

# Blues and BBQ 2011 Report



## Report to the North Liberty City Council – October 18, 2011

The fifth annual Liberty Centre Blues & BBQ festival was set up on Sunday, May 29 only to be stormed out. The Redux was held in North Liberty on Saturday, July 23 from 12 p.m. until 10 p.m. thanks to the support and contributions of the North Liberty City Council and community. Rainy conditions started the event and lasted until approximately 6 p.m. The opening act, Bob Dorr and the Blue Band, started late due to the rain and completed their set within 45 minutes.

The rain affected a few of the activities and overall turn out: not all non-profit organizations were able to set up games and guest attendance estimates were around 2,000. That being stated, when the weather did clear up, the evening was quite nice. The fireworks show was phenomenal and it is the intention of the planning committee to ask them to return in 2012.

Several changes are being instituted for the sixth annual Blues & BBQ. First, the name is changing from Liberty Centre to North Liberty. We hope to be at the same location in 2012, but we are preparing now for an eventual move by changing the name. Second, the event will be slated for the Saturday of Memorial Day weekend with a rain date the following day. Third, the planning committee will pursue Presenting and Title sponsors to help offset the cost of the overall event and a rain date. Plus, at the time this report is being written, three grant applications have already been sent to various organizations. Fourth, the committee will make an attempt to “Go Green” by asking food vendors to provide green alternatives for serving. Finally, the committee is considering adding art vendors and exhibits to the festival.

Profits from the 2011 Redux were low due the poor weather. The only area of the event that seeks profit is the beverage garden. Last year, 33 kegs of beer were sold, but in 2011 that number was 18. The committee is content, however, that we were even able to have the celebration. The purpose of the party has always been to provide a free day of family-friendly entertainment to the community through world-class blues music and extraordinary barbecue. In that way, the festival was successful. It could not have been done without the assistance of many volunteers, musicians, business owners, city council and staff.

We look forward to another year of fun in North Liberty.

A post-event photo gallery was posted on the city website at <http://northlibertyiowa.org/community/photo-galleries/>

There's also a short video of the party at <http://blip.tv/nltv/city-update-for-july-25-to-august-8-2011-5411226>

The snippet with Blues & BBQ can be found at approximately 2:20.



Please contact any of us with questions or suggestions regarding the future of city-sponsored events like the Blues & BBQ. Thank you again for your support of the party.

Respectfully Submitted,

The Liberty Centre Blues & BBQ Committee  
Pam Bensley, University of Iowa Community Credit Union  
Cheryle Caplinger, City of North Liberty, Telecommunications  
Dean Colony, Alliant Energy  
Katie Colony, City of North Liberty Resident  
Josh Covert, City of North Liberty, Fire Department  
Kevin Crall, MidWestOne Bank  
Guy Goldsmith, City of North Liberty, Parks  
BJ Jagers, University of Iowa  
Lori Lindner, North Liberty Leader  
David Moore, Beisser Lumber  
Tracey Mulcahey, City of North Liberty, Administration  
Tom Palmer, City of North Liberty, Buildings



## Statistics for Blues & BBQ

1. 34 portable toilets
2. 6 handwashing stations
3. Over 900 chairs
4. Approximately 100 tables
5. 24 fishing poles
6. 14 food vendors
7. 5 bands
8. Over 750 balloons
9. 5 inflatable rides for kids
10. Over 150 volunteers
  - a. Including volunteers from the Hope House
  - b. Plus, there were several volunteers from the Boy Scouts to help with day after cleanup
11. No dunk tank
12. 5 barbecue judges
13. 30 trash cans
14. 1 dumpster
15. 1,500 lbs of ice
16. 18 kegs of beer
  - a. 10 cases of Mike's products
  - b. \$3,700 net profit in alcohol sales
17. Approximately 100 raffle tickets sold
18. 30 sponsors
19. Over 1,000 feet of fence for Beverage Garden
20. Over 2,000 guests

**NL Community Betterment Group**  
**Profit & Loss**  
January 1 through October 4, 2011

	<u>Jan 1 - Oct 4, 11</u>
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
<b>Blues &amp; BBQ Income</b>	
Blues Beer tent income	6,950.00
Sponsorship Income	20,700.00
Blues & BBQ Income - Other	14,251.61
<b>Total Blues &amp; BBQ Income</b>	<u>41,901.61</u>
<b>Total Income</b>	41,901.61
<b>Expense</b>	
<b>Blues &amp; BBQ Expenses</b>	
Entertainment	14,417.00
Equipment	20,464.21
Fireworks	5,000.00
Food	5,617.90
Blues & BBQ Expenses - Other	10.00
<b>Total Blues &amp; BBQ Expenses</b>	<u>45,509.11</u>
<b>Contract Labor</b>	625.00
<b>Insurance</b>	1,544.88
<b>Licenses and Permits</b>	41.25
<b>Professional Fees</b>	
Legal Fees	100.00
Professional Fees - Other	850.00
<b>Total Professional Fees</b>	<u>950.00</u>
<b>Total Expense</b>	<u>48,670.24</u>
<b>Net Ordinary Income</b>	-6,768.63
<b>Other Income/Expense</b>	
<b>Other Expense</b>	
Other Expenses	439.25
<b>Total Other Expense</b>	<u>439.25</u>
<b>Net Other Income</b>	<u>-439.25</u>
<b>Net Income</b>	<u><u>-7,207.88</u></u>