

youfocus

# YOUR CHALLENGES

- 1.** Establish the new “look and feel” of the River City Rockfest
- 2.** Expand the audience beyond the past, core Rockfest attendees
- 3.** Sustain engagement and ticket sales during the summertime lull
- 4.** Re-engage frustrated fans

1028

# RESEARCH

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# ON-THE-STREET INTERVIEWS

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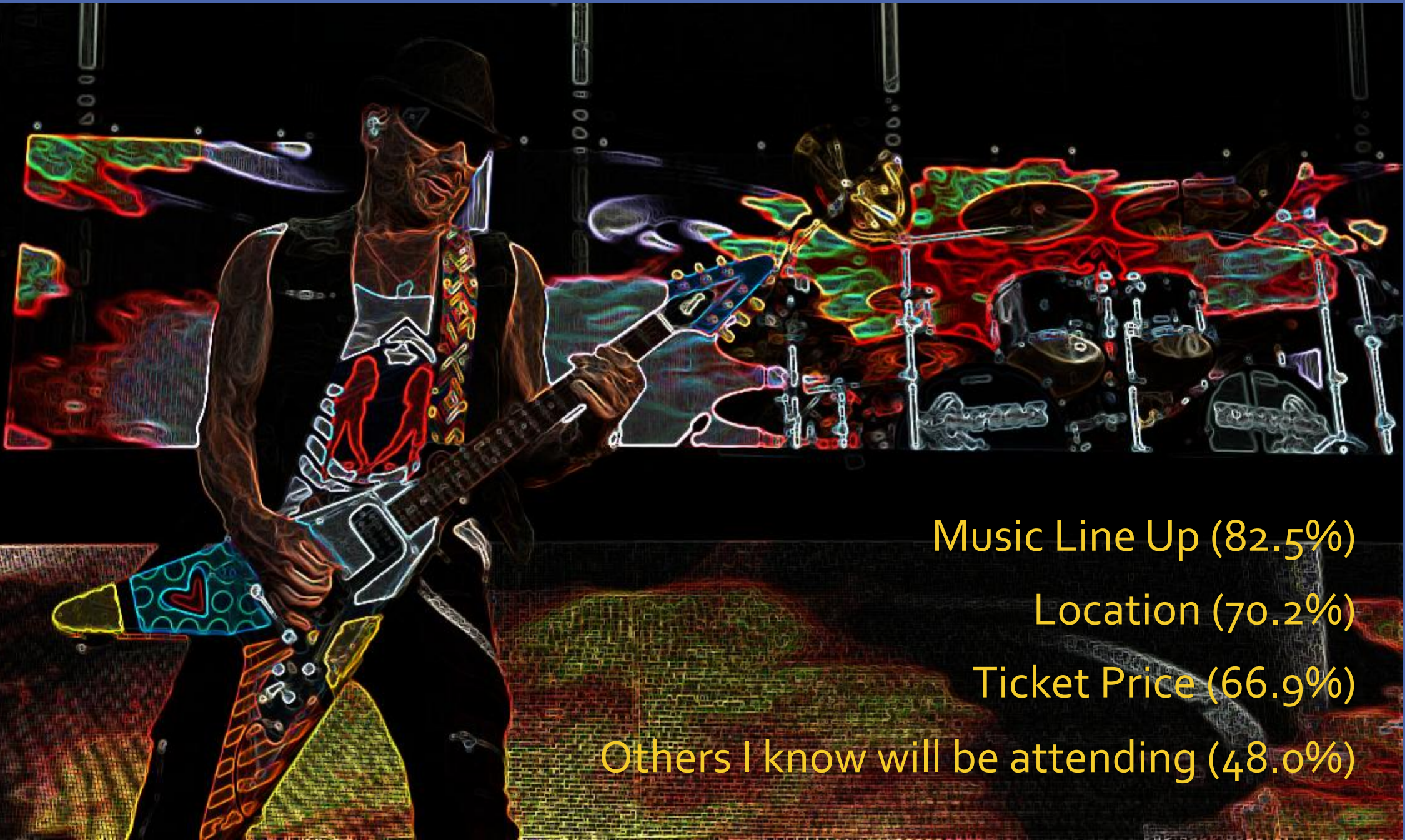


# ONLINE SURVEY

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A photograph of a large crowd of people at a concert, with their hands raised in the air. The image is overlaid with the year "1993" in large, bold, yellow text. The background is dark, and the crowd is illuminated by stage lights. The overall style is high-contrast and energetic.

1993



Music Line Up (82.5%)

Location (70.2%)

Ticket Price (66.9%)

Others I know will be attending (48.0%)

92.9%



What activities would you participate in at a music festival?

