

3rd Annual Legends Concert



**Saturday, October 13, 2012
Columbus Riverwalk Stage**

Legends concert

www.columbuslegendsconcert.com



The Gents
Vince Johnson & The Plantation All-Stars
Parrots of The Caribbean

**The Columbus/Lowndes Convention and Visitors Bureau
Special Projects Grant Application**

Name of Organization: The Legends Concert Foundation

Non-Profit Corp. Number: 989304

Address: P.O. Box 2648, Columbus, MS 39704

Telephone: 662-327-4935

Fax: 662-329-5295

Contact: Roger Short or Steve Rogers

Name of Project: The 3rd Annual Legends Concert featuring:
The Gents, Vince Johnson & the Plantation All-Stars and
Parrots of The Caribbean- a Jimmy Buffett tribute band

Starting Date: Saturday, October 13, 2012

Completion Date: Saturday, October 13, 2012

Amount Requested: \$22,000.00

Location of Event: Columbus River Walk Stage

Advertisement: Local newspapers, television, radio, billboard and website. Advertising will
be done throughout the Golden Triangle, north & south Mississippi and west
Alabama

Projected number of tourists: 800- 900

How event relates to tourism: This has become an annual event drawing visitors to our city from Alabama,
Jackson, Meridian and as far away as Tennessee.

Method for measuring attendance: Ticket Sales

Target demographics: All ages and all races- we have selected a line-up of bands that should draw
interest for everyone.

Sponsors: We will seek limited sponsorship from our past loyal sponsors for in-kind and
monetary support:

WCBI-TV	Weathers Construction
Mitchell Distributing	North Mississippi Bottling
Columbus Scrap Material	Columbus-Lowndes Recreation Authority

PROJECTED PROGRAMS FINANCIAL STATEMENT
Legends Concert Foundation

Program: 3 rd Annual Legends Concert		Location: Columbus Riverwalk Stage		Date: October 13, 2012	
GROSS INCOME					
CCVB Grant:	\$22,000.00				\$22,000.00
Projected Ticket Sales:	\$8,000.00				\$8,000.00
TOTAL GROSS INCOME: \$30,000.00					
EXPENSES					
Entertainment: The Gents		\$1,800.00			
Vince Johnson & The Plantation All-Stars		\$1,100.00			
Parrots of The Caribbean- Jimmy Buffett Tribute Band		\$5,000.00			\$7,900.00
Advertisement:		\$5,000.00			\$5,000.00
Motels:		\$1,000.00			\$1,000.00
Ticket Costs:		\$200.00			\$200.00
Ticket Sales- Online:		\$600.00			\$600.00
Porta Jons:		\$1,500.00			\$1,500.00
Insurance:		\$4,500.00			\$4,500.00
Sound:		\$5,000.00			\$5,000.00
Electrical:		\$500.00			\$500.00
Misc:		\$1,000.00			\$1,000.00
TOTAL EXPENSES: \$27,200.00					
TOTAL GROSS INCOME:					\$30,000.00
TOTAL EXPENSES:					\$27,200.00
NET INCOME: (Total Gross Income less Total Expenses)					\$2,800.00



Legends Concert Goals

 Select musical genre to reach all ages and races

 Streamline the event

 Create a successful Quality of Life event

 Stay within our budget

 To market Columbus as a music destination

The Gents



Vince Johnson & The Plantation All Stars



Vince Johnson & The Plantation All Stars



Parrots of The Caribbean



PARROTS of the CARIBBEAN
POTCBAND.COM



