

APRIL 3, 2021

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HFT4754



SWAMP RECORDS

# SPRING SHOWCASE

HEARTWOOD SOUNDSTAGE

Gainesville, FL

ORGANIZED BY:

Emily Petruska & Elsa Peterson

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UNIVERSITY OF  
FLORIDA

## EVENT OVERVIEW

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Spring Showcase  
Saturday, April 3, 2021 – 7:00pm-1:00am  
Heartwood Soundstage, Gainesville, FL

6 hours of performances/ remarks in between and 15-minute final remarks

## EVENT OVERVIEW

- **Description of event**
  - Swamp Records concert event to showcase its signed artists, spotlight local talent and promote local businesses.
- **Purpose of event**
  - Uplift local artists and generate awareness for local talent in Gainesville
  - Generate a profit for the nonprofit organization Swamp Records to benefit local artists
  - Recognize the hard work and growth of Swamp Records' members and artists throughout the year
  - Create a live-music event experience for attendees while ensuring that all COVID-19 safety guidelines are followed

## AGENDA

Time	Event Description
7:00pm	Opening remarks and purpose by Swamp Records Vice President Shannon Mercatante followed by performance by Glazed
8:00pm	Performance by Faith & Majesty
9:00pm	Performance by The Forum
9:50pm	Thank you remarks to sponsors by Swamp Records President Bella Clements
10:00pm	Performance by Tamayo
11:00pm	Performance by Driveaway
12:00am	Performance by Polar Boys
12:45am	Thank you remarks to guests by Elsa Peterson and Emily Petruska

## ATTENDEES:

- Attendee Overview - approximately up to 500 attendees from the Gainesville and Florida area
  - Swamp Records officers, directors and volunteers
  - Heartwood Soundstage staff
  - 13 vendors including local food and businesses

## KEY MESSAGES:

- Swamp Records' dedication to uplifting local talent and businesses
- Swamp Records' mission to enhance the Gainesville music scene and create a collaborative and inclusive space for music networking
- Swamp Records' commitment to safety especially during a pandemic

## EVENT OBJECTIVES

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# SWAMP RECORDS

Swamp Records is a Gainesville-based record label run completely by students from the University of Florida. The organization's goal is to help promote and support signed artists and take their careers to the next level. It also works to enhance the overall music landscape by creating a collaborative space for creatives to network by bridging the gap between the Gainesville and University of Florida music scenes.

# TARGET AUDIENCE

Swamp Records' Spring Showcase event aims to reach students or post-graduate individuals from the University of Florida or Sante Fe College in Gainesville, Florida. This target audience conceptualizes an age range around 18-26.

Behaviorally, we can also segment our market by their interests in indie music, supporting small artists and local businesses and following a plant-based/healthy lifestyle.

# OBJECTIVES

01

Improve awareness of local artists and talent by increasing social media engagement by 30%.

02

Generate a profit for Swamp Records consisting of a profit value double the amount spent.

03

Have zero cases of COVID-19 transmitted as a result of the event and follow all CDC mandated COVID-19 guidelines.



# VISION BOARD

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The above vision board uses high resolution images and text to help capture the ideal Spring Showcase event for Swamp Records. We want the event to be held outdoors and socially distant so that it is safe and comfortable for all attendees. We also want to include live performances from local artists and include local businesses and food vendors. The coloring of this vision board emphasizes our desire to host an event with a bright, spring theme and brightly colored graphics.