Local food trucks (72.6%)

Local breweries (51%)`

Local art (42.7%)



A photograph of a dense crowd of people at a festival. The image is overlaid with a white, glowing outline effect. Several people are holding up their smartphones to take photos or videos. In the foreground, a person's hand is visible holding a smartphone. In the background, a man with a black cap and a woman with a black top are visible. The overall atmosphere is busy and energetic.

crowds

weather

high  
cost of  
festival  
foods

bathroom facilities

drunk fans



54  
(2.7%)

Music Line-Up: 84.9%

Sound quality: 81.1%

Security and Safety: 70.0%

Food and Drink Offerings: 54.9%

Water: 52.9%

Restrooms: 49.0%

Disability Accommodations: 26.9%





# AUDIENCE PERSONAS

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# RIVER CITY ROCKERS







81.5%



66.7%



62.2%



56.8%



42.7%



34.8%

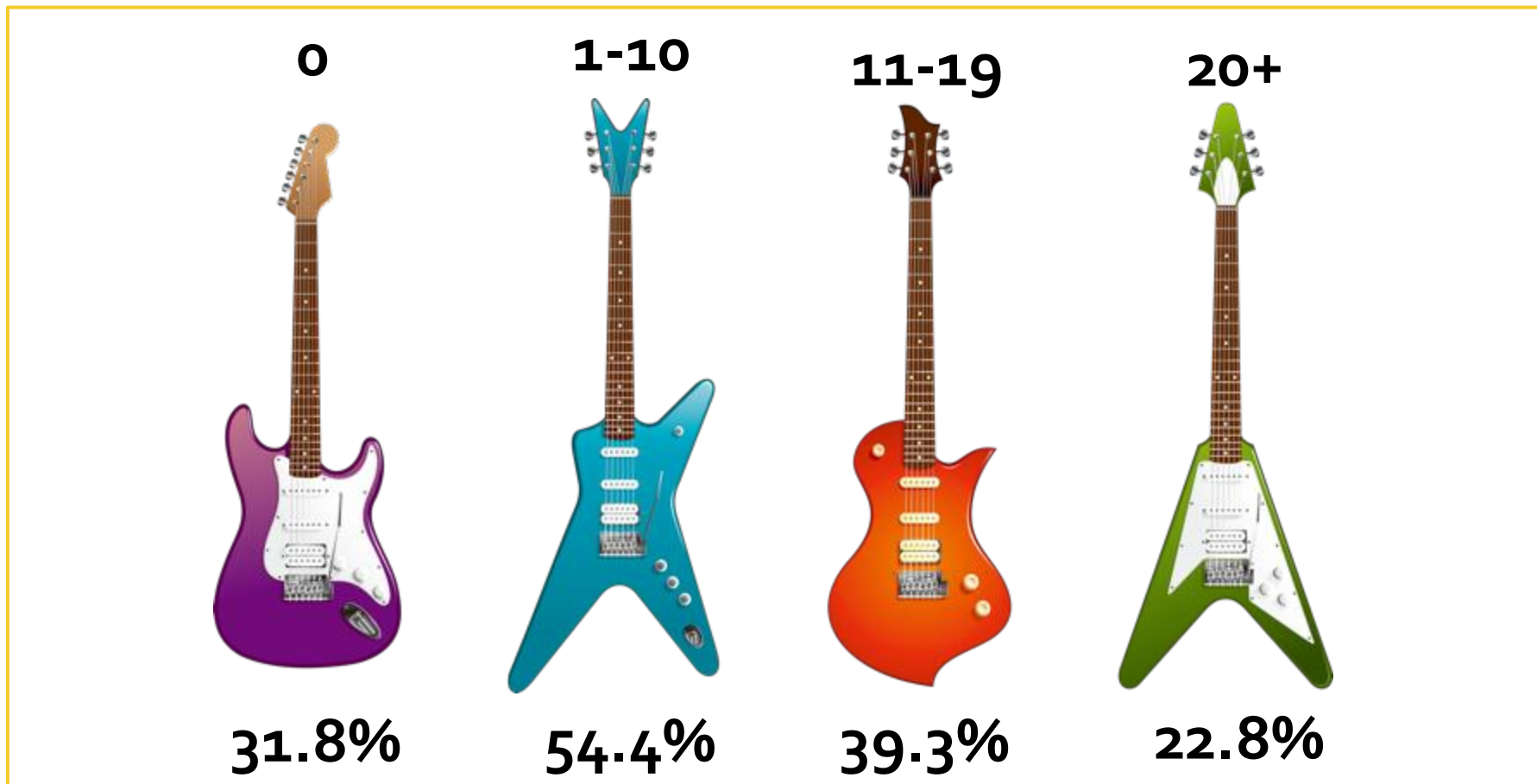


24.5%

31.8%



# How many concerts or music festivals have you seen in the past five years?

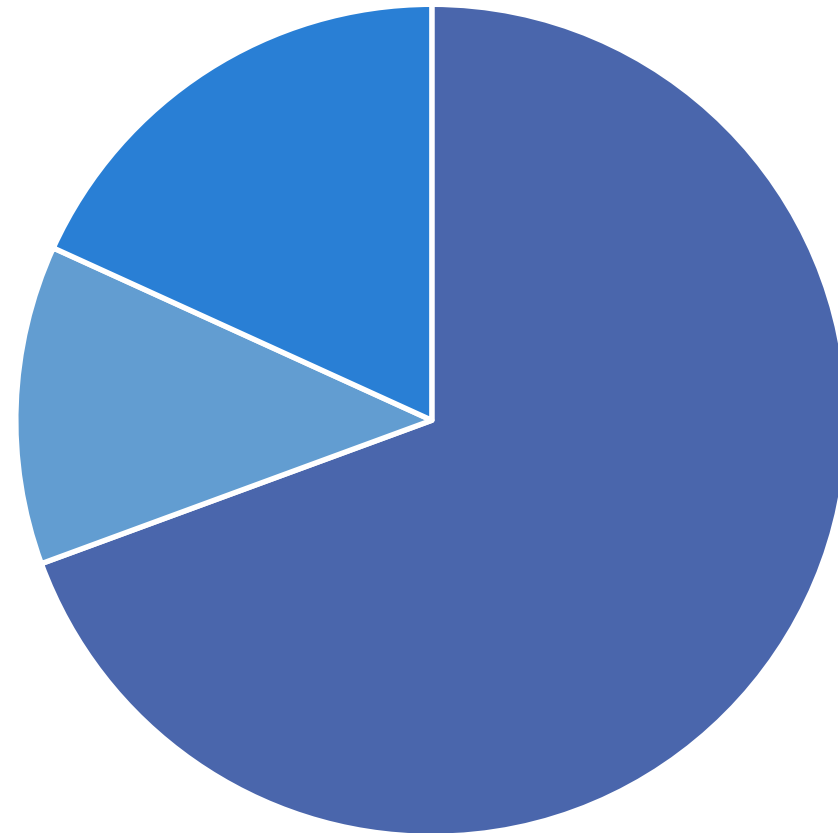


# Which best describes how you feel about music festivals?

**FESTIVAL FRIENDLY – 69.4%**

**FESTIVAL CURIOUS – 12.4%**

**FESTIVAL FOES – 18.2%**



# ESTABLISHED MILLENNIALS

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84.8%



83.9%



56.5%



55.4%



53.0%



28.0%



26.9%



26.5%

59.2%





81.5%

# EARLY CAREER MILLENNIALS

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91.8%



82.8%



71.9%



70.9%



66.2%



44.1%



35.0%

60.6%



