

# TIME STOPS CONCERT

A vibrant concert scene with a hand raised in the center, surrounded by colorful lights and a large crowd. The image is filled with blue, green, and purple light beams, creating a dynamic and energetic atmosphere. The text 'TIME STOPS CONCERT' is prominently displayed at the top, and 'RESTORE ME' is at the bottom.

RESTORE ME



**‘TIMES STOPS’**

**CONCERT**

21<sup>st</sup> August 2021 – SEATTLE

**F.L.O.W.**

**The Concert For The Love  
Of Water**

*Business Plan*



## Contents Page

1. **Executive Summary**
2. **Background & Profile**
  - Event Management
  - Event Profile
3. **Event Overview**
  - Vision and Mission
  - Key Outcomes/deliverables
  - The Event
  - Target Market
  - Stakeholder involvement and benefits
  - Delivery mechanism
4. **Development Plan - Going Forward**
  - Strategic Development
  - SWOT analysis
5. **Event Requirements**
  - Facilities
  - Services
  - Production
  - Legal & insurance
6. **Marketing and Communications Plan**
  1. **Financial Plan & Considerations**
    - Income and Expenditure Projections
    - Economic Impact Estimation
7. **Management and Business Controls**
  - Event Action Plan Template
  - The Business
  - Monitoring and Evaluation of outcomes
  - Risk factors
8. **Appendices**

## Executive Summary

- The Concert For The Love Of Water (“FLOW”) is a not for profit, charitable event designed to raise money and raise awareness for the Hopi and Navajo First Nations people who live in Arizona who have been without access to a source of clean and safe water;
- The event’s mission is to help the indigenous people in the Hopi and Navajo First Nations who are most in need in the most effective manner possible. According to the Arizona Republic, the Hopi and Navajo nations have long lacked adequate drinking water. In parts of the reservation, the water that flows from taps is contaminated with toxic arsenic and uranium levels that exceed the federal safety standard. In homes without running water, many families get by using what little they can haul from communal faucets, which can amount to less than 2 gallons a day per person;
- Our mission is to help bring safe and clean water to these people and to help them rebuild their lives. They will need clean water for their children to grow up safely. They need a healthy environment that most of us take for granted. A whole community needs to be revived and restored and our vision is to do what we can to help achieve this goal;
- The working date for the FLOW live streaming event is August 21<sup>st</sup> , 2021. The venue which would be most suitable for the event would be the MOB Studios in Seattle, Washington;
- The event has been developed to raise relief capital and to raise awareness of the plight of the Hopi and Navajo First Nations people from a broad demographic throughout North America and other developed countries. The event will be organized to showcase top quality musical acts representing several styles of music to create a community feeling and show the people of the Hopi and Navajo First Nations that people in Canada, the USA and other countries care about them and are willing to do what we can to help out.
- The event plans to host about 8 to 10 musical acts from different locations with different styles. These would include both established and up and coming acts from Canada and the United States as well as local acts from the First Nations Community in Arizona. Styles range from rock and roll to pop, rap, folk as well as the indigenous and fusion sounds from the local Community. If there were to be 6 – 8 acts in total, each act would play approximately 1 to 3 songs with the exception of the Headliner Act(s) which may play slightly more. The event will be hosted by established actors as well as members of the local Community. Between acts, and during changeover, we are proposing to have different speakers conveying the message or theme of the event, possibly with a video accompaniment. It is our intention to open the event with a spiritual performance from members of Community. We will be certain to showcase local performers as well as established international acts.
- The key benefits to hosting the event are to raise capital and to raise awareness for those in the Hopi and Navajo First Nations. In addition, the intention is to create a sense of ‘global community outreach’ from people from different parts of the country with different backgrounds which will help to solidify relationships and goodwill between these diverse backgrounds. For the sponsors of this event, they will be seen to have reached out to make this event possible and to enable a broader fundraising campaign.
- The FLOW event has been developed by a team of people from Toronto, Canada; Washington, D.C.; Seattle, WA; Portland, OR; Paris, France, as well as people from the



Hopi and Navajo First Nations in Arizona. This group, in turn is open to working together with other charitable organizations in order to run a broader outreach and online donation campaign.

