

# WHY ARE WE COMING TO THE CULTURAL AFFAIRS COMMITTEE?

**Current Opportunity:** Last year was a success, but with your help the sky is the limit!!

**Growth Opportunity:** This is a commitment that not only Ashtray Monument/Monufest can't afford to waste, but the City of NPR has a lot to gain from this as well. This is an opportunity to showcase our beautiful city, not only to the hundreds in attendance, but to the thousands of music and art fans following the build up and watching live online!

Nearly all of last years' community/sponsor partners have already expressed their desire to join us again this year. Most of whom have also shared their long-term interest in helping us grow this to a much larger scale, presenting the opportunity to invite a much larger audience from a much wider geography as we expand.

**Risk:** Many of these partners (and others) have inquired about the potential to move to much larger venues/cities (Orlando, Tampa, St. Pete, etc.), for this year's event, and/or the future. As you probably recognize by now, we are committed to keeping our event in NPR for this year, and every Monufest to come.



# MONUFEST IN NUMBERS

Over \$10,000 in revenue brought to Downtown NPR (outside of the event), of which approximately 67% came from people that live elsewhere

229 attendees (144 from outside of New Port Richey)

- \$9160, \$5760 from outside of New Port Richey\*

9 bands (32 members, 30 from outside of New Port Richey)

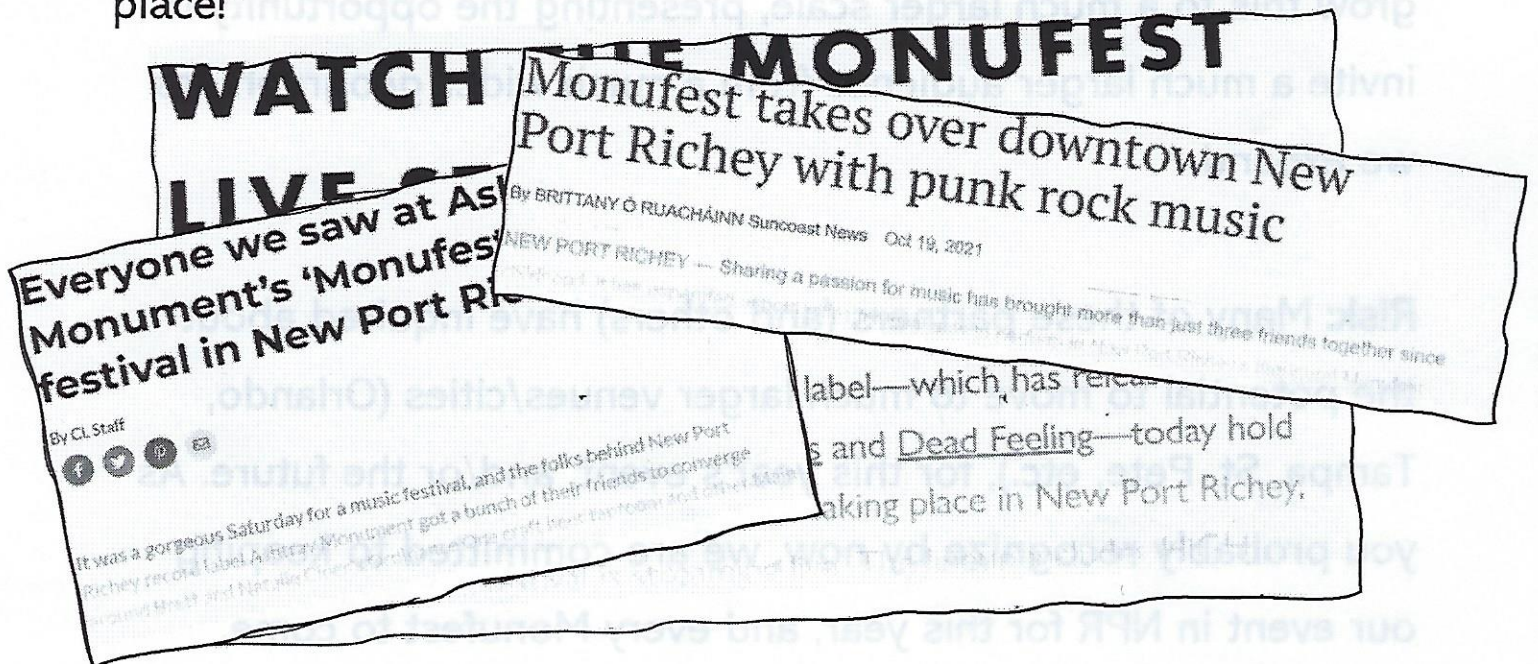
- \$1280, \$1200 from outside of New Port Richey\*

207 streaming viewers (202 from outside of New Port Richey)

- According to Eventbrite show streaming viewers are at least 40% more likely to attend the following year

*\*If average person spent only \$40 on food, drinks, etc....*

**Publicity:** Monufest was featured on many local news and global music websites, consistently highlighting **NPR as an ideal destination**. Feedback was consistent from bands and attendees... “I can’t believe I’ve never heard of this town before! I’m going to bring (XYZ) back because they would love this place!”





# MONUFEST

• 2022 •

## ⚡ WHO ARE WE?

Ashtray Monument records was started in 2018 by 3 lifelong friends who met while attending elementary school (1987 to be exact) in their hometown of New Port Richey. We bonded over a mutual love of music and have always had a dream of starting a record label to support independent artists. As we approach our 100<sup>th</sup> release, we have thousands of followers and viewers across all platforms.

Ashtray Monument is excited to organize our second annual live music event in downtown New Port Richey, Monufest '22, featuring local bands as well as bands from our roster.