# THE “NEW” ROCKFEST

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# Amplify Your Weekend.



**PHASE ONE:** FAN RE-ENGAGEMENT

**PHASE TWO:** LINEUP LAUNCH

**PHASE THREE:** SUSTAINING SUMMER  
TICKET SALES

**PHASE FOUR:** THE FESTIVAL



**PHASE ONE**

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**FAN RE-ENGAGEMENT**

# 1. LIVESTREAM APOLOGY

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Compose

Inbox 1,855

Starred

Snoozed

Sent

Drafts 20

More

Anna +

### River City Rockfest Facebook Live stream Inbox x



River City Rockfest

to me

3:41 PM (2 minutes ago)

Dear fellow rockers.

By now, we know you have all heard about the cancellation of River City Rockfest 2019. We are very sorry for the inconvenience of this, and we understand this is a time of frustration and confusion for most. We, the organizers of the festival, wanted to let you know that on Monday, July 1st at 6pm, we are hosting a live stream on the River City Rockfest Facebook page, where we are hoping to address all of your concerns and answer all of your questions. We hope you will join us.

-Your RCRF team



Reply

Forward



No recent chats  
[Start a new one](#)

# RIVER CITY ROCKFEST

**WE'RE ON IT...**

**THANK YOU TO EVERYONE WHO JOINED US ON JULY 1ST.  
NEXT MONDAY AT 6PM, PLEASE JOIN US FOR A SECOND  
CONVERSATION FOCUSED ON HOW WE PLAN TO MAKE  
RIVER CITY ROCKFEST 2020 THE BEST EVER.**

**@RIVERCITYROCKFEST**

**RIVERCITYROCKFEST.COM**



# RIVER CITY ROCK FEST

## RCRF 2019-2020 SCHEDULE

AUG. 2019 - ROCK TALK (FIRST TUESDAY OF EVERY MONTH)