# EVENT TIMELINE

SWAMP RECORDS SPRING SHOWCASE					
Category	Task	Due Date	Assigned To	Completed On	Notes
Logistics	Determine event date	2/28	Elsa Peterson	2/17	April 3rd is event date
<b>Logistics</b>	<b>Secure talent</b>	<b>2/28</b>	<b>Elsa P and Emily P</b>	<b>2/14</b>	<b>8 performers secured</b>
Logistics	Secure sound crew for each performer	2/28	Elsa Peterson	2/18	Heartwood provided AV and sound crew and equipment
<b>Logistics</b>	<b>Secure venue</b>	<b>2/28</b>	<b>Emily P and Elsa P</b>	<b>2/12</b>	<b>Venue is at Heartwood Soundstage</b>
Logistics	Discuss event theme with Swamp Records	3/1	Elsa P and Emily P	TBD	Showcase theme will be displayed throughout event and marketing materials
Logistics	Decide event theme	3/3	Elsa P and Emily P	TBD	Showcase theme will be displayed throughout event and marketing materials
Logistics	Meet with SR to go over timeline	3/4	Elsa P and Emily P	TBD	Get timeline approved for event
Logistics	Create volunteer sign up sheet	3/5	Elsa Peterson	TBD	Sheet will be sent to Swamp Records members
<b>Marketing</b>	<b>Design event graphics with SR graphics team</b>	<b>3/6</b>	<b>Elsa P and Emily P</b>	<b>TBD</b>	<b>These graphics will be on theme and used on all marketing materials</b>
<b>Logistics</b>	<b>Send out volunteer sheet</b>	<b>3/12</b>	<b>Emily Petruska</b>	<b>TBD</b>	<b>Sheet will be sent to Swamp Records members</b>
Marketing	Have graphics finalized to post	3/14	Elsa P and Emily P	TBD	Includes social media posts for feed and story posts
Food and Beverage	Contact vendors	3/15	Emily Petruska	TBD	In the process
<b>Marketing</b>	<b>Post event details on all Swamp Records' socials</b>	<b>3/17</b>	<b>Emily Petruska</b>	<b>TBD</b>	<b>Includes introduction feed post on Instagram, Twitter, Facebook, Tiktok</b>
Marketing	Send individual graphics to talent	3/18	Emily Petruska	TBD	Talent will post their involvement with the showcase when/after lineup is released on 3/21
Logistics	Outline performer schedule	3/20	Emily Petruska	TBD	
Marketing	Purchase pens and stickers and small drawstring bags	3/20	Elsa Peterson	TBD	Purchasing before event to ensure we have enough swag bags based on ticket sales
<b>Marketing</b>	<b>Post showcase lineup on all socials</b>	<b>3/21</b>	<b>Emily Petruska</b>	<b>TBD</b>	<b>Includes Instagram, Twitter, Facebook, Tiktok feed posts, also artist posts</b>
Food and Beverage	Secure vendors	3/22	Emily Petruska	TBD	Confirm with vendors about their attendance and event information
Marketing	Design flyers	3/25	Emily Petruska	TBD	Using graphics team's graphics and Canva
Marketing	Design free ticket vouchers	3/26	Emily Petruska	TBD	These vouchers will be handed to owners of local businesses that feature our event flyers
Marketing	Post artist countdown on socials 1/8	3/26	Emily Petruska	TBD	Includes artist bio
Marketing	Post artist countdown on socials 2/8	3/27	Emily Petruska	TBD	Includes artist bio
Safety	Purchase first aid kit, masks, hand sanitizer	3/27	Elsa P and Emily P	TBD	Purchasing a week before the event to ensure we have enough supplies based on ticket sales
Logistics	Send performers the concert schedule	3/27	Elsa Peterson	TBD	Confirm with performers they received the schedule
<b>Marketing</b>	<b>Assemble swag bags</b>	<b>3/27</b>	<b>Emily Petruska</b>	<b>TBD</b>	<b>Put all marketing items into the drawstring bag, store at home</b>
<b>Marketing</b>	<b>Print flyers</b>	<b>3/27</b>	<b>Elsa Peterson</b>	<b>TBD</b>	<b>print 50 flyers at Target Copy</b>
Food and Beverage	Purchase seltzers and beer for the bar	3/27	Elsa Peterson	TBD	We will store the drinks in our own home until 4/3
Marketing	Post performance times	3/28	Emily Petruska	TBD	Include times for each artist
Marketing	Post artist countdown on socials 3/8	3/28	Emily Petruska	TBD	Includes artist bio and when they will be performing
Marketing	Post artist countdown on socials 4/8	3/29	Emily Petruska	TBD	Includes artist bio and when they will be performing
Marketing	Put up flyers	3/29	Elsa P and Emily P	TBD	Put up around campus and in local businesses
Marketing	Hand out ticket vouchers	3/29	Elsa P and Emily P	TBD	These vouchers will be handed to owners of local businesses that feature our event flyers
Marketing	Post artist countdown on socials 5/8	3/30	Emily Petruska	TBD	Includes artist bio and when they will be performing
Logistics	Send volunteers the concert itinerary	3/30	Emily Petruska	TBD	Create a group chat for easy communication
Logistics	Plan emcee script	3/31	Elsa P and Emily P	TBD	Event beginning and end, artist introductions, COVID-19 policies
Marketing	Post artist countdown on socials 6/8	3/31	Emily Petruska	TBD	Includes artist bio and when they will be performing
Marketing	Post artist countdown on socials 7/8	4/1	Emily Petruska	TBD	Includes artist bio and when they will be performing
Logistics	Do event walk through	4/1	Elsa P and Emily P	TBD	Run through event and all materials
Marketing	Post artist countdown on socials 8/8	4/2	Emily Petruska	TBD	Includes artist bio and when they will be performing
Logistics	Finalize and confirm all remaining ideas	4/2	Elsa P and Emily P	TBD	Tie up loose ends
Day of Event					
Logistics	Review planning details	4/3	Elsa P and Emily P	TBD	Meet up as a team and go over final event overview
Logistics	Review emcee notes	4/3	Elsa P and Emily P	TBD	
<b>Logistics</b>	<b>Check weather report</b>	<b>4/3</b>	<b>Elsa P and Emily P</b>	<b>TBD</b>	<b>If rains, plan to reschedule</b>
Logistics	Arrive at location to set up	4/3	Elsa P and Emily P	TBD	Begin setting up the event (seating, ticketing area, sanitizer, etc)
Logistics	Meet up with and brief vendors and volunteers	4/3	Emily Petruska	TBD	Explain responsibilities and resources for staff and attendees

