



City Council Worksession  
April 4, 2011

## Presentation Overview

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- Goals**
- Marketing Efforts**
- SpringHill Suites
- Super Bowl XLV
- Southwestern Athletic Conference  
SWAC Basketball Championships
- Dine Smart Dine Local
- Sales Effort

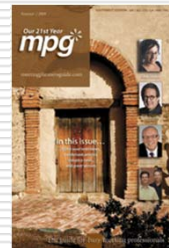


# Goals

- Marketing Efforts Directed toward Meeting, Sports & Travel Planners
  - Advertising
  - Destination Guide
  - Implement Mobile Website
  - Online Hotel Booking – BookDirect powered by Jack Rabbit Systems
  - Trade Shows
- Event Support
  - Hospitality Awards for Excellence (HOSPYPs)
  - Super Bowl XLV
  - Southwestern Athletic Conference (SWAC) – Basketball Championships
- Implement Targeted Sales Effort
  - Contract Sales Position (34 Weeks)
  - Build Relationships with potential clients
  - Generate 200 Qualified leads
  - Generate 30 RFPs
- Hold & Evaluate Select Tournaments at Breckinridge & Huffhines

# Marketing Efforts Advertising – Meeting & Sport

- Plan Your Meetings (Print & Web)
  - Regional Meeting Market
- Meeting Planners Guide (Print & Web)
  - Regional Meeting Market
- Texas Meeting Guide Supplement to PCMA Convene (Print)  
PCMA - Professional Convention Management Association
  - Regional Meeting Market
- Current Magazine – MPI - DFW Chapter Magazine (Print)  
MPI - Meeting Planners International
  - Area Meeting Market
- HSMAI Marketplace & MPI Marketplace (Web)  
HSMAI - Hospitality Sales & Marketing Association International
  - National Meeting Market
- Sports Destination Management Magazine (Print & Web)
  - National Sports Market
- Texas Sports Facility Guide (Print & Web)
  - State Sports Market



## Marketing Efforts Advertising - Travel

- ❑ Dallas Drive Guide (Print)
  - Local Travel Guide



- ❑ TexTraveler.com (Web)
  - State Travel Market

- ❑ TourTexas.com (Web)
  - State Travel Market



- ❑ DFWATC (Web)
  - DFWATC – Dallas Fort Worth Area Tourism Council
  - State Travel Market

- ❑ TripAdvisor (Web)
  - Travel Review Site



5

Sign in with Facebook | Sign in | Register Now! | FR

**tripadvisor**

BEST FAMILY VACATIONS 2011 GET THE LIST ▶

Richardson Vac

Home | Hotels | Flights | Restaurants | Vacation Rentals | Trip Ideas | Write a Review

City, hotel name, etc. Search Over 45 million trusted travel

Richardson

Home → United States → Texas (TX) → Richardson

Richardson Tourism

Richardson Hotels

Vacation Rentals

Flights to Richardson

Richardson Deals

More On Richardson

Restaurants

Things to Do

Travel Forum

Travel Guide

Photos

Map

Richardson Deals

Discount Hotels

Hotel & Air

### Visiting Richardson, TX

Like

Richardson Conventio & Visitors Bureau photo

All traveler photos

Richardson Conventio  
Bureau

Website | E-ma

tripadvisor

Find the low  
with TripAdv


Activate FlyerPower

#### Top-rated hotels

All 18 hotels

1 Hilton Garden Inn Dallas / Richard... 35 reviews


### Richardson Convention & Visitors Bureau events



**Cottonwood Art Festival**  
Cottonwood Park  
May 7, 2011 - May 8, 2011

"There's an art to having fun" and the fun begins at Cottonwood Art Festival. Twice a year, first full weekends in May and October, over 250 of the best local, national and international artists will ... more


[More events like this »](#)



**Wildflower! Arts & Music Festival**  
Galatyn Park Urban Center  
May 20, 2011 - May 22, 2011

The Wildflower! Arts & Music Festival is an award-winning, full-scale arts & music festival showcasing local, regional and national acts performing on multiple outdoor/indoor stages. Held annually at ... more




[More events like this »](#)



**Richardson's Family Fourth Celebration**  
Breckinridge Park  
July 4, 2011 - July 4, 2011

Hey America, it's time to paint the sky red, white and blue! Join us in Breckinridge Park on July 4th as we give an old fashioned annual patriotic salute to our nation's independence, complete with an ...

[More events like this »](#)

 Hotels
  Restaurants
  Things to Do


Grab it and Go!