OCT. 2019 - ROCKTOBER COSTUME CONTEST

DEC. 2019 - 12 DAYS OF ROCKMAS

JAN. 2020 - 100 DAY COUNTDOWN TO LAUNCH

FEB. 2020 - WE HEART ROCK

MAR. 2020 - SAN ANTONIO BAND SHOWDOWN


APR. 2020 - FIESTA METALS FOR MEDAL

MAY 2020 - ROCKFEST STREETFEST

JUNE 2020 - ROCKFEST RESPONSIBILITY

AUG. 2020 - GUITAR CENTER PICK SCAVENGER HUNT

SEP. 2020 - SLACHER SPECIAL PROMOTION



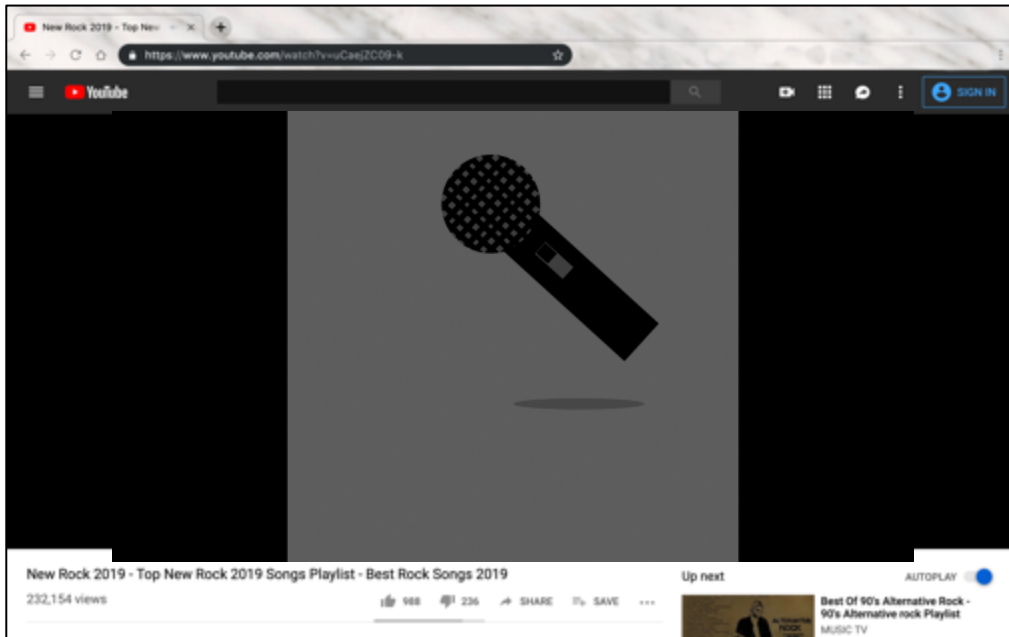
@RIVERCITYROCKFEST

RIVERCITYROCKFEST.COM

## 2. ROCK TALK

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# ROCKTALK

WITH LYNNWOOD KING AND RUBY GARZA

@RIVERCITYROCKFEST



STREAMS START AT NOON

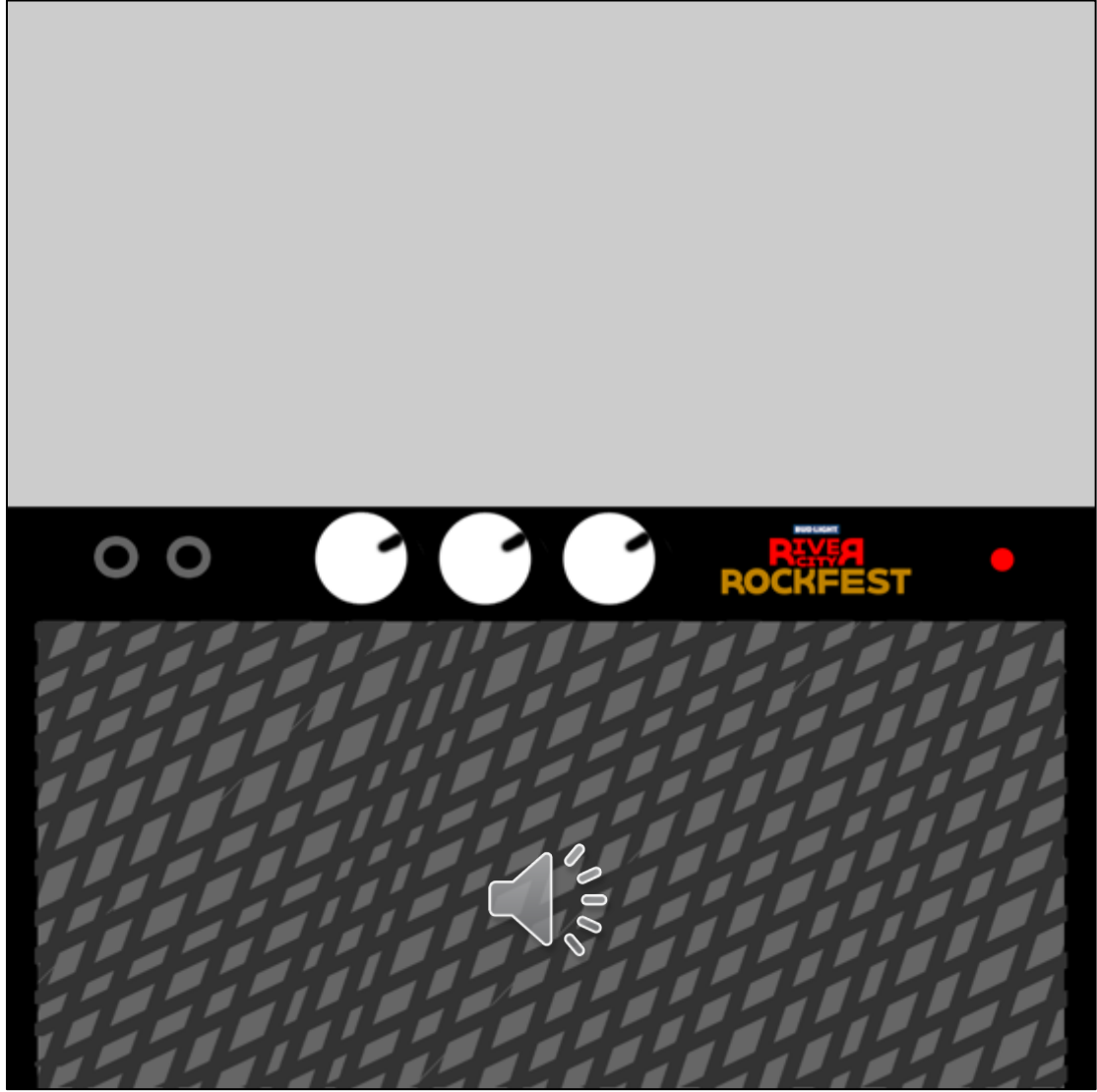


Powered by: **RIVER CITY ROCKFEST**



- 8.6.19 – Your favorite San Antonio music memories?
- 9.3.19 – Who is your favorite local Band?
- 10.1.19 – What was your first concert?
- 11.5.19 – Who would you want to see at Rockfest 2020?
- 12.3.19 – Favorite memories from past Rockfest?
- 1.6.20 – Who do you want to hear new music from this year?
- 2.4.20 – Favorite music venue in San Antonio?
- 3.3.20 – Favorite band of all time?
- 4.7.20 – Favorite rock song of all time?
- 5.5.20 – Thoughts on the 2020 Rockfest lineup?

**RIVERCITYROCKFEST.COM**





# 3. ROCKTOBER

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# 4. 12 DAYS OF ROCKMAS



**River City Rockfest**  
 Today at 02:30 · 🌐

On the first day of Rockmas, the Rockfest gave to me, a jam fest in the city  
[See translation](#)



ON THE 1ST DAY OF ROCKMAS

▶ -1:02 ⚙️ 📺 ↻ 🔊


