

FAQ: SUPPLEMENTAL INFORMATION:

What is the overall expense budget?

The overall budget, including production scope/partner, and both events (May 27: Private Reception & June 6: Grand Opening), is \$200,000.

Grand Opening event: Do you have an early time schedule/agenda you can share (or how many hours the event will be)?

Our estimated schedule is still being determined; however, we would like to start the day with a Fun Run early in the morning and end our activities before it gets too hot in the afternoon. A potential schedule could be 7AM-1PM.

Expected number of attendees?

Approximate attendees for the private donor reception would be 100-150.

Will there be an RSVP system in place to track guest count?

Private Reception: Yes, we have not determined a specific system at this time, but we would want to track RSVPs.

Grand Opening: not tracking RSVPs.

Vendors (Vendor Market), Community Partners, & Activations - confirming that WG will do the main initial outreach and once they're confirmed, Partner will manage the advance, logistics and comms support? Partner will obviously manage outreach & comms/logistics with production vendors

Yes, that's correct - WG will do initial confirmation for programming participants and then connect with our production team. However, for vendors like catering, A/V, etc, our partner can take the lead on securing.

Visual Identity/Comms: Will WG manage all creative and provide all final art files for production (which Partner will manage) or will an outside graphic designer be contracted?

Yes, WG will manage graphic design in-house. However, we would like our production company to help track overall deadlines and deliverables in our larger timeline.

Should pricing be combined or separated for the donor reception and public opening?

Please represent the pricing for each event separately.

Are there any elements already confirmed (vendors, talent, partners), or should we assume full production scope?

Currently we don't have elements confirmed or booked, we'd like to further design the event with our production partner. However, we do have some in-house expertise that will work with our production company on elements (for example, booking talent and securing vendor partners would work with our Programming Team)

Will the production partner be responsible for City of Austin permit fees, including ROW?

Yes, the production partner would be responsible for working with the City of Austin on permitting process/needs. However, we do have a good relationship with the City and can support in making introductions/connections.

The deadline to close streets with the City of Austin is 6 months prior. Has this application been done already?

The concept is for a vendor market on Sabine Street, which is designed to be a festival street, however we have not started the process.

How many vendors are you anticipating for the event?

Has not been determined, will depend on space, which we can determine during a site visit.

For the fun run:

-- is a closure needed for that?

-- how many do you expect to sign up?

The run would start at Sabine Street and follow the trail to the Hike & Bike Trail. The Fun Run would be a more casual family-style run/walk to start the day's activities. We don't have an idea of how many would sign up, we'd like to design that with our event partner.

What will be the scope of activations for the neighboring properties?

Will depend on sponsorship interest, but could include drink specials, spa activations, etc. Our Development Team will take the lead in initiating these conversations and the Production Partner will further coordinate.

How many bands do you anticipate for the opening?

The idea is to have bands playing throughout the morning that could be in various locations with smaller set-ups that have pop-up music along the trail.

The Lakeview Terrace will be the largest area for music with an A/V set-up, with a maximum capacity of 100 (depending on set-up). Other locations along the trail can feature pop-up acoustic music, standing bands, etc.

The Lakeview Terrace will also be the location for our Ribbon Cutting/remarks/ceremonial moment with dignitaries from the City of Austin the morning of the Grand Opening on June 6.

Goal for attendance at Grand Opening?

No specific goal at this time. We'd like to have guests experiencing activations throughout the morning from possibly 7AM (Fun Run starts) until 1PM (before it gets too hot).

How many to participate in the program part of the event?

Remarks/speakers would be likely 5-6 people or so. # of guests/attendees would depend on the space set-up, but maximum capacity would be around 100.