#### Richardson weather essentials

Month	High	Low
Apr	73°F	55°F
May	81°F	64°F
Jun	87°F	70°F
Jul	93°F	75°F
Aug	92°F	75°F
Sep	86°F	67°F

[SEE NEXT 6 MONTHS »](#)

[More weather for Richardson](#)

Powered by  Weather Underground C° | F°



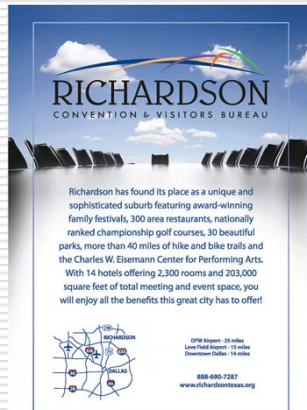
**Spend time in Richardson**  
Vacation rentals are ideal for your longer stay.  
[Find a rental»](#)

#### Top Deals for April 4

**\$103** [Save at 4-Star Renaissance Dallas Richardson: \\$103 & Up in Apr](#)  
[Expedia](#)

**\$149** [\\$149 & Up: Che... n Stay](#)

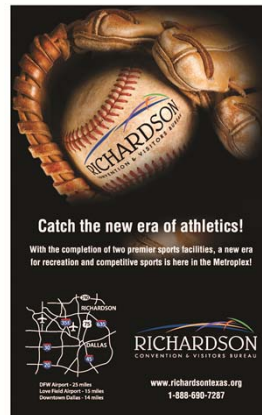
## Marketing Efforts Advertisement Samples



**RICHARDSON**  
CONVENTION & VISITORS BUREAU

Richardson has found its place as a unique and sophisticated suburb featuring award-winning family festivals, 300 area restaurants, nationally ranked championship golf courses, 30 beautiful parks, more than 40 miles of hike and bike trails and the Charles W. Eisemann Center for Performing Arts. With 14 hotels offering 2,300 rooms and 203,000 square feet of total meeting and event space, you will enjoy all the benefits this great city has to offer!

27th Airport - 23 miles  
 Love Field Airport - 12 miles  
 Downtown Dallas - 14 miles  
 888-690-7287  
 www.richardsontexas.org



**Catch the new era of athletics!**

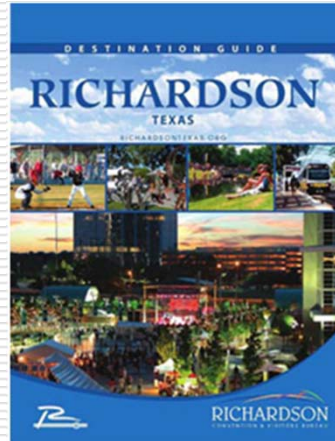
With the completion of two premier sports facilities, a new era for recreation and competitive sports is here in the Metroplex!

27th Airport - 23 miles  
 Love Field Airport - 12 miles  
 Downtown Dallas - 14 miles  
 www.richardsontexas.org  
 1-888-690-7287

## Marketing Efforts Destination Guide

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- Highlighting
  - Accommodations
  - Meeting & Event Venues
  - Athletic Venues
  - Restaurants
  - Arts & Culture
  - Entertainment & Activities
  - Parks & Trails
  - Festivals & Events



## Marketing Efforts Destination Guide

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- Print & Online Versions
- Printed 23,000
- 6,000 for Hotel Use
- Individual Distribution
  - Texas Travel Centers - 3,000
  - Meeting Planners - 11,000
  - Relocation & Traveler Request
- Version 2.0
  - New Hotel in Jan of 2012



## Marketing Efforts Website Enhancements - Mobile

- Mobile Site
  - Mobi Manage
  - Redirected [www.richardsontexas.org](http://www.richardsontexas.org)
  - Direct [1173.mobimanager.com](http://1173.mobimanager.com)
- Highlighting
  - Hotels
  - Dining
  - Shopping
  - Activities & Events
  - Festivals
  - Basic Meeting Information



























## Marketing Efforts Website Enhancements – Hotel Booking

- BookDirect powered by JackRabbit System
  - Enter Dates
  - View Results
  - Complete Reservation
    - Book directly from the Hotel's website



### Book A Room



 <p>P      </p>	<p><b>Renaissance Dallas Richardson Hotel</b>            900 E. Lookout Drive            Richardson, TX            Tel: (972) 367-2000  <a href="#">View Map &gt;</a>   <a href="#">Visit Website &gt;</a>            Designed with a signature garden atrium style that features a unique decor, the hotel is vibrant and inviting. relax in the sauna or whirlpool, swim in our indoor pool or... <a href="#">More &gt;</a></p>	<p>AVERAGE RATE / NIGHT  <b>\$95<sup>00*</sup></b>  <a href="#">BookDirect™</a>   <a href="#">VIEW RATES BY DATE &gt;</a></p>
 <p>P      </p>	<p><b>Hilton Garden Inn Dallas / Richardson</b>            1001 W Pres George Bush Hwy            Richardson, TX            Tel: (972) 792-9393  <a href="#">View Map &gt;</a>   <a href="#">Visit Website &gt;</a>            One king or two queen beds, featuring white duvets. A large work desk is featured with Herman Miller ergonomic desk chair, complimentary microwave and refrigerator, coffee,... <a href="#">More &gt;</a></p>	<p>AVERAGE RATE / NIGHT  <b>\$89<sup>00*</sup></b>  <a href="#">BookDirect™</a>   <a href="#">VIEW RATES BY DATE &gt;</a></p>
 <p>P      </p>	<p><b>Courtyard Dallas Richardson at Campbell</b>            2191 N. Greenville Ave.            Richardson, TX            Tel: (972) 994-9933  <a href="#">View Map &gt;</a>   <a href="#">Visit Website &gt;</a>            The Courtyard Richardson at Campbell would like to give you a Texas-sized welcome to one of the most dynamic cities in Texas. Located in the heart of Telecom Business Park.... <a href="#">More &gt;</a></p>	<p>AVERAGE RATE / NIGHT  <b>\$89<sup>00*</sup></b>  <a href="#">BookDirect™</a>   <a href="#">VIEW RATES BY DATE &gt;</a></p>