👍👍👍 54.878      38 comments  
 2.729 sharings  
 100.543 views

👍 Like      💬 Comment      ➦ Share

📶 2:34 PM 🔋

📷 Instagram 📍

**rivercityrockfest**  
 AT&T Center



ON THE 4TH DAY OF ROCKMAS

❤️ 💬 📍 📌

486 likes

**Rivercityrockfest** On the fourth day of Rockmas, the Rockfest gave to me, 4 Stone Temple Pilots, 3 Bouncing Stages, 2 Packed days, and a jam fest in the city.

🏠 🔍 + ❤️ 📷

# 5. COUNTDOWN TO LINE UP REVEAL

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# 6. WE ❤️ ROCK

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99.5 KISS

*Rocks San Antonio*







# 7. ROCK SHOWDOWN



# SAN ANTONIO ROCK SHOWDOWN

Vote for your favorite of the top five final band...  
The top band gets to play in this years

RIVER  
CITY  
ROCKFEST

Go to [RIVERCITYROCKFEST.com/showdown](http://RIVERCITYROCKFEST.com/showdown)  
for more information



#RCRF20

[RIVERCITYROCKFEST.COM](http://RIVERCITYROCKFEST.COM)

# SAN ANTONIO HOWDOWN

Nominate the San Antonio band you want  
to play at River City Rockfest 2020

Go to [RIVERCITYROCKFEST.com/showdown](http://RIVERCITYROCKFEST.com/showdown)  
for more information

Powered by

RIVER  
CITY  
ROCKFEST

#RCRF20

[RIVERCITYROCKFEST.COM](http://RIVERCITYROCKFEST.COM)





Imagine Dragons [Gurtenfestival 2017] FULL SHOW [HD]

215,271 views

👍 2.8K 🗨️ 92 ➦ SHARE 📌 SAVE ⋮

Get Grammarly **IT'S FREE!**  
Ad grammarly.com

Up next AUTOPLAY

Imagine Dragons - Live at Pukkelpop 2018 (Full Show HD)  
DISTURBED FAN CHANNEL  
889K views  
1:05:14