The goal of Monufest is to bring the community together while supporting local arts and charities. The inaugural Monufest was held on 10/23/21, and hosted 9 bands, hundreds of streaming viewers, along with auctions featuring regional artists and prize raffles with proceeds benefiting Mullins Music, a 501(c)(3) community music school committed to providing quality music education to students of all ages, regardless of ability, background or personal circumstances.





# WHAT IS

## ⚡ MUSIC

The inaugural Monufest had 9 bands on 2 stages featuring local artists and bands from Ashtray Monument's roster. This year we are aiming for 10-12 bands with the goal of adding at least one national headlining act to create a bigger buzz, several of which have expressed real interest and we are negotiating as this is being written.



All photos provided by Dave Decker @ Creative Loafing. See more at...  
<https://www.cltampa.com/tampa/everyone-we-saw-at-ashtray-monuments-Monufest-music-festival-in-new-port-richey/Slideshow/12454783/12451099>



# MONUFEST?

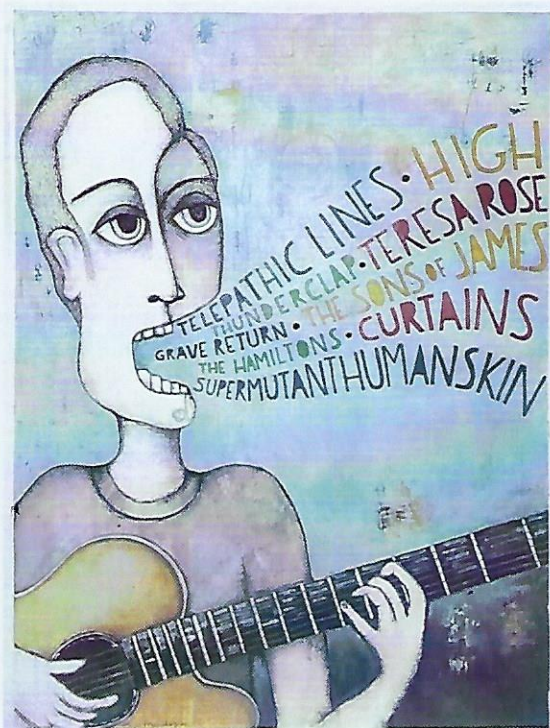
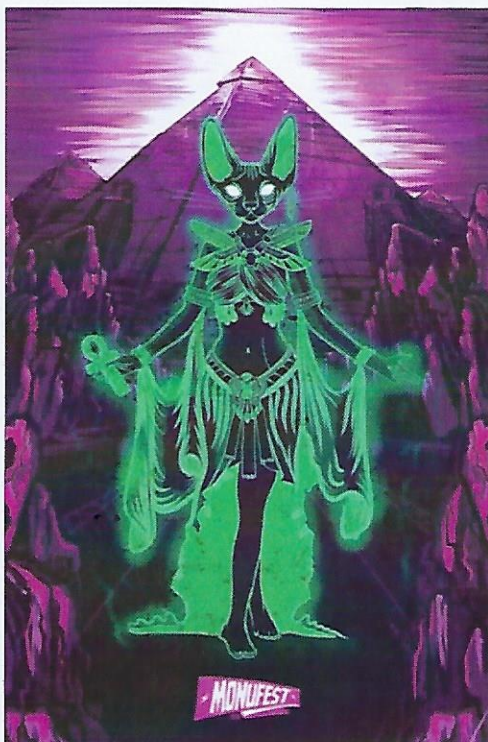


## ⚡ ART

Local artists will be creating original pieces that will be the basis for promotional posters.

## ⚡ COMMUNITY

The original promotional one-of-a-kind art will be auctioned off to benefit Mullins Music. The examples below were created for the 2021 event.

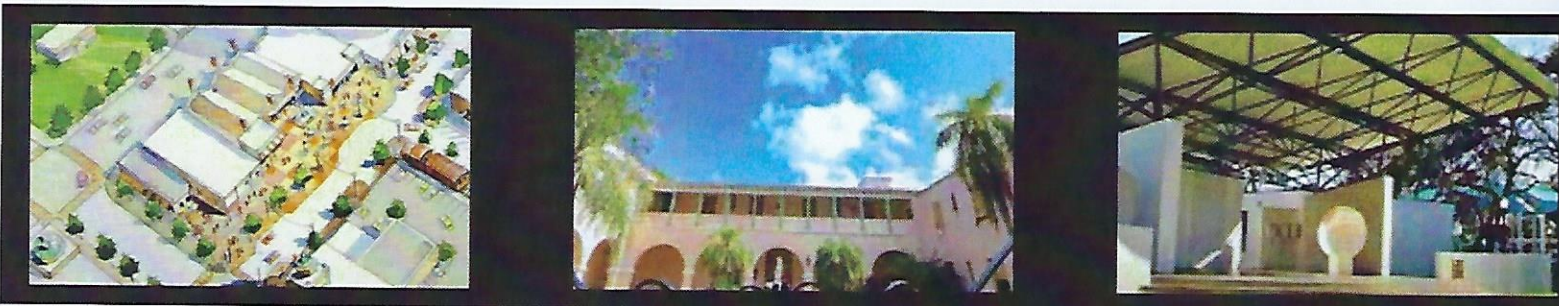




# OUR HOPES

We want to continue the relationship we started last year and continue to grow together and build something that will last for years to come. If given the opportunity to remain, we are firmly committed to keeping this event in NPR, this year and every Monufest in the future.

We believe in this city and want to see our event continue to succeed and grow along with all other New Port Richey cultural activities! Bringing new visitors to Downtown New Port Richey, along with their revenue and energy will simultaneously showcase the city and benefit all downtown businesses and organizations. With continued support from the city we see no reason this cannot happen.



## MORE INFO

Monufest.com  
MullinsMusic.org

AshtrayMonument.com

