

The Winnetka Music Festival



New music. Around every corner.

What's the issue?

“We need more excitement in the village”

Need to engage more patrons for our downtown businesses. Winnetka businesses can't survive on just Winnetkans

We need events that reflect the unique, high quality nature of our village.



The Concept and Objective

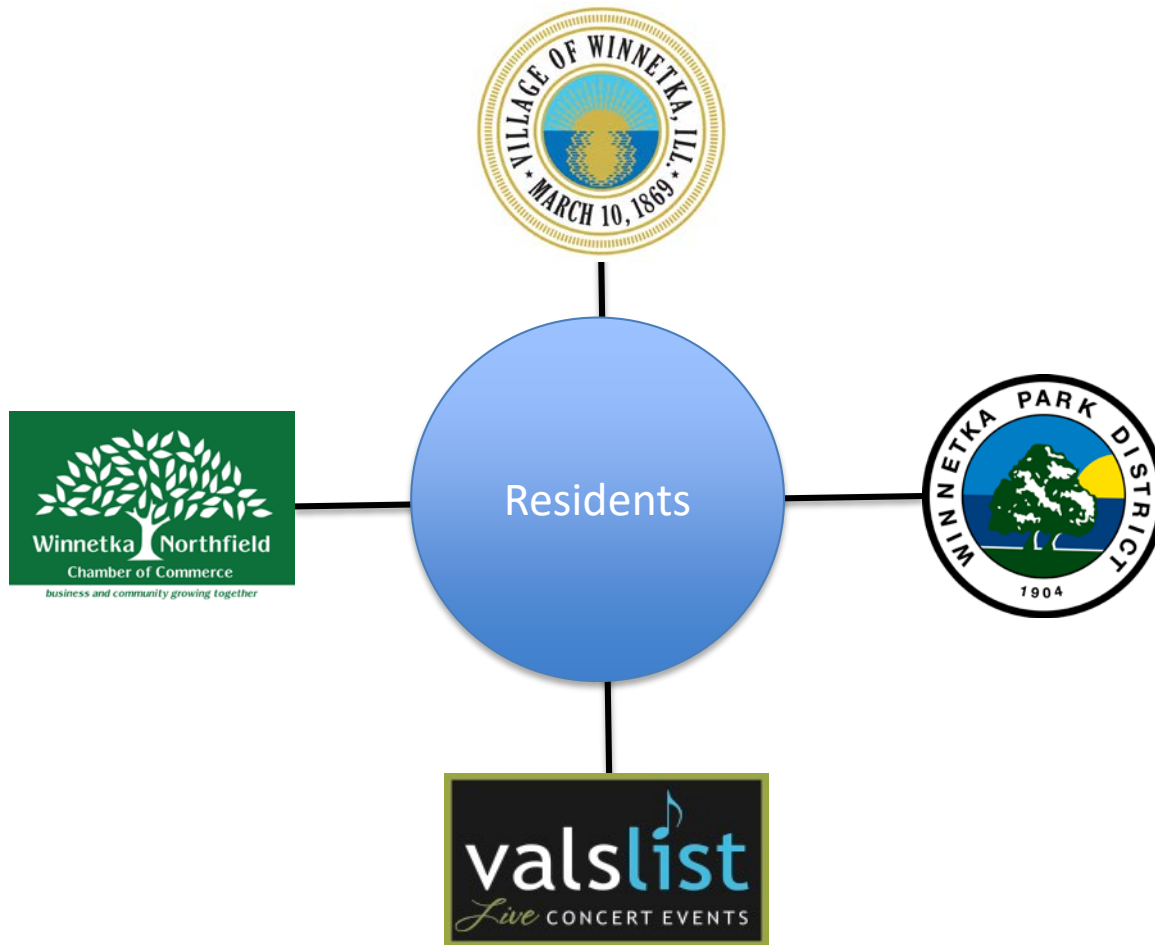
- Objectives
 - Create a unique branded event that has a “hip” image for Winnetka
 - Increase activity in and visibility of the business district
 - Strengthen community engagement and pride



- Concept
 - 24 hour music festival
 - High quality professional touring musicians who are some of the best emerging groups in the country
 - Immerse the event in our parks, our businesses and in our streets



Making it happen



So, What's Happening?

- **24 Hours of Music**

 - **Friday Night June 23**

 - Outdoor kick off concert with The Accidentals

 - **Saturday June 24**

 - More than a dozen musical acts
 - 11:00 – Kick-off Family Stage
 - 12:00 – 7:00
 - Performance across two main stages and two indoor stages as well as street musicians throughout the Elm Street business district
 - Family Stage with performances, music lessons and music participation
 - Street musicians throughout the downtown
 - 7:30 – 9:00 – Closing act on Lincoln Ave