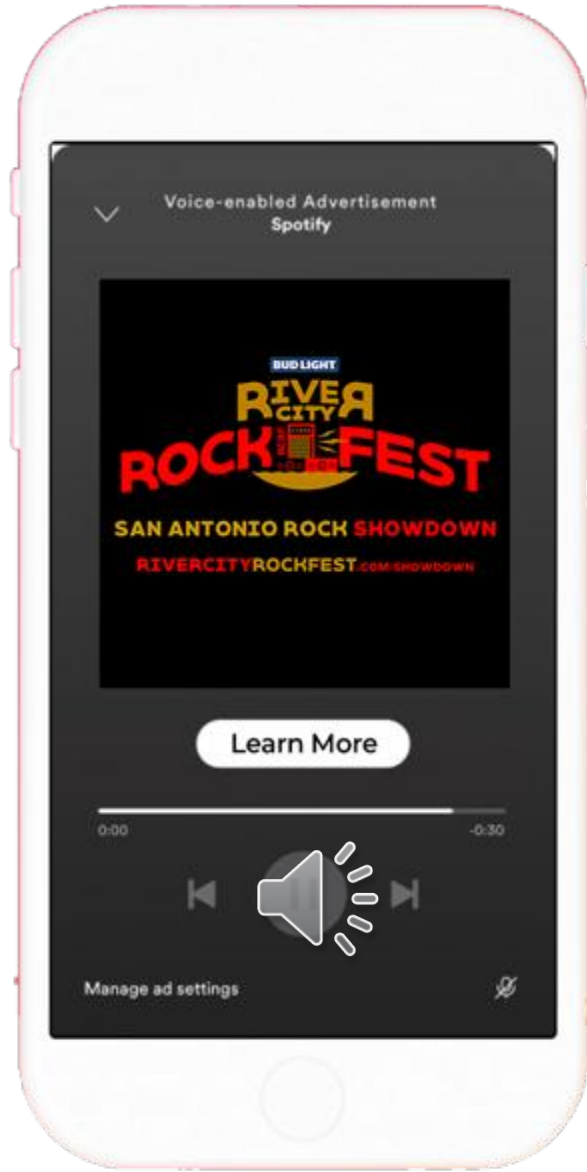
Mix - Imagine Dragons [Gurtenfestival 2017] FULL SHOW...  
YouTube  
50+

Inside the mind of a master procrastinator | Tim Urban  
TED  
Recommended for you  
14:04

Stephen King On Twilight, 50 Shades of Grey, Lovecraft &...  
umasslowell  
Recommended for you  
55:52

Red Hot Chili Peppers Carpool Karaoke  
The Late Late Show with Ja...  
47M views  
15:35

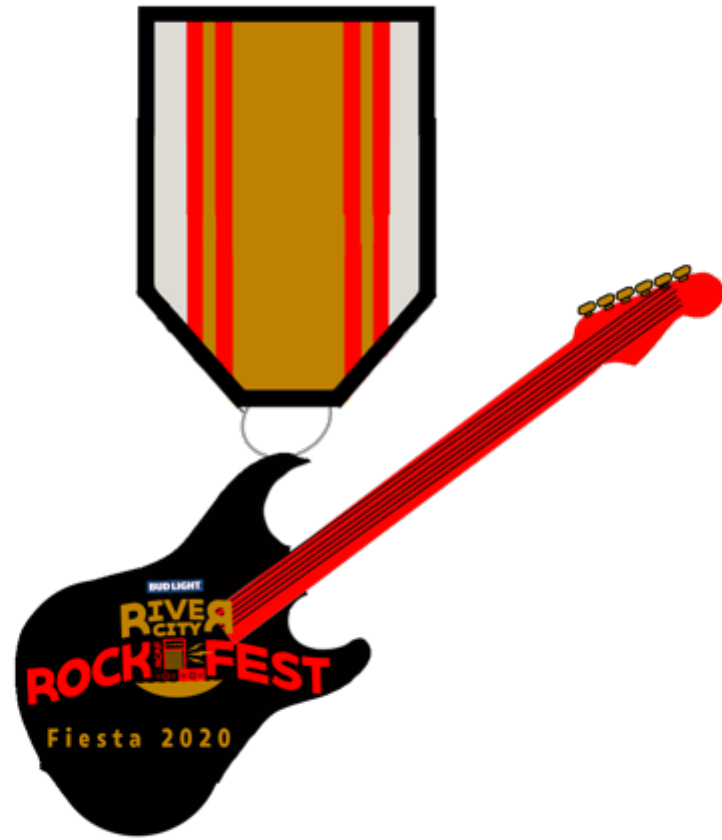
Mary I - Bloody Mary (British Monarchy Documentary) |...  
Timeline - World History Docume...  
1:00:00



# 8. MEDALS FOR METAL

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**PHASE TWO**

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**LINEUP LAUNCH**




# 1. ROCKFEST STREETFEST

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 **River City Rockfest** Today at 12:43 · 🌐

Join us May 2nd for the unveiling of the 2020 River City Rockfest lineup. The lineup will be revealed through the form of street art by Nik Soupé. There will be Food, music and more. Find more info at <http://rivercityrockfest.com/streetfest>

# ROCKFEST STREETFEST

Join us May 2, 2020  
Essex Modern City



👍❤️👾 150 118 comments 14 Shares

👍 Like    💬 Comment    ➦ Share

Instagram 2:34 PM

 **rivercityrockfest** AT&T Center

## ROCKFEST STREETFEST

Live Street Art, Block Party and Lineup Unveiling  
**MAY 2, 2020**  
ESSEX MODERN CITY  
FEAT. THE ART OF NIK SOUPÉ



104 likes

**rivercityrockfest** Join us May 2 for the unveiling of the 2020 River City Rockfest lineup. The lineup will be revealed... more