# PRODUCTION SCHEDULE

Swamp Records' Spring Showcase Production Schedule				
Description	Time	Phone No.	Managing Area	Volunteers
Volunteers arrive and receive the production schedule.	3:00p.m.		Venue	
Give out floor plan to volunteers.	4:05 p.m.		Field area	Emily Petruska and Elsa Peterson
Arrive at Heartwood Soundstage with AV Team.	3:00p.m.	407-274-8896	Stagefront	AV Team: Kevin Garcia, Ryan Smith; Elsa Peterson and Emily Petruska
Unload car	3:10p.m.	407-274-8896 951-776-3401	Parking lot	Emily Petruska, Elsa Peterson, AV Team, Lighting Team
<b>Bands arrive</b>	3:30p.m.	407-274-8896 904-667-8954	Stage and break room	Glazed, Faith and Majesty, Tamayo, Driveaway, The Forum, Polar Boys
<b>Soundcheck</b>	4:00p.m.	904-667-8954	Stage	AV Team: Kevin Garcia, Christopher Lind, Ryan Smith
<b>Lighting Check</b>	4:00p.m.	904-667-8954	Field area	Lighting Team: John Maryland, Parker Rye, Christine Rothman, Doug Withers,
Volunteers float	4:00-4:45p.m.	407-274-8896	Venue	all volunteers
Bring in tables and chairs	4:45p.m.	407-274-8896 904-667-8954	Car to field area	All hands on deck
Arrange tables and chairs according to floor plan	5:15p.m.	407-274-8896 904-667-8954	Field area	All hands on deck
<b>Vendors arrive</b>	5:30p.m.		Field area	Hundop Soaps, Smells Like Burnt Plastic, Always True Co., The Cozy Fern, Wrapped by AL, Tree Essentials, Midheaven Essentials Paris Paint, Moody Blu Vintage, Hunny Drop Co., The Eternal Lantern, Germain's Chicken Sandwiches, Radha's Kitchen
<b>Arrange vendors according to floor plan</b>	5:30p.m.	407-274-8896 904-667-8954	Field area	Elsa Peterson and Emily Petruska
Set up parking signs and entrance signs	5:30 p.m.		Gravel lot parking area	Kayleigh Thomas, Khushi Ramalagoon, Josh Richards, Summer Mayweather
<b>Set up check in table</b>	5:30p.m.	407-274-8896 904-667-8954	Front of venue	Elsa Peterson and Cam Hunter
Bring in alcohol for bar	5:30p.m.	352-667-4490	Front right of venue	Bella Clements
Ensure food vendors are set and ready	5:40p.m.	407-274-8896 904-667-8954	Field area	Thomas Good and Shannon Mercatante
Volunteer photo	6:00p.m.		Front of stage	All volunteers
<b>Doors open</b>	6:00p.m.		Front of venue	
Volunteers float	6:00p.m.		Venue	All volunteers help with whatever is left to be taken care of
Prepare for first artist and opening remarks	6:45p.m.	407-274-8896 904-667-8954	Stage	Shannon Mercatante is speaking.
Opening remarks	6:55p.m.		Stage	Shannon Mercatante is speaking.
Glazed performs	7:00p.m.		Stage	
<b>Switch scene and band equipment</b>	7:45p.m.	407-274-8896 904-667-8954	Stage	Kayleigh Thomas and Cam Hunter
Faith and Majesty perform	8:00p.m.		Stage	
<b>Switch scene and band equipment</b>	8:45p.m.	407-274-8896 904-667-8954	Stage	Thonas Good and Summer Mayweather
The Forum performs	9:00p.m.		Stage	
<b>Switch scene and band equipment</b>	9:45p.m.	407-274-8896 904-667-8954	Stage	Josh Richards and Khushi Ramalagoon
Sponors Thanks	9:50p.m.	407-274-8896 904-667-8954	Stage	Bella Clements is speaking
Tamayo performs	10:00p.m.		Stage	
<b>Switch scene and band equipment</b>	10:45p.m.	407-274-8896 904-667-8954	Stage	Kayleigh Thomas and Cam Hunter
Driveaway performs	11:00p.m.		Stage	
<b>Switch scene and band equipment</b>	11:45p.m.	407-274-8896 904-667-8954	Stage	
Polar Boys perform	12:00a.m.		Stage	
Thank our guests	12:45a.m.		Stage	Elsa Peterson and Emily Petruska are speaking.
<b>Volunteers help break down tables and chairs</b>	1:00a.m.	407-274-8896 904-667-8954	Field area	all hands on deck
Vendors pack up	1:00a.m.		Parking lot and field area	any floating volunteers help vendors
<b>Clean-up</b>	1:45a.m.		Field area	all hands on deck
Load supplies to the car	2:15a.m.	407-274-8896 904-667-8954	Parking lot	
Head home	2:15a.m.		Parking lot	