- Funds will be raised from sponsor, donations as well as from merchandise sales and any other mediums such as post production streaming of musical content or video reproduction of the performances. The live event will be simultaneously live streamed. An ongoing online donation campaign will be run in conjunction with the event and will be promoted with the event. Proceeds will be spent in the Hopi and Navajo First Nations to help those most in need.

## **1. Background & Profile**

### **Event Management:**

The core management team for the development of The Concert For The Love Of Water are listed below. It is the intention of the core team to add additional members as needed and to outsource as required. For example, the core team may engage a professional production team to handle sound, lighting and staging of the event. The core team may also engage expertise in advertising and marketing as well as public relations personnel who can best maximize media exposure.

The core members of the team are:



## Blair Krueger, Toronto, Canada



\*Blair has 30 years of experience in running, operating and financing public and private companies. Blair is currently a Director of Airline Ambassadors International and of Viceroy Bahamas, Inc. which has a project in the Bahamas.

\*Has worked for some of the top financial institutions in Toronto & New York specializing in Project Finance.

\*Has run several public companies as CEO.

\*Managed several projects abroad in China, Mongolia, Kyrgyzstan, Indonesia, Mali & Australia as well as the Yukon Territory.

\*Holds a B.Sc. from the University of Victoria and an MBA from the Ivey School of Business at Western University.

\*Has performed professionally as a musician in British Columbia, Alberta, Ontario and Quebec. Has performed in and produced both festival and theatre shows. Recent festival performances include the Sound of Music Festival in Burlington, ON in June, 2019 and the Celtic Island Festival in Toronto, ON in September 2019.



## Nancy Rivard, Washington, D.C.



\*Nancy Rivard is the President of Airline Ambassadors International.

\*Nancy worked as a flight attendant for American Airlines. In 1996, she founded Airline Ambassadors International (AAI), a non-profit organization which harnesses the power of the airline and travel industry to make a difference in the lives of vulnerable children around the world. AAI is the only non-profit organization leveraging connections with the airline industry to facilitate humanitarian efforts. AAI is recognized by the U.S. Congress and the United Nations.

\*Since she founded Airline Ambassadors, members have hand-delivered over \$60 million of aid to over 500,000 children in 62 countries and have escorted over 3,000 children for life-saving medical care. Airline Ambassadors has been covered in hundreds of major media stories and has earned dozens of awards.

\*In 2009, Airline Ambassadors correctly identified trafficking on four airlines and has become a leading advocate of human trafficking awareness in the aviation industry.



## Leon McLaughlin, Seattle, Washington



Leon McLaughlin is the Chief Executive Officer and President of Clean Water Foundation. He is the founder and responsible for overall operations. [www.cleanwaterfoundationwa.org](http://www.cleanwaterfoundationwa.org)

Leon McLaughlin came up with an approach elegant in its simplicity. Like a child's Lego® set, Leon envisioned a water purification system that could be snapped together like the plastic blocks, not dependent upon written instructions, that could be assembled and put into operations anywhere in the world. He identified US manufacturers of purification equipment, piping, water bags for storage, and individual containers so children could get fresh, clean water at a school or hospital and take it back to their families.

Leon McLaughlin is a man of many interests and many parts. He likes to travel, often to far-flung parts of the world. He loves the arts, especially music and theatre. By day, he runs a shoeshine stand in a Seattle office tower. By night, he spends his time working on his passion – bringing clean water to the world.

Leon McLaughlin is a passionate, visionary leader, a man with a compelling story to tell. So, Leon has been telling his story. The Seattle Times has written about him several times. His story has been carried by the wire services around the country. KING 5 News has broadcast stories about Leon's efforts. And NBC Nightly News (January 9, 2009), featured Leon's trip to Bolivia as part of its special series on people "Making a Difference".