## Presentation Overview

- SpringHill Suites
- Super Bowl XLV
- Southwestern Athletic Conference  
SWAC Basketball Tournament
- Dine Smart Dine Local
- Sales Effort



## SpringHill Suites

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- ❑ 190 & Shiloh
- ❑ 103 Rooms
- ❑ Potential Opening Nov 2011 to Jan 2012
- ❑ General Manger (GM) & Director of Sales (DOS) to be hired Jun – Sept or 2011
- ❑ Managed by Lowen Hospitality Management, LLC
  - Hotels in Irving & Lewisville



## Super Bowl XLV

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- ❑ Major North Texas Venues
  - Taste of the NFL: Fort Worth Convention Center
  - Media Center: Sheraton Dallas
  - NFLX: Dallas Convention Center
  - Tailgate: Cowboy's Stadium
  - Headquarter Hotel: Hilton Anatole
  - AFC Team Hotel: Omni Fort Worth
  - NFC Team Hotel: Omni Mandalay
- ❑ Richardson Events
  - Super Bowl Slant 45 Tree the Town
  - Super Bowl XLV 5K Run
  - The NFL Emerging Business Leadership Forum
  - Why Not Sports "The Sports Career Expo"





## Super Bowl XLV

- Weekend Hotel Rooms (Thurs-Sun)
  - Hotels Reported 6,893 Room Nights
  - Est. \$1.3 Room Revenue
  - Est. \$94,000 in HOT (Hotel Occupancy Tax)
  - Average Weekend Occupancy is 40%
  - Super Bowl Weekend Occupancy
    - Thursday 65%
    - Friday 71%
    - Saturday 81%
    - Sunday 82%



## Conference Basketball Tournament - March 9-12, 2011

- Garland Special Events Center
- Three Year Commitment
- 16 Teams, Fans, Cheerleaders & Bands

Men's	Women's
Alabama A&M	Southern
<b>Alabama State</b>	Alabama A&M
Arkansas-Pine Bluff	Alabama State
Grambling State	Alcorn State
Jackson State	Grambling State
Mississippi Valley	Jackson State
Prairie View A&M	Mississippi Valley
Texas Southern	<b>Prairie View A&amp;M</b>



## Conference

### Basketball Tournament - March 9-12, 2011

- Economic Impact
- \$77,800 Hotel Revenue
- Six Hotels Received Benefit
  - Hilton Garden Inn - 3 Rooms - \$250
  - Holiday Inn - 315 Rooms - \$20,500
  - Hyatt Regency - 37 Rooms - \$3,500
  - DoubleTree - 372 Rooms - \$31,250
  - Renaissance - 198 Rooms - \$21,500
  - Marriott Properties - 9 Rooms - \$800
- \$5,423 HOT Revenue



## Presentation Overview

- Dine Smart Dine Local
- CVB Sales Effort
  - Tools
  - Contract Position
  - New Ball Fields
  - Tradeshows, FAMs & Calls



## Dine Smart Dine Local

- Joint Effort
- Weekly email discounts
- NeighborsGo print advertising
- 37 Restaurants
- 2,800 Plus Subscribers
- [www.cor.net/DSDL](http://www.cor.net/DSDL)



**Sonny Bryan's Smokehouse**

**Daily Lunch Specials**  
From **\$6.99**

**Dinner Specials**  
From **\$7.99**

**We Cater!**  
[WWW.SONNYBRYANS.COM](http://WWW.SONNYBRYANS.COM)

**See Our New Party Rooms!**  
[WWW.MUSTANGROOM.COM](http://WWW.MUSTANGROOM.COM)  
[WWW.THEMAVERICKROOM.COM](http://WWW.THEMAVERICKROOM.COM)

Not valid with any other offer. Valid only at participating locations. Coupons cannot be sold, transferred or duplicated.



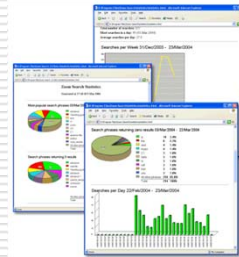
## Dine Smart Dine Local - Growing

- Weekly email discounts (4)
- Richardson Today monthly offers (4)
- Maximum for 104 restaurants
- 7,500 Subscriber goal
- Facebook
  - Landing Page
  - Restaurant Offer Updates



## CVB Sales Efforts Tools

- ❑ Salesplace - Customer Relations Management (CRM) Software
- ❑ Beginning Weekly Database Imports to Salesplace
  - empowerMINT Database of 100,000
  - TxMet Database of 900 Texas Meeting Profiles
  - Plan Your Meetings Area Meetings List
  - Meeting Planners Guide, 13,980
  - Past CVBs Database, 900



