

Agenda reference: Country Festival

Event Description: A two-day country music festival experience that combines the breathtaking views of Mission Bay, an expansive selection of culinary tastings from local restaurants, Ferris wheel ride and interactive games with great music from some of the biggest names in country music. This two day event will be an attraction for Pacific Beach and greater San Diego locals but also a tourist attraction from other markets supporting the local PB/MB tourism in the slower part of the year.

Food: A diverse selection of over 30 food vendors. Guests will enjoy a taste of San Diego with many food options from local businesses and vendors. Primary will be invitations given to Pacific Beach and Mission Beach food vendors to support local businesses in the community, followed by vendors from other locations.

Vendors: Over 20 local vendors will be able to feature their products, items and expose their brands to attendees while providing value to our guests. These vendors will be targeted to be experiential and interactive. We have a roster of over 100 local vendors that we've worked with on festivals in the past to ensure a great local presence.

Drinks: The event will feature a variety of specialty drinks, full bar and local breweries providing options for all attendees, including signature non-alcoholic bars for our sober drivers. In addition, free water stations will be available through the event for guests to hydrate without the need to pay.

Sound: We understand we are in a residential neighborhood; thus, music volume will be monitored all day through decibel meters and will increase throughout the day to max allowable volume by the headliner timeslot. Sound will also be repeated through towers for a balanced sound production. The stage will also be strategically pointed towards the marshes and the path covered by the least number of residential homes. We are asking for 11pm sound off on Saturday however, open, and willing to work with the city for a different curfew.