**KOMO News “Heroes story” by Eric**

<http://komonews.com/news/erics-heroes/erics-heroes-leon-mclaughlin-the-shoe-shine-guy>

**My America on FOX News**

<http://video.foxnews.com/v/4665440410001/>

**NBC Making a difference**

<https://www.youtube.com/watch?v=JfxF-frU2Hs>

**AWWA Award**

<https://www.youtube.com/watch?v=--eZqYnQJZo>



Ernest Taho, Hopi Reservation, Polacca, Arizona



Ernest Taho is an indigenous activist who comes from the Yavapai and Hopi Nations. He is also from the rabbit and tobacco clan on his Father's side who is Hopi. He currently resides on the Hopi Reservation in Polacca, AZ where he and his family have been for the last 10 years after moving back home from Phoenix, AZ.



Ernest Taho / Cannonball Ranch - Standing Rock, ND

In 2016 a group of Hopi and Tewa community members traveled up to North Dakota to Standing Rock in support of the Standing Rock Sioux Tribe against the pipeline. After returning from North Dakota, Ernest became more involved in the Arsenic issue that was at hand. He joined the Black Mesa Trust Organization as a researcher and tech support but soon became the liaison for the water filtration project that was in the beginning stages. It wasn't until several months later after gathering as much data he could on the waters of Hopi were he also discovered that there was more in the water than just arsenic. Additional contaminants such as Uranium and Vanadium were also present in the water supply. In 2001, after the Environmental Protection Agency lowered the Arsenic level from 50 parts per billion (ppb) to 10 parts per billion, this has now made the Hopi Tribe become out of compliance with safety regulations. Today Ernest, along with Mr. Leon McLaughlin of the Clean Water Foundation of Seattle, Washington and other not for profit groups, are addressing the water issue on both the Hopi and Navajo First Nations.

### **Hopi arrives at Standing Rock Reservation**

<https://www.youtube.com/watch?v=gVaRyOsa0Ps>

### **Rare look into Hopi reservation shows tribes struggles and triumphs**

<https://www.youtube.com/watch?v=J-MIuI88FeM&t=26s>

### **Parched Documentary**

<https://www.youtube.com/watch?v=43xfdsFXpbY&t=1154s>



## **Event Profile –**

The FLOW live streaming event is a one time, one off charity event – although there has been interest expressed in staging a live concert event on site in Arizona in late 2021 or spring 2022. There have been similar live streaming events staged over the course of this past year and this event is scheduled to be hosted at the MOB Studios in Seattle, WA. The MOB Studios is a top quality facility which has recently hosted similar events.

The intent is to attract a wide variety of ages to view the event by including acts with a wide appeal. That said, the target demographic may likely skew toward the 20 – 45 year old age group. This demographic tends to prefer familiar music from familiar, established artists. We intend to feature such artists as headliners and also feature celebrity hosts. It is our intention to showcase artists from throughout North America as well as local acts from the Hopi and Havajo Nations in order to give these artists some exposure to a wider audience and to keep within the scope of reaching out on a broad basis to make a broad impact.

## **2. Event Overview**

### **Vision –**

The event’s mission is to be able to help those in the Hopi and Navajo Nations who are most in need in the most effective manner possible. The event proposes to raise capital through sponsors, through donations, merchandise sales, and through post-production revenues such as streaming of musical content. The event will also raise awareness of the plight of the First Nations people and of the thousands of people who have been left without access to clean and safe potable water. All funds raised will be for the benefit of the Hopi and Navajo people in the affected areas.

### **Mission –**

All funds will be managed by Airline Ambassadors International (AAI) – a registered charity which is directly involved in the area of disaster relief. Clean water equipment will be acquired and dispersed by Airline Ambassadors, which has the experience and the team in place to achieve this task. AAI has already handled difficult situations such as the aftermath of the earthquake in Haiti. To date, Airline Ambassadors has made over 674 missions delivering relief aid to distressed areas.