## CVB Sales Efforts Contract Position

- ❑ One Source Hospitality Development (Joe Soto)
  - Contracted through the end of June
  - Evaluating results for extension
- ❑ Focus on Weekend Business
  - Associations - Texas & National
  - SMERF Market  
SMERF - Social, Military, Educational, Religious & Fraternal
  - Pageants, Chorus, Singing Groups
- ❑ Weekly Planning Conference Call
  - Process of current leads
  - Discussion of new targets



## CVB Sales Efforts Contract Position

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- ❑ Qualified Leads in Salesplace – 61
- ❑ Examples of Qualified Leads
  - Universal Royalty Beauty Pageant
  - Pathways Core Training (Mid Summer)
  - Texas National Guard Association
  - Jam Brands
  - USFDA
  - Barbershop Harmony Society
  - Texas Association of Future Educators
  - Texas Tennis Association

## CVB Sales Efforts Contract Position

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- ❑ Examples of Recently Won Business
  - College Board with Hyatt
  - The National Alliance of Insurance Education & Research with Renaissance
- ❑ Examples of Current Opportunities
  - TAHPERD Leadership Conference for 2012  
Texas Association for Health, Physical Education, Recreation, and Dance
  - TBAALAS for 2013  
Texas Branch of the American Association for Laboratory Animal Science

## CVB Sales Effort

### Examples of Baseball & Softball Tournaments

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- ❑ Triple Crown Sports (Baseball & Softball)
  - Based in Fort Collins, Colorado
  - Tournaments in 15 different states
- ❑ Home School Baseball Tournaments
- ❑ Super Series Baseball of America
  - Based in Mesa, Arizona
  - Tournaments in 24 different states
  - June 2011 Tournaments



## Sales Efforts

### Trade Shows, FAMs & Sales Calls

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- ❑ Example of Recent Tradeshow
  - Southwest Showcase & Austin Sales Calls
    - Joe Soto and sales staff from the Renaissance, Hyatt and Holiday Inn attended
    - 12 Sales calls were made
    - 15 Solid Leads were generated
    - 3 Opportunities (RFPS) were obtained
- ❑ DFWATC Little Rock Sales (April 6-7, 2011)
- ❑ Wildflower! FAM Tour
  - FAM Tour - Site & Familiarization Tour
- ❑ Connect Marketplace (August, 2011)





**RICHARDSON**  
CONVENTION & VISITORS BUREAU



Working Together For the Greater Good

**Wildflower! 2011** MAY 20-21-22  
 richardson's arts & music festival Galatyn Park Richardson

**The premier event of the Metroplex, celebrating all that is RICHARDSON!**


May 20, Friday 6pm-Midnight  
 May 21, Saturday 11am-Midnight  
 May 22, Sunday 12:30pm-8pm


[www.wildflowerfestival.com](http://www.wildflowerfestival.com)

Find us on Facebook

# HISTORY


**Breckinridge Park**  
1993-1994  
Dusty Trails, Arts, Crafts, Gunfights  
Lee Greenwood, Michael McDonald & the Dixie Chicks





**Greenway Office Park**  
1995-2001  
Paved streets, safety & security, Arts, Crafts, Wildflower! Nights  
Chuck Negron, Sister Hazel, The Beach Boys, Dan Fogelberg, Huey Lewis, Kenny Loggins, En Vogue, Collective Soul, Shawn Mullins

**Galatyn Urban Center**  
2002-2010  
DART, Renaissance Hotel, Eisemann Center, Bank of America  
Men at Work, Big Bad Voodoo Daddy, Jonny Lang, Peter Frampton, Bret Michaels & Pat Benatar



**MULTIPLE AWARD WINNING-EVENT**



## Partnerships With Our Great Sponsors Continues To Grow



## FRIENDS OF THE FESTIVAL

- Designed to give VIP access to small businesses and individuals.
- \$250.00 Value.
- Access to the festival & sponsors appreciation suite for three days of the festival.
- Full catering.
- Premium parking.
- Premium Reserved viewing at all stages.



# 2011 FESTIVAL SITE MAP



# VOLUNTEERS



## Current Status of Volunteers:

- 100% Commitment anticipated by early April
- Volunteer Coordinator - matching people with a good community experience.
- Special emphasis on WF 100! Community Leaders working behind the scenes make Wildflower! all it can be!

**1,400 volunteers are needed to produce the 2011 Richardson Wildflower! Arts and Music Festival!**





# BEYOND THE STAGES



*The 5<sup>th</sup> Annual  
Wildflower! Street Dance!  
Featuring*



▪ 5 shows during the festival weekend in Hill Hall

▪ Friday Night on The Bud Light Stage  
▪ 9:30 p.m.

# BEYOND THE STAGES



**COR Gymnasts**



**Zumba Dancing**



**The Calypso  
Tumblers**



**The Berkner Ramblers**



**Aquadrums**



**The Bowie Jump Rope Team**





## TASTE OF TEXAS FOOD GARDEN



## MARKETPLACE



Artists Avenue

# WildRide! & WildRun! at WILDFLOWER!

Presented by  
Methodist Richardson Medical Center Foundation, Inc.

