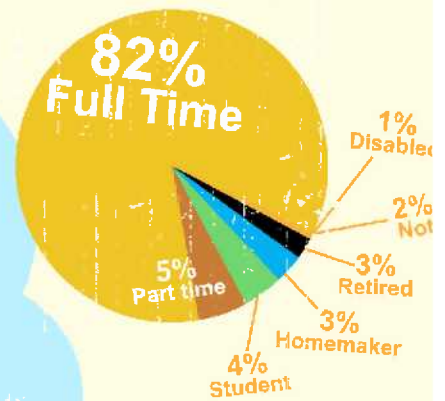
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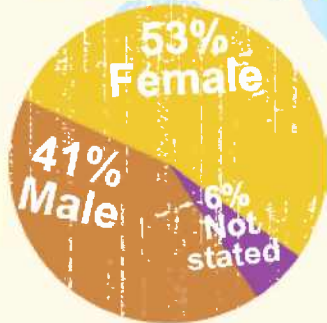
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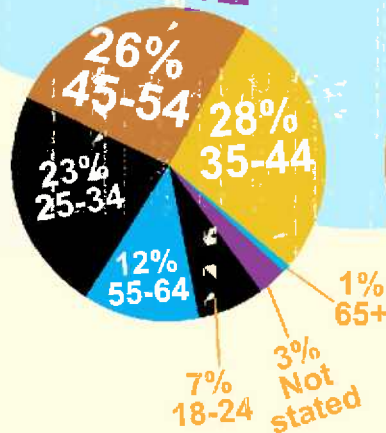
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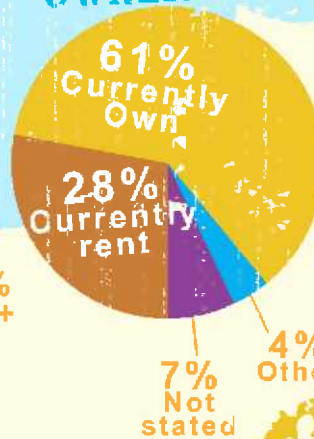
### GENDER



### AGE



### HOME OWNERSHIP



### EDUCATION