# BUDGET

Budget - Swamp Records Spring Showcase						
Event hours total: prep + show + clean up						
		Estimated			Actual	
Total Expenses						
		Estimated Total	Unit	Cost Per Unit	Actual	Notes
<b>Entertainment</b>						
Artists						
	The Forum	\$300				Prices recommended by artists.
	Tamayo	\$250				
	Driveaway	\$300				
	Glazed	\$100				
	Faith and Majesty	\$200				
	Polar Boys	\$850				
<b>Totals:</b>		\$2,000				
<b>Admin</b>						
Swag Bags						
	Pens	\$50	100	\$2		
	Stickers	\$90	100	> \$2		
<b>Totals:</b>		\$140				
<b>Food and Beverage</b>						
	Food Vendors	\$250	5	\$50		
	Venue Bar	\$200				
	Bartender		1		\$0	Volunteer
<b>Totals:</b>		\$450				
<b>Health and Safety</b>						
	First Aid Kit	\$100	1			
	Masks	\$27.18	2 pack of 50	\$13.59		Found on Amazon
	Hand Sanitizer	\$39.99	1 pack of 8			Found on Amazon
	Lysol Disinfecting Wipes	\$22.35	5 packs of 1	\$4.75		Found on Amazon and certified to disinfect
	COVID-19 policy staff	\$0		0	0	volunteers
	Contingency	\$415				
<b>Totals:</b>		\$190				
<b>Venue and Staff</b>						
	Heartwood Soundstage	0			0	free for Swamp Records because we provide volunteers
	Swamp Records Staff	0		0	0	volunteers
	Venue Staff	0		0	0	volunteers
<b>Totals:</b>		\$0				
<b>Marketing</b>						
	Posts on social media	TBD				
	Instagram promotion	TBD				
	Facebook promotion	TBD				
	Flyers	TBD				
<b>Totals:</b>		\$3,195			TBD	

# MARKETING MATERIALS

**SWAMP RECORDS**

## SPRING SHOWCASE

*A socially distanced outdoor concert featuring regional and local artists!*

**April 3, 2021**  
**Heartwood Soundstage**  
**Doors @ 6pm // Show begins @ 7pm**  
*\*masks and distancing enforced\**

**FEATURING**

**POLAR BOYS DRIVEAWAY**  
**TAMAYO THE FORUM**  
**FAITH & MAJESTY GLAZED**

\$10 pre-sale/\$12 at the door  
 for more info follow @SwampRecordsUF  
 or visit heartwoodsoundstage.com