- 8th Annual Wildflower! Festival Event
- Cyclists choose a 16, 40 or 64 mile ride through Richardson, Murphy, Wylie, Lavon, Nevada and Josephine
- Timed 5K fun run/walk!

WildRide! \* WildRun!



- Proceeds support the Lance Armstrong Shaped Beam Surgery Program
- Approximately 1,500 Cyclists Participate
- [www.wildridebikerally.com](http://www.wildridebikerally.com)



# GUITAR ART AUCTION



## Guitars Provided by:

- Celebrities
- Sports Teams
- Festival Sponsors
- Richardson Secondary School Students & Teachers
- Local Artists
- Guitars are sold in a silent auction during the Festival.

**44  
Entries  
So Far!**

- ❖ Eisemann Center display throughout the weekend
- ❖ Benefiting the NETWORK of Community Ministries & RISD Fine Art Program

# COMMUNITY OUTREACH

- Care-a-Van Program
  - For Children and Seniors
- Concession Consortium
- Art Guitar Auction
  - Benefiting Network of Community Ministries and the Fine Arts Programs in the Secondary Level of RISD
- Student Art Contest
- Collin County Community College
  - Hospitality and Food Service Management Program
- Rock and Wrap It Up





# BUDDING TALENT COMPETITION



1:00 p.m. Sunday  
Bank of America Theater



**Wildflower! hosts the Budding Talent Program which is a vocal competition for Richardson school age children. This is a chance for young singing talent to be discovered and bloom!**

# KIDZ KORNER

**A fun and colorful stop located in the heart of the Festival!**



- Bounce House
- Balloon Artists
- Free Kidz Krafts
- COR Petting Zoo
- Festival Photo Op
- Toddlerz Tent
- Kidz Sand Pit
- Free Games & Cool Prizes
- ROCK STAR Karaoke Stage
- Climbing Rock Wall
- Live Butterfly Tent
- 2011 Wildflower! Student Art Contest "Rockin' Reptiles" Display





# 2011 WILDFLOWER!

## Artist Line Up\*

**FRIDAY**  
**May 20**

**Seven Mary Three**  
**Lit**  
**Fuel**  
metroPCS Stage

**Jerry Lee Lewis**  
**The Guess Who**  
ViewPoint Bank Stage

**Rotel & The Hot Tomatoes**  
The Bud Light Stage

**Night Fever -**  
**The Bee Gees Tribute**  
Eisemann Center Hill Hall

**SATURDAY**  
**May 21**

**Cracker**  
**Sister Hazel**  
**Better Than Ezra**  
metroPCS Stage

**Frontiers – The Journey**  
**Tribute Band**  
**The Little River Band**  
**REO Speedwagon**  
ViewPoint Bank Stage

**Night Fever -**  
**The Bee Gees Tribute**  
Eisemann Center Hill Hall

**SUNDAY**  
**May 22**

**Whitesnake**  
metroPCS Stage

**Roger Creager**  
**Jack Ingram**  
ViewPoint Bank Stage

**Night Fever -**  
**The Bee Gees Tribute**  
Eisemann Center Hill Hall

\*As of April 4

# SEVEN MARY THREE

**Friday, May 20, 7:30pm**  
**metroPCS Stage**

Stoking an enthusiastic throng with its radio-ready hard rock sound, Virginia based Seven Mary Three owe much of their initial chart success to the state of Florida after an Orlando radio station picked up on the menacing single, "Cumbersome," and thus began a groundswell onto station playlists everywhere. The single went # 1 and pushed the album, *Churn,* into platinum status.

Other hits followed with "Waters Edge" and "My, My," and with equal parts arena and garage rock 7M3 have a big sound but deliver the goods with a complete lack of pretense.

Their latest effort, 2008's *Day and Nightdriving* is chock full of genuinely interesting, well-written songs that stick in your head long after the album ends. Frontman Jason Ross has grown considerably as a songwriter....this is the band's best collection of songs yet, displaying a sense of maturity that suits a bunch of guys who have been recording for over a decade.





# LIT

Friday, May 20, 9:00pm  
metroPCS Stage

A major player throughout the post-grunge boom of the late '90s, the group formed in 1990 in Orange County, CA, where it initially performed metal-influenced music under the name Razzle. After changing their name, Lit began embracing a spunky brand of punk-pop that helped attract a local following in California. By selling out local venues and garnering airplay on college radio, the group attracted the attention of and eventually signed with RCA Records.

*A Place in the Sun*, released in 1999, proved to be Lit's breakthrough record, as the catchy rock riffs of "My Own Worst Enemy," "Zip-Lock," and "Miserable" all paved the way for platinum sales. With "My Own Worst Enemy" topping the U.S. Modern Rock Tracks chart and bringing home a Billboard Music Award for biggest modern rock song of 1999, Lit toured the country alongside groups like the Offspring, No Doubt, and Garbage. With the decade closing out the band rode its success into a headlining set at Woodstock 1999 and a spot on the 2000 Vans Warped Tour.

