

# DECISION/DIRECTION NOTE

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**Title:** Iceberg Alley Performance Tent - 3 Year Approval

**Date Prepared:** October 7, 2019

**Report To:** Committee of the Whole

**Councillor and Role:** Councillor Hope Jamieson – Special Event Advisory Committee

**Ward:** N/A

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## **Decision/Direction Required:**

Council provide approval for the requested event dates, subject to adherence to conditions set out by the Special Events Advisory Committee in the months to come as we work through this application.

## **Discussion – Background and Current Status:**

Brigus Production Company, operators of Iceberg Alley Performance Tent, is seeking three-year event approval for the years 2020 up to and including 2022.

### Tent Setup

- Royal Canadian Legion parking lot in Pleasantville;
- Setup would start following Regatta Day;
- Tear down would occur immediately following the Festival and take approximately two (2) weeks to complete.

### Proposed Concert Dates

<b>2020</b>	Wednesday, September 9 – Saturday, September 19
<b>2021</b>	Wednesday, September 8 – Saturday, September 18
<b>2022</b>	Wednesday September 14 – Saturday, September 24

This approval is for date/time/location only. Approval for the tent and accompanying structure(s) is subject to inspection and review of certifications. This will come as part of the Special Event Advisory Committee review and event permit issue.

## **Key Considerations/Implications:**

1. Budget/Financial Implications: N/A

# ST. JOHN'S

2. Partners or Other Stakeholders: N/A
3. Alignment with Strategic Directions/Adopted Plans: N/A
4. Legal or Policy Implications: N/A
5. Privacy Implications: N/A
6. Engagement and Communications Considerations: N/A
7. Human Resource Implications: N/A
8. Procurement Implications: N/A
9. Information Technology Implications: N/A
10. Other Implications:

**Recommendation:**

Council provide approval for the requested event dates, subject to adherence to conditions set out by the Special Events Advisory Committee in the months to come as we work through this application.

The above noted events are subject to the conditions set out by the Special Events Advisory Committee.

**Prepared by/Date:**

Jennifer Langmead  
Special Projects Coordinator  
October 7, 2019

**Reviewed and Approved by/Date:**

Tanya Haywood  
Deputy City Manager, Community Services  
October 7, 2019

**Attachments:**

1. Brigus Production Company Request
2. Noise Readings & Complaints 2017 to 2019



## Objective

The Iceberg Alley Performance Tent is seeking a three-year approval from the city of St. Johns for the years 2020 up to and including 2022. The Brigus Production Company (organizers of IAPT) work closely with artists agents and other North American festivals in order to route artists from one festival to another. Routing your festival with others decrease the guarantee or rate that artists command as well as open up your festival to artists who would otherwise skip the market (St. John's). Music Festivals around the world book their acts 2 to 3 years in advance. This allows the festival to announce and go on sale early in the calendar year with the entire line up announced. The consumer then has much more time as well as options for buying tickets.

Here are some examples of consumer options for IAPT 2020

- 3 pack ticket options. Pick 3 shows and receive discounts
- 5 pack ticket options. Pick 5 shows and receive discounts and perks
- Full festival Pass
- Layaway option for tickets. Consumers can pay a deposit then monthly payment.

# Residential concerns

The Brigus Production Company realize that our event as well as other local festivals are held in residential areas. Our event adheres to the City of St. Johns noise bylaws. All sound amplification is ceased by 11 pm each night with no applications for extension and our sound pressure measurements are below The City's maximum allowable. Please see the below table of nightly measurements from sept 11 – 21 2019