### **Key Outcomes/Deliverables – Targets/Objectives –**

The priority for the disbursement of funds will be providing clean water purification units to households in the Hopi and Navajo Nations. This can be done quickly and easily and can provide immediate, positive results following the event. Another priority is to provide a long term clean water solution to the First Nations people which may involve drilling into the aquifer and putting into production a large scale source of clean potable water and the necessary infrastructure to deliver it.



### **The Event –**

The event will showcase musical acts as well as hosting a number of speakers who will be accompanied by a video or short film. Unlike a festival which may take place over a weekend or a series of days, a one time, a one day live streaming charity event must be run efficiently. Audiences will donate and will want to see their favourite established musical acts but they will expect to be entertained and engaged on a continual basis. That is to say, the changeover between musical acts must be swift and during the changeover, this would be an opportunity for a speaker to address the audience, accompanied with a video if desired, or for the presentation of a short film.

### **Target Market –**

The target market for the event would be adults in North America, Europe and potentially around the world who are able to make donations. Donations will be collected on a pre-existing GoFundMe page which viewers will be able to access through a link or a banner accompanying the live stream.

### **Stakeholder Involvement and Benefits –**

The core team and the team associated with this event are looking to raise on the order of [USD \$150,000] in capital in order to support and to sponsor this event. Please see the financial estimates below. This figure is based on estimates that have been provided to us by concert promoters based upon the costs to stage a similar event. Additional funds will be required to



manage and market online fundraising activities. The goal for this event, for subsequent events, and for the overall campaign would be to raise over USD \$8 million in funding for disaster relief. As a guideline, a recent campaign to raise funds for Covid-19 relief for the Hopi and Navajo First Nations was able to raise over USD \$7.5 million.

The core team is looking for sponsors who together would provide on the order of \$150,000 for this event and the associated online fundraising efforts. Each sponsor would have the ability to have their name and their corporate logo displayed and associated with the event according to their instructions and approval. Of course, invites to view the event live in Seattle would be provided to all sponsors as well as passes to associated meet and greet events. We will also invite all donors to come with us on the delivery of relief and participate directly in the relief efforts if desired.

Sponsors are encouraged to provide support “in kind”. For example, a donation of airline tickets or hotel rooms for visiting artists, providing the venue catering as a donation or at a deep discount all would be a significant contribution. Local sponsors and government agencies would be encouraged to ask their employees to volunteer to help out with the event. All forms of support will be welcomed.

**Delivery –**

**3. Development Plan**

**SWOT analysis**

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• <i>Unique event</i></li> <li>• <i>Multiple Established Acts would drive donations</i></li> <li>• <i>High profile celebrity hosts and political speakers would maintain interest during musical act changeover</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Multiple acts both live and on video will require careful planning</i></li> <li>• <i>Multiple ‘for profit’ competing concerts and shows at any one given time</i></li> <li>• <i>Logistically challenging to run a one time event smoothly</i></li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• <i>To provide an inclusive event with artists from different areas and backgrounds and attract different age groups</i></li> <li>• <i>To maintain interest and support for the First Nations community in a dire situation</i></li> <li>• <i>To create awareness and support for first responders and relief groups that have taken on a thankless job</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>High profile event would attract media scrutiny which would have to be managed carefully</i></li> <li>• <i>Funds raised would have to be targeted at specific goals and managed carefully</i></li> <li>• <i>Racing against the clock to meet a specific deadline. Managing the event and being well organized will be the key to success</i></li> </ul>



#### **4. Event Requirements**

##### **Facilities –**

The venue for the event and the date for the event are two key factors at the outset. Arranging established artists at short notice can be a challenge and the more advance notice given, the better. MOB Studios, the chosen venue in Seattle is of a size that can support one or more established acts. It already has adequate parking and loading facilities as well as the ability to host a live stream broadcast and has hosted similar events. Food and beverage can be provided by an outside caterer. Merchandising would be organized by the core team. The studios can even arrange accommodation for out of town artists or hosts.