The band scored another Top 10 hit with "Lipstick and Bruises" off their 2001 release, *Atomic*.



# FUEL

Friday, May 20, 10:30pm  
metroPCS Stage

One of the more prominent bands in the new millennium's post-grunge scene, Fuel took shape in Tennessee in 1989, crafting a blend of polished guitars and melodic melancholia, before relocating to Pennsylvania in 1993. While playing gigs on the local nightclub circuit, Fuel made its studio debut with an independently released EP, 1996's *Porcelain*, which sold over 10,000 copies locally and spawned a hometown radio hit with "Shimmer."

*Sunburn*, the band's full length debut, was released in 1998 and "Shimmer" proved to be Fuel's calling card once again, as the kinetic single became a modern rock hit and nearly cracked the Top 40. Additional singles like "Bittersweet" and the title track (featured on the *Scream 3* soundtrack) also earned airplay, propelling *Sunburn* to platinum record status.

Fuel's second album, *Something Like Human*, followed two and a half years later and launched the hit "Hemorrhage (In My Hands)," which proved to be the band's biggest single to date. The album itself reached number 17 on the Billboard charts; within a year of its release, it had climbed to double platinum status, making Fuel one of the more successful rock acts of the year.





# JERRY LEE LEWIS

Friday, May 20, 8:00pm  
ViewPoint Bank Stage

Jerry Lee Lewis...He was rock & roll's first great wild man and also rock & roll's first great eclectic.

His exploits as a piano-thumping, egocentric wild man with an unquenchable thirst for living have become the fodder for numerous biographies, film documentaries, and a full-length Hollywood movie.

His television appearances and stage shows were legendary for their manic energy, and his competitive nature to outdo anyone else on the bill led to the story about how he once set his piano on fire at set's end to make it impossible for Chuck Berry to follow his act. Nobody messed with the Killer.

Between 1957 and 2006, the date of his latest release "Last Man Standing", 47 singles plus 22 albums made the Top Twenty Pop, Jukebox, Rock, Indie and/or Country charts in the USA or UK. Fourteen reached the number 1 position. The original Sun cut of "Great Balls of Fire" was elected to the Grammy Hall of Fame in 1998, and Jerry's Sun recording of "Whole Lotta Shakin' Goin On" received this honor in 1999.

Lewis was inducted into the Rock and Roll Hall of Fame in 1986, and in 2004 *Rolling Stone Magazine* ranked him number 24 on their list of the 100 Greatest Artists of All Time.



# THE GUESS WHO

Friday, May 20, 10:00pm  
ViewPoint Bank Stage

The name is none other than The Guess Who, the first Canadian rock band to have a # 1 hit in the U.S. ("American Woman"). They are a group that's connected with the masses through an exultant hit parade including "These Eyes," "Share The Land," "No Time," "Star Baby," "Clap For The Wolfman," and "Hold Me Down World."

Add in fellow classics and double sided singles like the rock anthem "No Sugar Tonight," "plus "Laughing" and "Undun," and the Canadian bred stateside conquerors are amongst music's most indelible treasures who are eternally etched within the very fabric of pop culture history.





# CRACKER

Saturday, May 21, 7:15pm  
metroPCS Stage

Formed in 1992 after the dissolution of vocalist/guitarist David Lowery's seminal college rock band Camper Van Beethoven, Cracker has made a name for itself in contemporary rock'n'roll with multiple standout albums including (*Cracker*, *Kerosene Hat*, *The Golden Age*, and *Gentlemen's Blues*) and several hit singles ("Low," "Get Off This," "Eurotrash Girl," "I Hate My Generation," and "The Good Life").

Their roots rock sound combines the twang of traditional country with the fury and noise of electric guitar-based bands like the Rolling Stones. Their diversity is epitomized by the fact that they are the only band to open for both the Grateful Dead and the Ramones.



# SISTER HAZEL

Saturday, May 21, 8:45pm  
metroPCS Stage

What do Tom Petty and Steven Stills have in common with Sister Hazel? They all call Gainesville, FL their home. Formed in 1993, Sister Hazel combined elements of acoustic rock, folk, and jangle pop, and forged an earthy, melodic sound that highlighted the band's gliding vocal harmonies. Releasing their eponymous debut in 1994, the band moved to a major label for their second album, 1997's *Somewhere More Familiar*.

That album quickly went platinum on the heels of their monster break out hit, "All for You." Topping the adult alternative charts and dominating the airwaves that summer, the song nearly reaching the national Top Ten in the process. After touring heavily and taking another turn in the recording studio, Sister Hazel returned in the summer of 2000 with a follow-up album, *Fortress*. The album was cut from the same pop/rock cloth as its predecessor, and "Change Your Mind" enjoyed modest popularity as a single.

They returned a year later with *Lift*, and despite Sister Hazel's relative absence from the airwaves, through relentless touring and use of social media the group continues to cultivate a respectable grassroots following and keeps the music coming- much to the delight of their fans...AKA the Hazelnuts!