Date	Day	Time	Band	Decibel Reading
11-Sep	Wednesday	808pm	Monster Truck	91.20
11-Sep	Wednesday	942pm	Glorious Sons	87.20
12-Sep	Thursday	819pm	Weaves	86.00
12-Sep	Thursday	944pm	Metric	90.60
13-Sep	Friday	821pm	Matt Mays	85.20
13-Sep	Friday	938pm	Dawes	85.10
14-Sep	Saturday	943pm	Alan Doyle	81.40
15-Sep	Sunday	939pm	Waterboys	87.00
16-Sep	Monday	808pm	Sister Hazel	86.20
16-Sep	Monday	958pm	Everclear	85.40
17-Sep	Tuesday	752pm	Matt Anderson	88.80
17-Sep	Tuesday	948pm	Colin James	85.70
18-Sep	Wednesday	817pm	Haywire	83.50
18-Sep	Wednesday	945pm	Bret Michaels	89.30
19-Sep	Thursday	928pm	Tim Hicks	86.10
20-Sep	Friday	1010pm	Our Lady Peace	87.10
21-Sep	Saturday	653pm	David Wilcox	82.00
21-Sep	Saturday	759pm	Kim Mitchell	85.90
Sep 21	Saturday	944pm	Loverboy	86.40



# Residential concerns

Since our first year in 2107 The Brigus production company has had an agreement with residents directly impacted by the festival. The condominium committee for Augusta Court have been offered two tickets per condo for each night of the festival. For this year's festival over 55% of residents availed of the offer. Please see the document on the next slide.



**ICEBERG ALLEY  
PERFORMANCE  
TENT**  
Quidi Vidi 2019

# Residential concerns

AUGUSTA COURT												
#	Name	Wed	Thurs	Fri	Sat	Sun	Mon	Tues	Wed	Thurs	Fri	Sat
1	Unit 1											
2	Unit 2	2						2		1	2	1
3	Unit 3	2			2						2	
4	Unit 4											
5	Unit 5											
6	Unit 6											
7	Unit 7	2	2									
8	Unit 8			1				2				
9	Unit 9	1				2						2
10	Unit 10											
11	Unit 11											
12	Unit 12											
13	Unit 13	2			2	2			1	2		
14	Unit 14											
15	Unit 15											
16	Unit 16											2
17	Unit 17	2					2					
18	Unit 18								1			
19	Unit 19			2								
20	Unit 20			2	2	2			2			2
21	Unit 21		2									
22	Unit 22							2			2	
23	Unit 23						1	2	2		2	
24	Unit 24			2	2					1		1
25	Unit 25											
26	Unit 26											
27	Unit 27			1			1	1	2		2	1
28	Unit 28											
29	Unit 29											
30	Unit 30											
31	Unit 31											
32	Unit 32								1			
33	Unit 33											
34	Unit 34											
35	Unit 35											
36	Unit 36								1			
37	Unit 37		1	2	2							
38	Unit 38		2		2		1	2		2	1	2
39	Unit 39		2									



## Economic impact

The economic impact from The Iceberg Alley Performance tent festival is significant. The growth of the festival has realized many visitors from outside the city and outside the province. Upwards to 20 thousand attendees in 2019 and growing. Listed in the 2019 Destination St. Johns Visitors guide as one of the festivals to attend in St. Johns. This year the festival consisted of 36 bands, 28 of them from Canada, the United States and England and 8 from NL. Some entertainers have extended their stay to explore, Others have come early and brought the whole family. Hotels, airlines as well as local retail, restaurants and pubs all realize the benefits of IAPT. The direct impact to suppliers, vendors, labours and support staff of the festival are helping in a tough economy as this festival extends the tourism and festival season in the city. There are no volunteers recruited for IAPT. When you put all these pieces together, its estimated the total economic impact to be 4 to 4.5 million per year and growing.



# Everything is positive

The Iceberg Alley Performance Tent has gained a reputation of being an incredibly well run, well executed festival. We work closely with city of St. Johns, NI Liquor board, fire and police to create a safe and memorable experience for the patron. This is evident in the thousands of emails, social media comments and hand written letters from patrons.



**ICEBERG ALLEY  
PERFORMANCE  
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Jeanne Pritchett

Second year going and Honestly, I've never attended such a well organized and smooth set up before. Absolutely amazing!! 🍷🍷🍷

1w Like Reply Message



Michelle Dooley-Wells

Thank you so much for one awesome festival 🎸🎸🎸 Can't wait for next year ❤️❤️❤️

1w Like Reply Message



Ted Perrin

Best live concert venue I've ever been to! Amazing feat to pull this off and attract so many great artists! We are fortunate you guys do this every year! Can't wait for next year! When the kids are a little older I'll be buying myself a full festival pass! Bring on the 2020 lineup!

