

Southern Advisory Committee

Portola Music Festival

Presented by:

Erin Bilbo, Regional Director of Operations of Goldenvoice

Tim Le, Regional Festival Director of Goldenvoice

Jordan Langer, CEO of Non Plus Ultra

Festival Recap

Event Dates: **September 30 & October 1, 2023**

Saturday Attendance: **31,000**

Sunday Attendance: **24,000**

Event Ages: **21+**

Expected Demographic: **27 - 35 years of age**

Community Outreach & Relations

- Hosted successful Virtual Hiring Fair
 - Call center fully staffed by the fair
 - Many box office and guest services employees also hired via the fair
- Increased and expanded neighborhood cleaning led to only two complaints from surrounding neighbors
 - Expanded in the moment to cover ground mentioned by complainants
- Continued success offering first on-site opportunities to restaurants and cafes in Bayview and adjacent neighborhoods
- Half of our food and beverage vendors on-site were local, including our Main VIP Pop-Up restaurant, Farmhouse Kitchen Thai Cuisine, who sold out of reservations, and returning vendors Yes Pudding, Peaches Patties, and Vegan Hood Chefs

PORTOLA

CAREER EXPLORATION

Wednesday
Sept. 27, 2023
9am - 3 pm

@ The Midway



The Career Exploration program offers participants the chance to learn first-hand from industry professionals about careers in live music.



GOLDENVOICE

THE
MIDWAY

- Applicants sourced from City College of San Francisco, Covenant House, Kingmakers of Oakland, Portola's Hiring Fair, and around the Bay Area
- Total of 30 participants
- Day included tours of The Midway and Portola Festival grounds, ice-breakers, and a panel conversation and Q&A with NPU and Goldenvoice employees
- Overwhelmingly positive feedback from participants, anxious to be included in future similar events

PROJECT *Wreckless*



- Project Wreckless, based in Bayview, provides Tools for Life for at-risk youth through an immersive curriculum centered around the restoration of badass cars.
- Through the 24 - week program, participants are taught practical trade and management skills, teamwork, training, and life skills.
- Each participant spends 12 weeks in the mechanic role, then 2 weeks in each other role as program manager, accounting manager, human resources manager, parts manager, safety manager, and community manager.
- Their support also extends past the program to help participants get back into school, receive their GED, and/or find sustainable work.

Sound Management

- Halved the overall number of complaints received from last year
- Majority of complaints came directly to the Portola Call Center via our hotline instead of 311
- No complaints on Friday during sound check, minimal complaints on Saturday throughout the day and night, overwhelming majority of complaints came Sunday night after 6PM from Alameda

Recap

Dates on Site at Pier 80: **September 21 - October 4, 2023**

Event Dates: **September 30 & October 1**

Event Hours Outside: **1:00PM - 11:00PM**

Overall

Overwhelmingly positive feedback internally and externally for year two, with the expected demographic, but slightly lighter sales than we would have hoped, setting us up for an exciting future if we're afforded the opportunity

Community Outreach & Relations

Great results from our increased and expanded outreach and inspired by the continued success of our hiring fair and food & beverage vendors and new successes in our career exploration and bringing on new local partners

Sound Management

Despite still receiving many complaints on Sunday, impressed by the progress we were able to make overall mitigating sound bleed into neighboring areas, and eager to work on further improving

Thank you all for your time!