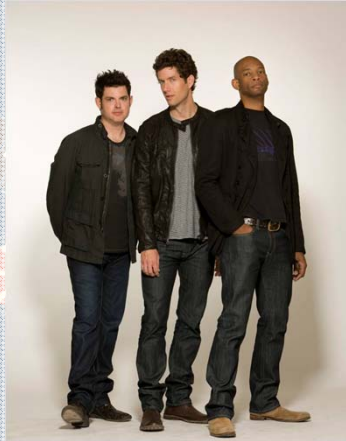




# BETTER THAN EZRA

Saturday, May 21, 10:30pm  
metroPCS Stage

The New Orleans trio Better Than Ezra helped open the floodgates for countless chart-topping mainstream alt-pop acts of the late '90s by merging rock with melody and creating a more easily digestible form of alternative music for the masses. What began as a roots rock outfit with slight elements of both country and punk quickly turned into a bonafide chart topping group when their sophomore effort, *Deluxe*, (spawned by the sizeable radio hit, "Good") hit platinum status!



# FRONTIERS – THE JOURNEY TRIBUTE BAND

Saturday, May 21, 6:15pm  
ViewPoint Bank Stage

We first caught Frontiers down at the HOB last September, and my, what a show! Lead singer Jeremy Hunsicker heads up the nation's only full-time touring tribute to 80's mega-group Journey.

And it's not every day when a tribute band's lead singer is asked to audition for the real deal. But that's exactly what happened to Hunsicker in 2007 when Neal Schon and Jonathan Cain flew him out to California to record a few demos and write some new material. The end result? Hunsicker's a contributing songwriter on *Revelation*, Journey's latest platinum-selling CD.

As fate would have it the band went in another direction. Founding Journey guitarist Neal Schon best summed it up, "Jeremy Hunsicker...he was very good... but he was a bit scary because he was almost too much like Steve Perry. He was almost like a duplicate, probably the closest of anyone out there."

But Journey's loss is our gain, and trust us folks, Frontiers will have you "Believin".





# LITTLE RIVER BAND

Saturday, May 21, 8:15pm  
ViewPoint Bank Stage

Australia's Little River Band debuted in the U.S. with 1976's "It's A Long Way There," and over the course of the next decade enjoyed 12 top 30 hits, five platinum albums and a Royal Command performance before the Prince and Princess of Wales.

Some of the band's biggest hits include "Lady," "Reminiscing," "Help Is On The Way," "Lonesome Loser," "Take It Easy On Me," "The Night Owls," and "Cool Change." With 25 million albums sold, the band continues to bring its soulful pop to international audiences in the 2000s.



# REO SPEEDWAGON

Saturday, May 21, 10:00pm  
ViewPoint Bank Stage

Originally formed in 1968, REO Speedwagon (along with Styx and Journey), were the undisputed kings of arena rock in the 80s. Fueled by the release of *Hi Infidelity*- one of '81s biggest albums- REO charted one of the best-known power ballads of all-time, "Keep on Loving You," as well as such popular rock radio anthems as "Don't Let Him Go" and "Take It on the Run." *Hi Infidelity* would eventually go on to sell more than nine million copies — catapulting REO to arena headlining status.

More hits followed including "Keep the Fire Burnin'" and "Can't Fight This Feeling," and kept REO ridin' the radio airwaves all the way through the classic rock revival that swept the U.S. in the late 90s.

To this day their first hit, 1974s "Ridin' The Storm Out," remains a concert standard and staple on classic rock stations throughout.





# WHITESNAKE

Sunday, May 22, 6:30pm  
metroPCS Stage



Formed by Deep Purple vocalist David Coverdale in 1977, the band's first albums got somewhat lost in the shuffle in the glut of hard rock and heavy metal bands of the late '70s. When Coverdale re-emerged with a new version of Whitesnake in 1984, they sounded revitalized and energetic with the release of *Slide It In*. And although the album may have relied on Led Zeppelin's and Deep Purple's old tricks, the band had a knack for writing hooks and the record became their first platinum album.

Timing is everything, and when the band released their self-titled effort three years later mainstream rock radio was dominated by the hard rock sound and US audiences could not get enough of the band. Fueled by the rock anthem "Here I Go Again", their first #1, *Whitesnake* would sell eight million copies, peak at #2 on the US album charts, and solidify the band an arena headliner. The album's exposure was further boosted by heavy airplay of its videos on MTV, which featured actress Tawny Kitaen, whom Coverdale later married. The album's other biggest hits were the #2 power ballad "Is This Love," "Still of the Night," and "Give Me All Your Love."

Named one of the 100 greatest hard rock bands of all time by VH1, it's been eight years since Whitesnake has taken the stage in DFW, and we welcome them back to North Texas to close out this year's fest!



# ROGER CREAGER

Sunday, May 22, 5:00pm  
ViewPoint Bank Stage

For more than a decade, Houston native Roger Creager has built a reputation on his distinctive brand of hard-core, rabble-rousing Texas Country music- a reputation that earned him the 'Entertainer of the Year' award at the 2001 Texas Music Awards. His rich, full-bodied voice can carry a tune for miles, and in the great concert tradition of Jerry Jeff Walker and Robert Earl Keen, Creager has the exceptional ability to work thousands of Texans into a rabid frenzy with that trademark voice and guitar – almost a prerequisite these days when blazing one's own trail in the Texas country music scene.