## Print flyer

## Artist countdown post

Spring Showcase - Spring Showcase - Spring Showcase - Spring Showcase

**DRIVEAWAY**

Saturday April 3rd  
 Heartwood Soundstage

Spring Showcase - Spring Showcase - Spring Showcase - Spring Showcase

## Event program

**SWAMP RECORDS**  
**SPRING SHOWCASE**  
 EVENT PROGRAM

**APRIL 3RD**  
 7 P.M. - 1 A.M.

**HEARTWOOD SOUNDSTAGE**

<b>DOORS OPEN</b>	6:00 P.M.
<b>OPENING REMARKS</b>	6:55 P.M.
<b>PERFORMANCES BEGIN</b>	
<b>GLAZED</b>	7:00 P.M.
<b>FAITH AND MAJESTY</b>	8:00 P.M.
<b>THE FORUM</b>	9:00 P.M.
<b>THANKS TO OUR SPONSORS</b>	9:45 P.M.
<b>TAMAYO</b>	10:00 P.M.
<b>DRIVEAWAY</b>	11:00 P.M.
<b>POLAR BOYS</b>	12: 00 A.M.

*\*Please maintain 6-feet of social distancing and wear your mask at all times.\**

## COVID-19 safety post

**COVID-19 PROTOCOLS**

- Social distancing is required.
- Event venue will be capped at 25% capacity.
- All live audience performances will be held outdoors.
- Masks are required everywhere on the property with the exception of the designated seating and standing areas, spaced more than 6 feet apart.
- Extra masks and hand sanitizer provided.
- CDC guidelines are enforced by security.

**THANK YOU!**



# SITE PLAN

## VENUE LAYOUT



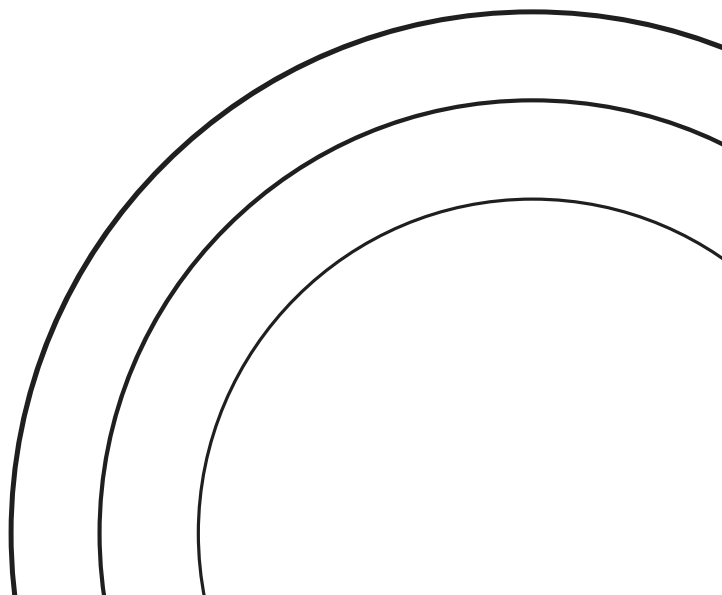
This venue layout includes spacing for patron seating, vendor set-up and stage locations. This layout also shows parking and load-in areas and indicates the type of seating choices available for groups.

## EVENT REFLECTION

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Swamp Records' Spring Showcase event ran smoothly due to the help and participation of our Swamp records volunteers. Volunteers helped set up for the event as well as remained professional during their individual positions once doors opened. They were especially helpful at the ticketing check-in tents and as event staff to help promote distancing and enforce the mask policy. Volunteers also remained professional and even were able to assist vendors when needed. Lastly, they helped work a merchandise table which helped contribute additional profits to the artists involved. Heartwood Soundstage also provided the best outdoor venue that was spacious and fit our theme of nature and blooming back into live music for spring.

An improvement that could be made for next year includes moving the event earlier so that it ends earlier. This way, more people are able to attend, and it also turns the event into a day event. This way patrons would be able to spend their Saturday at the event and visit the different vendors before watching the performances. We would also add a longer period of time to explain Swamp Records' mission and benefits compared to just the introductory remarks.



# SPRING SHOWCASE EVENT PORTFOLIO

Emily Petruska & Elsa Peterson



**HEARTWOOD**  
S O U N D S T A G E