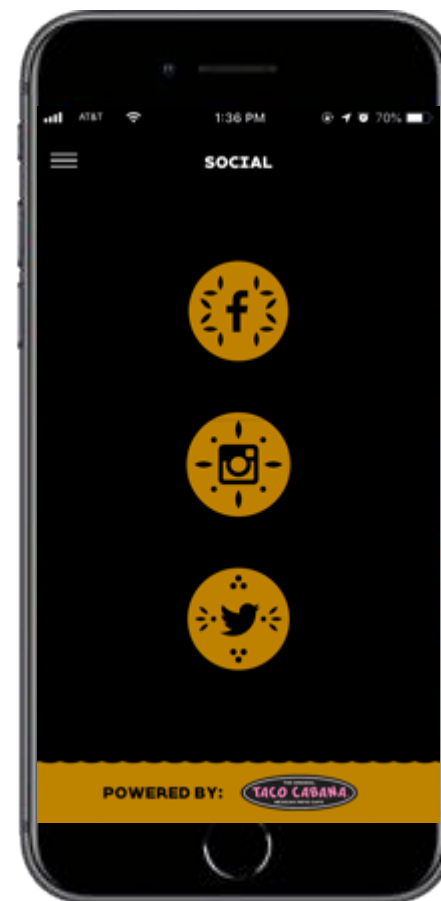
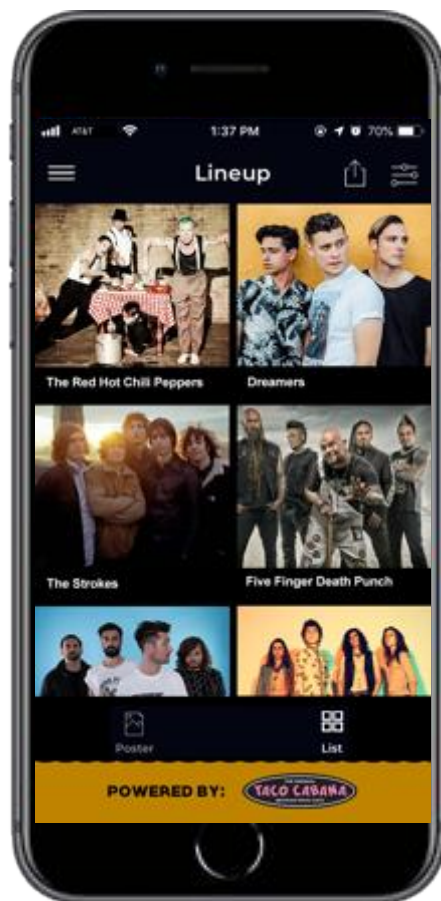
🏠 🔍 + ❤️ 🌐





## 2. ROCKFEST APP

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# 3. SPOTIFY ROCKFEST PLAYLIST

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- Home
- Search
- Your Library
- RECENTLY PLAYED

### Playlists made just for you



Discover Weekly

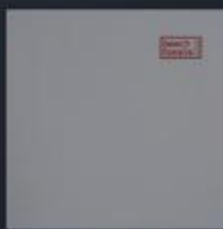


Release Radar

### Top recommendations for you



Rockfest 2020 Playlist  
River City Rockfest



Somersault  
Beach Fossils



Let It  
Vivid Youth



Skylight  
Pinegrove



We Can Die For  
Tennis

- Install App
- ryantherocker

Inch Nails	The Downward Spiral	6:13
Mud	Black Soda	4:46
Bad	Green Stone (Remastered)	4:16
alized	Tendencies - Suicidal Tendencies	3:49
monds	on A Burning Body - King of Diamonds	3:25
ing Man	Playing for Keeps	3:39
d Clover	The Blackhearts - I Love Rock 'N' Roll (Expanded Edition)	3:17
	HELLYEAH	3:30
	Vonder What's Next (Expanded Edition)	3:58
	awolf - Love Story	4:35
Electric Worry	Clutch - From Beale Street to Oblivion	5:14
Bodies	Drowning Pool - Sinner	3:21
Plush	Stone Temple Pilots - 90 from the 90's	5:10
Bad Reputation	Joan Jett & The Blackhearts - Bad Reputation (Expanded Edition)	2:49

# PHASE THREE

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**SUSTAINING SUMMER  
TICKET SALES**

# 1. RESCUE DOGS THAT ROCK!

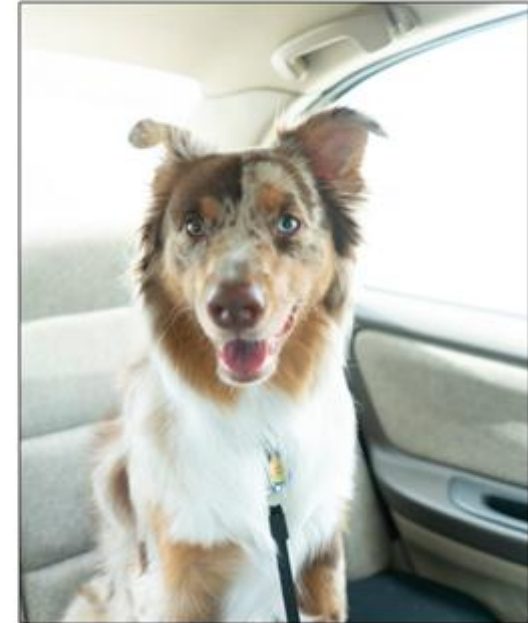
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# RESCUE DOGS THAT ROCK!