##### **Services –**

Support services provided would be similar to those required for any major recording act at the host venue. Security services would be similar. There may also be a need to host the media and their entourage which can be accommodated. As well, there would be a requirement for backstage catering in the change rooms or green room for each of the acts and their support crew. There is also an appropriate area to host a meet and greet for the sponsors and their significant others.

##### **Production –**

Sound equipment, lighting equipment and the requisite crews would be provided. This may also require the ability to project videos and any other supporting multimedia equipment. Proper staging is available and time and capital permitting, can be customized to the event. Each individual musician would bring his or her individual musical instrument(s) but the major sound system would be sourced and operated on site. Individual musicians and artists will want to mix their monitor or earbuds to their preference during soundcheck. A monitor mixing capability adjacent to the stage is available.

##### **Legal & Insurance –**

All necessary event insurance would need to be put in place. Clearly there are precedents for this for this at the host venue. As well, there would likely be a requirement for some legal work to contract established artists.

#### **5. Marketing & Communications Plan –**

Airline Ambassadors International has extensive connections with major media outlets and has been interviewed on several occasions by major media outlets including CNN, NBC, ABC, FOX, MSNBC, Univision and Voice of America. Indeed, AAI has had two CNN interviews since the Hurricane Dorian disaster and has raised issues regarding disaster relief. AAI will use all of its major media connections in order to raise awareness for this event.



AAI will approach the major television stations to request interviews to help to create awareness and to market the event. AAI will host an afterparty and will invite all sponsors and media representatives to the after event in order to meet the artists, the speakers, and the representatives from the Hopi and Navajo Nations.

In addition, the core group plans to engage a professional media relations group to execute a public relations strategy. This group will work hand-in-hand with each of the sponsors to ensure that their names and corporate logos are associated with the event in a manner in which they will pre-approve.

AAI is planning to schedule an additional live event on site in Arizona, potentially with a different musical lineup. The working date for the live show will be in the spring of 2022.

## **6. Financial Plan & Considerations**

The Concert For The Love Of Water is looking to raise a minimum of \$150,000 from sponsors to be able to comfortably cover the production costs for the show. Total expenses, including a 10% contingency component, are budgeted to be on the order of \$150,000. Any surplus over and above production costs could be included in the donation campaign with the sponsor's approval.

The estimate for this show is based on hard, out-of-pocket expenditures and does not take into account any donations in kind. The estimate for this show also assumes a minimal advertising budget as it is the intention of the management committee to leverage their connections with major media outlets in order to create market awareness for the show and the online donation campaign. The management committee will reach out to their media connections and offer to do interviews in order to raise awareness for the show. Media interviews could be conducted at little or no cost to the production.

Although it is hard to predict, the management is hoping to raise a minimum of \$8,000,000 over time through its ongoing, online donation campaign which will accompany the show. We expect that online donations will exceed this goal. The management anticipates generating a net profit from this virtual concert event exceeding \$1,000,000 from a combination of sponsorship, merchandise and online donations. If achieved, the Concert For The Love Of Water will be able to start to provide clean water for a significant number of the those in the Hopi and Navajo First Nations by the end of December, 2021. To date the hosts have already received donations on the order of [\$ ] and have delivered and installed a total of [ ] water purification units to the Hopi and Navajo First Nations in Arizona.

