



## Alive After 5 Host Information Sheet

The annual Alive After 5 (AA5) outdoor Summer concert series on Thursday evenings in June and July are coordinated and executed by the Business Improvement District (BID), within the Downtown Billings Association (DBA). Each concert date takes place at a “Host” location within the Business Improvement District (BID). The concert series brings over 10,000 people to downtown Billings each summer.

The revenue generated by this year’s AA5 series helps sustain the coordination and facilitation of the other DBA community-centric events hosted throughout the year as well as fund projects for the Business Improvement District.

### **Background of Alive After 5:**

The AA5 concert series started in 2003 by a group of downtown restaurant & property owners, led at the time by the Publisher of the Gazette. The original hosts included Walkers, McCormick’s, Pug Mahons, The Rex, and Montana Brewing Co and began with just 5 summer concerts around downtown. Over the years, the series grew from 5 concerts each summer, to at its largest, 14 concerts.

In years past a first right of refusal invitation was sent with proposed AA5 dates to the remaining original event hosts. Once original, or Anchor hosts were confirmed, additional host invitations were sent out to inquiring locations. If a business/property owner declined an invitation they were moved to the bottom of the waiting list (only to be removed from the list if requested) and a new invitation was sent to the next location on the waiting list.

Alive After 5 celebrated 20 years in 2023 with a record-breaking season. Over 10,000 people joined in on the fun over the 9 concert dates. We hope to continue that momentum for 2024!

### **2024 Alive After 5 Season:**

The 2024 AA5 season will have 8 concerts spanning June, July, and the first Thursday in August. After much consideration for the history of Alive After 5 as an event, community feedback, and the changing landscape of downtown, there will no longer be AA5 anchor hosts, but rather hosts locations will be chosen using carefully crafted criteria.

**Applications must be completed in full to be considered.** Applications will be evaluated by the Events Director, the staff of the DBA, and the BID Board of Directors. **Applications are due February 14, 2024 and can be returned to Lexie Mann, Events Director at [lexiem@downtownbillings.com](mailto:lexiem@downtownbillings.com)**

**Event Dates:**

_____ June 6	_____ July 11
_____ June 13	_____ July 18
_____ June 20	_____ July 25
_____ June 27	_____ August 1

**Evaluation Criteria**

**Location ..... 25pts**

*\*The DBA is committed to hosting Alive After 5 concerts throughout the entire Business Improvement District.*

<i>Located within the BID (Business Improvement District)</i>	<i>5pts</i>
<i>Skypoint (N. 29th &amp; Broadway)</i>	<i>15pts</i>
<i>Business located East of 27<sup>th</sup> St.</i>	<i>10pts</i>
<i>Business located West of 29<sup>th</sup> St.</i>	<i>10pts</i>
<i>Business located North of 4<sup>th</sup> Ave</i>	<i>10pts</i>
<i>Business located on Montana Ave</i>	<i>15pts</i>
<i>Bar / Restaurant / Brewery</i>	<i>15pts</i>
<i>DBA Member - Retail / Non-profit / Commercial Business</i>	<i>5pts</i>

**Host History ..... 10pts**

*\*Have you hosted an AA5 event in the past 10 years?*

<i>Never Hosted / New Host</i>	<i>4pts</i>
<i>Hosted ≤ 2</i>	<i>6pts</i>
<i>Hosted ≥ 3</i>	<i>10pts</i>

**Event Specific Marketing Plan ..... 15pts**

*\*How do you plan on marketing your AA5 event to your customers and followers?*

**Band Choice & Budget ..... 25pts**

<i>Variety of music style</i>	<i>5pts</i>
<i>Community Familiarity</i>	<i>5pts</i>
<i>Budget (beyond the DBA obligation of \$1500)</i>	<i>15pts</i>

**Plan to incorporate surrounding business ..... 15pts**

*\*How do you plan to incorporate your neighbors into your event?*

**Family Friendly / All-Inclusive Event ..... 10pts**

*\*The DBA is committed to offering events for all. This can mean providing non-alcoholic drink options, space, and activities for kids, etc.*

**Accepting an Invitation:**

If a business/property owner accepts the invitation, entertainment is booked & a Host Agreement is sent and due by late February.

- Host Fee invoice will be sent (invoice includes the BID's 501(c)3 Tax ID number.
- 50% of the Host fee must be paid by March 20, 2024.
- Host fees must be paid in full by May 1, 2024

**Host Requirements/Responsibilities include:**

Host Fee \$5,000

- In order for your application to be fully eligible, an active DBA membership is required. To check the status of your DBA membership please contact the Downtown Billings front office at (406) 294-5060, info@downtownbillings.com.
- Host must provide a Liquor License or Beer & Wine License (or contract an outside liquor licensee with DBA approval)
- Certificate of Insurance (as required by the City of Billings)
  - General Liability Insurance: each occurrence \$1,500,00
  - Liquor Liability for \$1,000,000
  - Additional Insured: The City of Billings and the DBA must be named
- Minimum of 4 fully staffed satellite bar locations within event closure footprint. Host to plan & provide outdoor bar stations; tables, equipment, et-up, tear-down, staff
- Electricity: event site must have access to at least three 110v 40amp circuits and at least one 220-240v 50amp circuits. Whisper generators with capacity for 5 or more hours use are permitted.
- Event site must be in the BID district & must be a minimum square footage of 14,000 square feet. exceptions to be confirmed by both Events Director, Lexie Mann & BID Director, Joe Stout.
- Host must provide beverages and a meal for performing musicians as part of the entertainment contract and accept event food/beverage vouchers for DBA Staff/Volunteers. *(Exceptions discussed between host and event coordinator)*
- Host may be responsible for additional entertainment fees. The DBA is responsible to cover up to \$1500 of the band booking fee. All AA5 Entertainment/Musicians will be booked through the DBA unless the Host intends to cover the full cost of the band. Per Host Agreement, the Host agrees to cover up to 30% of required entertainment accommodations.

