



LASSEN COUNTY FAIR

195 Russell Avenue

Susanville, CA 96130

Phone (530) 251-8900

Memo

To: Lassen County Board of Supervisors

From: Kaitlyn Midgley, Manager

Date: July 26, 2024

Agenda Date: July 30, 2024

Re: Hidden Woods Music Festival

In one month, the what we hope will be the region's next music festival experience will be coming to Susanville, CA. KALEO, The Fray, Hinder, LIT, Red Jumpsuit Apparatus, and Secondhand Serenade will be taking the stage at the Hidden Woods music festival at the Lassen County Fairgrounds.

This event has been in the works for over a year and a half and tickets went on sale in late May. The event has a budget of around \$350,000. The festival has already sold over \$100,000 in tickets with a projected attendance of 2,500. The targeted, and anticipated, demographic for this event is concertgoers between 21 and 60 years of age, with ticket prices ranging from \$75 to \$225. This demographic is here to enjoy the alternative and soft rock hits from the 90's and early 2000's. Camping is also available for attendees and will located in the North Arena parking lot with the spaces that have power and water already sold out. All of our camping spaces are a 20'x40' which will allow for a trailer and one steering wheel (vehicle) per space.

In comparison to the most attended day of fair this year, which was Saturday and had over 8,000 attendees at the fairgrounds, we can expect a quarter of this attendance for the festival's first year. The expected revenues based off ticket sales alone should have the festival break even. Between all of the different ticket levels and add-ons, the event has sold over 900 ticket types (this includes camping, bar crawls, etc.). The event is currently being advertised in the Lassen County area along with targeted advertising in Reno, Chico, Redding, and Red Bluff. The event plans to bring in an additional \$65,000 in sponsorships.

The Hidden Woods Festival already has returning vendors from the fair signed up to sell their goods including fair staples like Southern Oregon Food and Beverage, Dill's Deli, and Dulce Tentacion. New vendors are being added daily to fill the available spaces. The Hidden Woods Festival also plans to host fun filled activities throughout the day including a horseshoes and corn hole tournament. Although there are 21 and older targeted events scheduled, this event that will be family friendly if those attending wish to bring their children to the festival to enjoy hits from their decade.

We are planning a fun filled event and hope you will join us on this next venture.

Thank you,

A handwritten signature in black ink, appearing to read 'Kaitlyn Midgley', is written over a light blue horizontal line.

Kaitlyn Midgley

Friday - August 23

5PM (60 Minute Set) Secondhand Serenade

6:30PM (75 Minute Set)

Lit

8:30PM (90 Minute Set)

The Fray

Saturday - August 24

12PM

Huckleberry Road

2PM

Ikana Band

5PM (60 Minute Set)

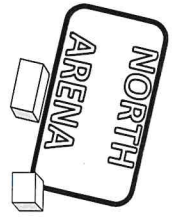
Red Jumpsuit Appartatus

6:30PM (75 Minute Set)

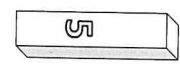
Hinder

8:30PM (90 Minute Set)

KALEO

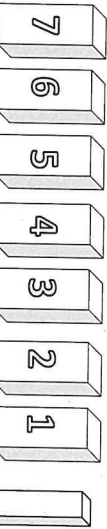
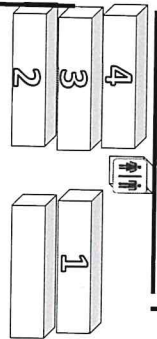


Dry Camping
Hook In Camping

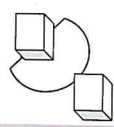


Dry Camping

Bunyan Gate

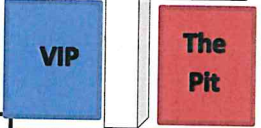


RUSSELL AVE

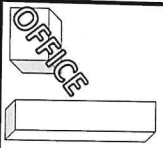


Sierra Red's Fox Den
Bigfoot Bar
Toadwick's Tavern

Smokey's Main Stage



The Grove



Entrance/Exit to Fairgrounds



Bathrooms



Building/Structure



FAIR DRIVE

MAIN ST.

Main Entrance