**BUDGET TEMPLATE**

	Total Budget Value	Total Actual Value	Variance (Actual - Budget Value)	Notes
<b>INCOME</b>	2021	2021	2021	
· Local Authority Funding				
· Enterprise Funding				
· Other Grants/Public Funding				
· Amount requested from Sponsors	\$150,000			
· Trusts/Foundations/ Government Sources				
· Online Fundraising	\$1,000,000			
· Ticket Sales				
· Merchandising – T-Shirts / Souvenirs / Programs	\$20,000			
· Other Income				
<b>Total Income</b>	<b>\$1,170,000</b>	<b>\$0</b>	<b>\$0</b>	
<b>EXPENDITURE</b>	Total Budget Value	Total Actual Value	Variance (Actual - Budget Value)	Notes
<b>Administration</b>				
· General Administration	\$2,000			
· General Insurance	\$1,000			
· Travel & Accommodation	\$2,000			
· Staff Salaries & Fees	\$2,000			
· Management Fees				
· Other Administration Expenses	\$1,000			
<b>Subtotal Administration</b>	<b>\$8,000</b>	<b>\$0</b>	<b>\$0</b>	
<b>Event Costs</b>	Total Budget Value	Total Actual Value	Variance (Actual - Budget Value)	Notes
· Event Evaluation/Bid Costs				
· Facility/Venue Costs/ Major Acts	\$100,000			
· Other Production Costs (Plant, Equip. Hire, Crew, Security)	\$4,500			
· Health & Safety	\$1,000			
· Event Insurance	\$1,000			
· After Party Event	\$3,000			

· Entertainment/Artistic Programme (House Band fees and costs)	\$1,000			
· Hospitality and Catering	\$1,000			
· Cost of Merchandising	\$5,000			
· Travel, Accommodation & Services	\$5,000			
· Communication (cell phones, etc.)				
· Other Event Expenses	\$1,000			
<b>Subtotal Event Costs</b>	<b>\$122,500</b>	<b>\$0</b>	<b>\$0</b>	
<b>Marketing and Promotion Expenses</b>	<b>Total Budget Value</b>	<b>Total Actual Value</b>	<b>Variance (Actual - Budget Value)</b>	<b>Notes</b>
· Advertising	\$5,000			
· Design Fees & Print Production	\$200			
· Direct Mail/Distribution/Display	\$300			
· Internet & Cell Phone	\$100			
· Promotions	\$500			
· Market Research				
· Ticket Production				
· Other Marketing & Promotions Expenses	\$1,000			
<b>Subtotal Marketing and Promotion</b>	<b>\$7,100</b>	<b>\$0</b>	<b>\$0</b>	

	Total Budget Value	Total Actual Value	Variance (Actual - Budget Value)
	2021	2021	2021
<b>TOTAL EXPENDITURE</b>	<b>\$137,600</b>	<b>\$0</b>	<b>\$0</b>
<b>CONTINGENCY (10% OF TOTAL EXPENSES)</b>	<b>\$13,760</b>	<b>\$0</b>	<b>\$0</b>
<b>TOTAL EXPENSES + CONTINGENCY</b>	<b>\$151,360</b>	<b>\$0</b>	<b>\$0</b>
<b>SURPLUS / DEFICIT</b>	<b>\$1,018,640</b>	<b>\$0</b>	<b>\$0</b>

## 7. Management & Business Controls

Management accounting systems will be put in place showing budget and actual expenditures as well as variances thereof. Detailed records will be provided to all major sponsors.

### Event Action Plan -

<b>Event Action Plan Template</b>															
<b>Event Name: The Concert For The Love Of Water – Live Streaming Event, Seattle, WA</b>															
Date of Event: August 21, 2021			Plan updated on:						Version: 1.0						
Activity	Responsibility (Insert Name)	1	2	3	4	5	6	7	8	9	10	11	12	Event	Weekly Status
<b>Update Business plan</b>															
<b>Steering Meetings</b>															
<b>Marketing</b>															
Agree Objectives															
Engage Designer															
Designs Approved															
Print Ready															
Etc															
<b>Press</b>															
Engage press Officer															
Agree Milestones															
Long Lead research															
Launch															
Features Placed															
On site Photo-op															
Etc															
<b>Fundraising</b>															
List and Insert milestones															
<b>Programming</b>															
List and Insert milestones															

<b>Production</b>															
List and Insert milestones															
<b>Licensing and Legal</b>															
List and Insert milestones															
<b>Monitoring and Research</b>															
List and Insert milestones															
<b>On Site</b>															
List and Insert milestones															
<b>Live Event</b>															
Rehearsal															
Event															
List and Insert milestones															
<b>Take Down/De-rig</b>															
List and Insert milestones															
<b>Reporting</b>															

Thank you !