## **DBA Event Responsibilities (included in Host Fee)**

The DBA will plan and provide the following:

- City of Billings Street Closure planning & permitting  
Host insurance and event site map are included with DBA submitted Street Closure Packet to receive approval by all overseeing department heads including Police, Fire, Traffic, Public Works, City Attorney, and Parking.
  
- Street Closure and event equipment:  
Street Barricades      Street Cones      City Trash Barrels  
Perimeter Fencing      Porta-Potties      City Code Required Signage
  
- Entertainment Equipment/Resources  
Sound Stage (City of Billings Parks & Rec Stage)      Electrician Services  
Electricity Distrobox      PA/Sound System      Sound Technician
  
- Entertainment/Band Booking
  - \$1500 or up to half the cost of the band booking fee as negotiated with the Host Booking contract & liability waiver with the Band.
  - 70% of required Hotel accommodations, for traveling bands as negotiated into the entertainment agreement, Music Sounds System & Sound Tech.
  
- Event Set-up & Tear-down  
BID Street team, DBA Staff & Volunteers officially close & reopen the streets, Assist with stage set-up, Stage Sound System, Public access/wristbanding stations, Perimeter fencing (to support Host compliance with MT State Law)
  
- Food Vendor Agreements  
Contract with mobile food vendor(s) to provide outdoor food during the event. The DBA will provide DBA Staff and volunteers with one food and one beverage voucher to be redeemed within the event footprint at established locations. Estimated 15-25 vouchers per event.
  
- 2 Mobile ATMs to be located at event entries.
  
- Event Security: 2 BPD downtown Officers
  
- Performing rights licensing fees through ASCAP.
  
- Event Marketing  
Facebook, Instagram, downtownbillings.com, TV News, Radio, Print marketing, Poster graphic design and distribution, swag, and 6700+ public email newsletter.

Contact Lexie Mann, Events Director at [lexiem@downtownbillings.com](mailto:lexiem@downtownbillings.com) (406)294-5060.



## 2024 Alive After 5 Host Application

**Your Host Fee: \$5,000**

**Application Deadline: February 14, 2024**

Primary Event Point of Contact: \_\_\_\_\_

Event Contact Cell Phone #: \_\_\_\_\_

Contact Email address: \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

Have you ever hosted an AA5 event? \_\_\_\_\_

If so, how many in the last 10 years? \_\_\_\_\_

Have you participated in a Downtown Billings event in the past: \_\_\_\_\_

If so, which events? \_\_\_\_\_

- 1. The DBA works hard to market the entire AA5 season to the community. The DBA will provide AA5 season graphics as well as print and digital marketing materials.**

As an event partner, how do you plan on marketing your specific AA5 event?

Facebook/Instagram handles: \_\_\_\_\_

Website: \_\_\_\_\_

**2. The DBA is responsible for covering up to \$1500 of the band booking fee. All AA5 Entertainment/Musicians will be booked through the DBA unless the Host intends to cover the full cost of the band. Per Host Agreement, the Host agrees to cover up to 30% of required entertainment accommodations.**

Band choice: \_\_\_\_\_

If you don't have a specific band in mind, is there a genre of music that sparks your interest? \_\_\_\_\_

Additional Band Budget: \_\_\_\_\_

**3. The Downtown Billings Association is committed to offering events inclusive of all ages and demographics as well as uplifting and engaging with all downtown businesses.**

What is your plan to incorporate your neighboring businesses in your event?

How do you plan on making this an all-inclusive event?

**Event Dates:**

Please select of your top three event dates (1 being the most desired, 2, then 3). Final selection is up to the discretion of the events director.

- |                                  |                                   |
|----------------------------------|-----------------------------------|
| <input type="checkbox"/> June 6  | <input type="checkbox"/> July 11  |
| <input type="checkbox"/> June 13 | <input type="checkbox"/> July 18  |
| <input type="checkbox"/> June 20 | <input type="checkbox"/> July 25  |
| <input type="checkbox"/> June 27 | <input type="checkbox"/> August 1 |

**Please Initial:**

Today's Date: \_\_\_\_\_

\_\_\_\_\_ I understand that in order to Host and Alive After 5, I am responsible for maintaining a current status of membership with the DBA for the corresponding year.

\_\_\_\_\_ I understand that the Host Agreement (to follow) and 50% of my Host Fee payment is due by March 20, 2024 & 100% of due by May 1, 2024.

\_\_\_\_\_ I understand that if I do not have a license for liquor, beer, or wine, that I must consult with the DBA prior to making any commitments or arrangements with a caterer.

\_\_\_\_\_ I understand that if I have a specific music artist in mind for my event I will consult the DBA as they do have the final say on band choice and must approve the music selection prior to any invitations or arrangements with a musician.

**Submit Completed Applications to:  
Lexie Mann, Events Director  
lexiem@downtownbillings.com**

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INTERNAL STAFF USE:

Confirmed Date: \_\_\_\_\_ Current DBA membership status: \_\_\_\_\_

Downtown Billings Alliance  
116 N. 29th St suite A, Billings, MT 59101  
(406) 294-5060