1w Like Reply Message



Rosann-Rosie Murphy Knee

A HUGE shout out to the organizers - efficiency was totally prevalent throughout the entire venue for the couple of evenings I attended!!!! From ticket line ups to drink line ups to washroom area with hand wash stations to refrigerated trailers for the beer 🍺🍺🍺🍺!!! You guys were on your A game and it showed!! Thank you xo

1w Like Reply Message



Tracy Boland King

Enjoyed every minute of it , even had my mother Rock out to Bret Michaels lol. Loved it...Looking forward to next year 🙌

1w Like Reply Message



Staci Clancey

Is it time to start buying tickets for next year yet? Can't wait to hear the line up!...Best concert experience I've had!!

[www.icebergalleyconcerts.com](http://www.icebergalleyconcerts.com)





# Sponsors

In just 3 years the Iceberg alley Performance tent has attracted amazing sponsors. 95% of them all purchasing the top two tiers of a 5 tier sponsorship deck . We have been featured in national, Atlantic Canadian and provincial contesting from sponsors flying in winners from across Canada to join us here in St. Johns for the festival.

**Coors LIGHT.**

**THE MOUNTAINS ARE CALLING. LITERALLY.**

Upload a photo for a chance to win awesome experiences for you and your friends.

**MOUNTAIN CALLS**

Logos for sponsors: FEQ, OSHEAGA, BOOTS & HEARTS, TENT, MLB, Red Bull, CIBC, and others.

**Atlantic Lottery / Loto Atlantique**  
feeling excited with Lotto Max in St. John's, Newfoundland and Labrador.  
Paid Partnership · 🌐

📢 It's contest time! 📢

Between now and Aug. 30, play MYSTERY MELTDOWN daily for your chance to WIN VIP tickets to **Iceberg Alley Performance Tent**! Simply guess the correct location of ice blocks we've placed around St. John's, NL (PS: the earlier you guess, the... See More

**Shop Now**



**ICEBERG ALLEY  
PERFORMANCE**

**TENT**

Quidi Vidi 2019

## Sponsors



Scotiabank

[www.icebergalleyconcerts.com](http://www.icebergalleyconcerts.com)



## Conclusion

A Three-year commitment from City council would allow us to:

- Place the event in NI Tourism print and media
- Advertise the event Nationally
- Extend the St Johns festival/tourism season
- Increase visitation to the city
- Attract new artist



**Iceberg Alley Performance Tent  
Noise Complaints & Decibel Readings 2017 - 2019**

**Decibel (dB) Readings**

Map Key	LOCATION	September 20, 2017		September 12, 2018		September 13, 2019	
		Time	Reading - dB	Time	Reading - dB	Time	Reading - dB
A	Back of 21 Augusta Court	9:10pm	79	9:55pm	62.5	All readings taken at approximately 10pm	71
B	Veterans Road and Churchill Ave Intersection	9:15pm	70.5	9:38pm	60		53
C	Legion Entrance on Blvd	9:20pm	68.5	10:20pm	63		60
D	Back parking lot of 101 Legion Rd	9:26pm	60	10:15pm	58.5		65.5
E	80 Charter Ave	9:45pm	62	10:10pm	46		48.5
F	28 Augusta Court	9:50pm	72	9:58pm	60		70.5
G	805 Veterans Rd	10:00pm	70	9:50pm	59		55
H	819 Veteran's Road (Parking Lot)	No Reading		9:45pm	46.5		No Reading
I	1 Augusta Court	No Reading		9:52pm	63.5		No Reading
J	Charter Court (Parking Lot)	No Reading		10:05pm	58		No Reading
K	Tent/Concert Reading	No Reading		10:40pm	91		No Reading
K	At Sound Board (55 feet from the stage)	No Reading		No Reading			104
K	Behind Tent (100 feet from the stage)	No Reading		No Reading			86



## Iceberg Alley Performance Tent Noise Complaints & Decibel Readings 2017 - 2019