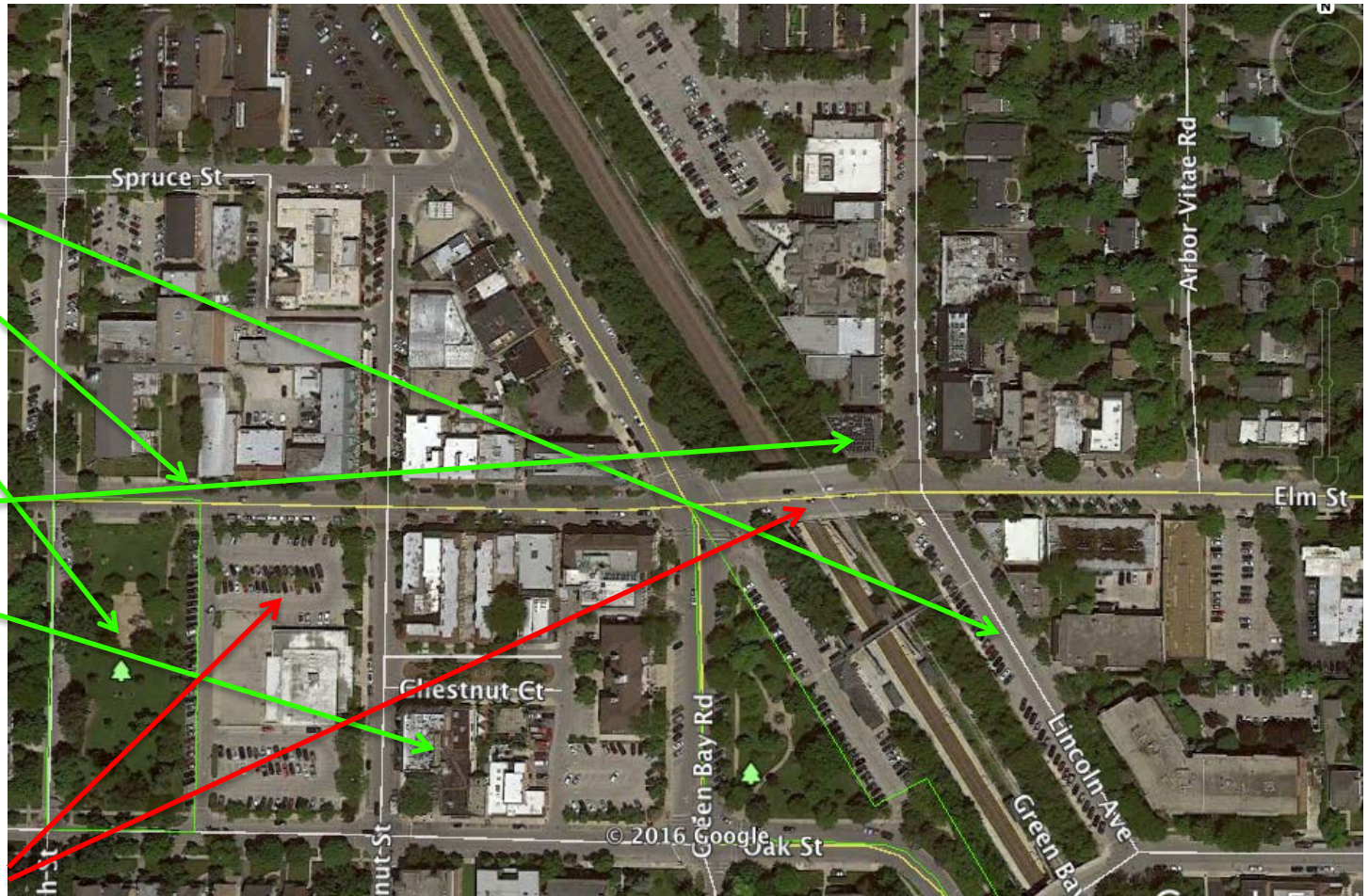
- **Festival Atmosphere**

 - Food Trucks
 - Craft beers and wine



The poster for the Winnetka Music Festival 2017 features a central graphic of a guitar body filled with musical notes and instruments. The text 'WINNETKA Music FESTIVAL' is prominently displayed at the top, with '2017' in yellow below it. A circular tagline reads 'NEW MUSIC. AROUND EVERY CORNER.' The event dates are 'FRIDAY & SATURDAY JUNE 23RD AND 24TH'. The lineup includes The Accidentals, Logan Brill, Alabaster, Heather Maloney, The War on Peace, Brendan James, Joe Hertler & The Rainbow Seekers, Great American Canyon Band, and Jared and The Mill. A call to action says 'STAY TUNED, OUR HEADLINER IS ANNOUNCED MAY 13TH. IT'S GONNA BE A WILD NIGHT!' and the website 'WINNETKAMUSICFESTIVAL.COM' is provided. The poster also lists sponsors and partners, including BMO, Farmers Bank, Fields, BOW, and valstlist.

Where is it happening?



Outdoor Stages

- BMO-Harris Stage
- Fields Auto Group
- Family Stage in Dwyer Park

Indoor Stages

- Little Ricky's
- Trifecta

Street musicians throughout the downtown

Craft beer and wine and food trucks

Who's Performing?

- The Accidentals - *folk/indie/rock/classical/pop/funk* A sound the runs from Paul Simon to Led Zeppelin
- The War on Peace - *The Fray*
- Joe Hertler and the Rainbow Seekers - R&B, funk, soul,
- Brendan James – Piano-based pop singer/balladier If you like *Billy Joel* you'll get in to Brendan
- Great American Canyon Band - Husband-wife duo. A cosmic American music feel
- Heather Maloney - Joni Mitchell voice -- gorgeous crisp impressive
- Alabaster - Psychedelic blues-rock jam band much like the Doors or Grateful Dead
- Logan Brill - Rising star in Nashville, country singer.
- Jared and The Mill – a sound like *Mumford & Sons* or *The Avett Brothers*



Saturday Closing Act to be Announced in May

How can I get involved?

- Join us as a volunteer
- Donate a banner
- Follow us
 - www.winnetkamusicfestival.com
 - Facebook – winnetkamusicfest
 - Twitter - @winnetkafest
- Attend on June 23 and 24