Along the way, he's been writing some mighty fine instant classics about family heirlooms, fields of bluebonnets, and late night trips to Mexico. Four albums, hundreds of thousands of road miles, and an ever-expanding fan base later, *Here It Is*, his latest release, has Creager laying his cards on the table with thirteen songs that are arguably his best batch yet.





# JACK INGRAM

Sunday, May 22, 6:30pm  
ViewPoint Bank Stage

A native of The Woodlands, the Texas-based modern-day honky tonker Jack Ingram first carved out a niche for himself in the bars and roadhouses between Dallas and Houston. By the mid-'90s after extensive touring with his Beat Up Ford Band, he had released two well-received independent albums and had opened for artists like Merle Haggard and Mark Chesnutt.

Though he continued to tour Texas and release albums in to the 2000s, Ingram did not reach the U.S. country Top 40 until the late 2005 release of his single "Wherever You Are." A # 1 hit on the Billboard country charts, it was also his first release for Big Machine and that label's first # 1 hit. Besides this song, Ingram has sent six other songs into the country Top 40: "Love You," a cover version of Hinder's "Lips of an Angel," "Measure of a Man," "Maybe She'll Get Lonely," "That's a Man" and "Barefoot and Crazy."



# SINGER SONGWRITER STAGE

Friday, May 20

- 6:45 pm – Kate Campbell
- 7:45 pm – Bill Ward and 2Bit Palomino
- 8:45 pm – The New Agrarians
- 10:00 pm – Sara Hickman



Kate Campbell



Sara Hickman



# SINGER SONGWRITER STAGE

Saturday, May 21

- 11:30 am – SONGWRITERS CONTEST
- 1:30 pm – Joe Cookston
- 2:30 pm – KC Clifford
- 3:30 pm – Tom Kimmel
- 5:15 pm – Beth Wood
- 6:30 pm – Pierce Pettis
- 7:45 pm – Ellis Paul
- 9:00 pm – Albert and Gage
- 10:15 pm – Joe Ely



KC Clifford



Tom Kimmel



Pierce Pettis



Albert & Gage



Joe Ely

# SINGER SONGWRITER STAGE

Sunday, May 22

- 1:00 pm – Budding Talent Vocal Contest
- 2:30 pm – Songwriter Contest Winners Rounds
- 3:30 pm – Wildflower Past Winners Songwriter  
Spotlight featuring Grace Pettis, Beth Wood,  
and Butch Morgan
- 4:45 pm – Billy Crockett, Grace Pettis, Dirje Smith
- 6:00 pm – TBA



Grace Pettis



Beth Wood



Butch Morgan



# TICKETS

\$3	\$10	\$20	\$30
Children 5-12 One-Day Pass	Richardson resident advance discount adult ticket Per day	Adult One-Day Pass at Gate and through ClicknPrint	Weekend 3-Day Pass Advance Purchase
Children under 5 Free!	Children \$3 Per day	Friday 6 pm – Midnight	Admission all three days!
Available at Gate, City Hall, Recreation Centers, & Senior Center	Available at City Hall, Recreation Centers & Senior Center April 18 - May 20	Saturday 11 am - Midnight	Available at Tom Thumb until 5:30 pm
		Sunday 12:30 pm – 8 pm	Friday 5/20/2011

Bank of America  
**Kidz FREE Sunday!**

One-day and 3-Day passes also sold through ClicknPrint on WF website.

# 2011 WILDFLOWER! BUDGET

## Revenue/Expenditure Projections

### Revenue Sources

Sponsorships	\$326,000
Ticket/Gate	\$351,000
Site/Participation Fees	\$77,050
Concessions	\$41,000
Parking	\$36,000
Merchandise	\$8,000
<i>Sub Total</i>	<i>\$839,050</i>

### Expenditures

<i>Festival expenses</i>	<i>\$838,000</i>
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# WHAT'S NEW IN 2011?

- New Sponsors: Kyocera, Green Mountain Coffee, GEICO, Black Oak Wine, Choctaw, HiTone Guitars, Sunbelt Pools, Bank of America
  - Choctaw's Sponsorship of VIP
- Annual Wildflower! Student Art Contest – Rockin' Reptiles is the theme!
  - Night Fever – The Bee Gees Tribute
  - Kidz Korner Sponsored by AT&T
- Sara Hickman's Kidz Korner Show "Family Time Rocks!" on Sunday
  - Bank of America Kidz in Free on Sunday
  - Game Havens Game Zone
- \$5 Parking Vouchers Sold at City Ticket Outlets
  - TRAPS & TFEA Regional Workshop
- Wildflower! Rock'n'Roll Softball Invitational



# See You There!



May 20, Friday 6pm-Midnight

May 21, Saturday 11am-Midnight

May 22, Sunday 12:30pm-8pm

**Music fan?  
Pick a band!**



Find us on  
Facebook

[www.wildflowerfestival.com](http://www.wildflowerfestival.com)