## What is Rescue Dogs That Rock?

**Rescue Dogs That Rock!** is a partnership between The River City Rockfest team, The San Antonio Humane Society, and The Hyatt Regency San Antonio Riverwalk to help out our furry rockstar friends. Starting in June, when you purchase your ticket to the Rockfest, you will be given the option to add a \$10 donation to The San Antonio Humane Society to your purchase. That \$10 dollar doantion will go to The San Antonio Humane Society, directly benefitting the rock'n animals in their care.

When you choose to donate to these animals you will be entered for a chance to win a free two night stay at The Hyatt Regency San Antonio Riverwalk for the duration of the Rockfest.



MEET  
THE RESCUE DOGS THAT ROCK!



RESCUE DOGS THAT ROCK!




OS Linking Park- Numb (Dog V... x +

https://www.youtube.com/watch?v=TuE2jmayU

Apps Team TUC at Trinity Univer... T-mail RLF Essentials of conditi... Presence Tspace Inclusion and Learn... Majestic Season Tic... San Antonio Public... Teacups & Tiaras St... TEXTBOOKS

YouTube dog rock music



Up next AUTOPLAY

- Top 10 Gabe the dog bork remixes  
eflgar20  
2.8M views  
6:29
- The Californians: Karina Returns - SNL  
Saturday Night Live  
Recommended for you  
7:24
- These Owners Are Scared Of Their Cat's Sudden Violent...  
Animal Planet  
3M views  
7:50
- 12 Office Pranks That Totally Flummoxed Dwight Schrute (...)  
COZI TV  
Recommended for you  
11:37
- More Cowbell - SNL  
Saturday Night Live  
Recommended for you  
5:43
- The Dog From Hell: Talkulah | Full Episode | It's Me or the Dog  
It's Me or the Dog  
302K views  
New  
72:40
- Scary women in X Factor  
André Rieger  
15M views  
4:24
- THE VILLAINS LAIR (Ep.1) What Goes Around Comes Around (...)  
PattyCake Productions  
Recommended for you  
4:38
- How I Met Your Mother tribute: Mother Death Foreshadowing...  
Negev Asaf  
Recommended for you  
7:49

Linking Park- Numb (Dog Version)

634,952 views

13K 234 SHARE SAVE ...

Cesar P  
Published on Apr 21, 2016

Show some love by subscribing

SHOW MORE

SUBSCRIBE 4K

Windows taskbar: 10:50 AM 6/14/2019

## 2. CELEBRATING SA ROCK HISTORY

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# The Heavy Metal Capital of the World: A Look into SA's rich rock history



# 3. GUITAR PICK SCAVENGER HUNT

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# 4. THE SLACKER SPECIAL

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Instagram



rivercityrockfest  
AT&T Center



23 likes

**rivercityrockfest** Hey Rockers, have you still not bought your RCRF ticket? Well, here's your chance. The Slacker Special is a 24-hour Flash Sale that comes with a \$10 discount... more





**PHASE FOUR**

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**THE FESTIVAL**

# 1. SNAPCHAT LENS

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## 2. MOBILE CHARGING STATIONS

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# 3. ROCK RESPONSIBLY WRISTBANDS

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**ROCK RESPONSIBLY**

**RYER  
ROCKFEST**

**ROCK RESPONSIBLY**

**RYER  
ROCKFEST**

**ROCK RESPONSIBLY**

# 4. SAN ANTONIO SQUARE

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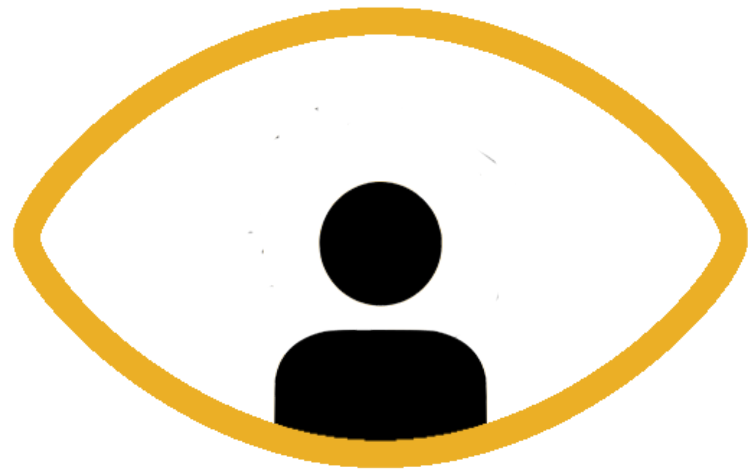


**PHASE ONE:** FAN RE-ENGAGEMENT

**PHASE TWO:** LINEUP LAUNCH

**PHASE THREE:** SUSTAINING SUMMER  
TICKET SALES

**PHASE FOUR:** THE FESTIVAL



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