



Borough of Quakertown

Upper Bucks County

10, 000 Residents

45,000 Daytime Population

83 Full-time employees

123 Employees with seasonal staff





8 Departments

Administration

Police

Public Works

Water

Sewer

Electric

Planning & Codes

Parks & Recreation

120+ Acres of Parks

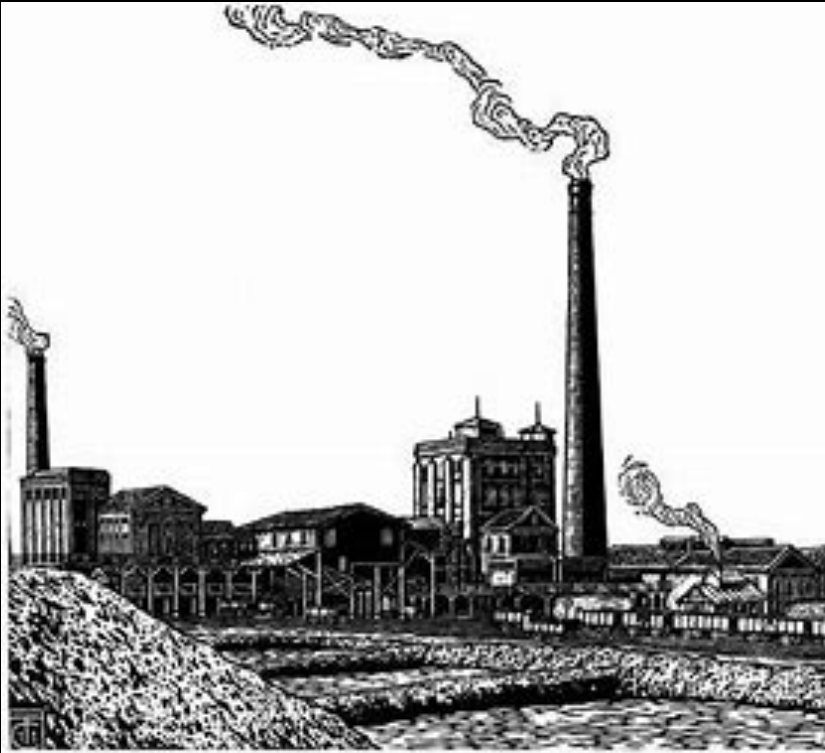
Public Pool

Sports Complex

Outdoor

Amphitheater

BACKGROUND



Krupp Foundry Property

16 Acres in Downtown Section

Brownfield

Borough Purchased & Cleaned

WHY?



Entertainment Venue Concept Developed

Created an Enterprise Fund
Debt Service

Naming Rights
“Build it & they will come”
Univest Corporation

Revitalization
Destination
Re-inventing the Borough

HOW?



UNIVEST[®]
PERFORMANCE CENTER

**THE
SOUNDS
OF SUMMER
CONCERT SERIES**
PRESENTED BY
SANDS
AUTO GROUP
QUAKERTOWN RED HILL

OF THE BOROUGH OF QUAKERTOWN
INCORPORATED
BUCKS CO. PA.
1800





FINDING THE RIGHT ACTS





LIVE FROM THE UNIVEST PERFORMANCE CENTER



THE SOUNDS OF SUMMER CONCERT SERIES

PRESENTED BY

SANDS

AUTO GROUP
QUAKERTOWN/RED HILL

- JUNE 14 TOMMY JAMES & THE SHONDELLS
- JUNE 28 THE MARSHALL TUCKER BAND
- JULY 12 THE CHARLIE DANIELS BAND
- JULY 26 JOURNEY STEVE AUGERI
FORMER LEAD VOCALIST
- AUG 16 HERMAN'S HERMITS
STARRING PETER NOONE
- AUG 23 LITTLE RIVER BAND

501 W. MILL STREET QUAKERTOWN, PA

QUAKERTOWN.EVENTBRITE.COM FOR TICKETS



STAFF



MARKETING & PROMOTION



Freemium

A business model that offers both free and premium services. The freemium business model works by offering simple and basic services for free for the user to try and more advanced or additional features at a premium.



PARTNERS & SPONSORS



**THE
SOUNDS
OF SUMMER
CONCERT SERIES**
PRESENTED BY
SANDS
AUTO GROUP
QUAKERTOWN-RED HILL

THANK YOU TO OUR 2018 SPONSORS

**ST. LUKE'S UNIVERSITY HEALTH NETWORK
NEW VITAE WELLNESS AND RECOVERY
QUAKER COLOR
NEXTERA ENERGY**

**SPRINGHILL SUITES BY MARRIOTT QUAKERTOWN
LAZER LIMOUSINE
SERVPRO OF UPPER BUCKS**

**ADAMS OUTDOOR ADVERTISING ADVANCED DISPOSAL
HILLTOWN SERVICES PENNY POWER**

**GROSS MCGINLEY ATTORNEYS AT LAW WEST END PUB SPINNERSTOWN HOTEL
NYCE CRETE & LANDIS BLOCK & CONCRETE KRAUSE HOME & LAWN CARE UPPER BUCKS FREE PRESS
COUNTRY STRUCTURES H&K GROUP**







So. . . . How Did We Do?



Revenue	
Sponsorships	
Ticket Sales	
Concession	
Alcohol	
Retail	
Parking	
Total Revenue	\$28,134.00
Expenses	
Bands & Promoter	
Lights & Sound	
Misc Concert Expenses	
Contracted Services	
Insurance	
Advertising	
Total Expenses	\$37,637.00
Revenue over Expenses	(\$9,503.00)



I see the crowds getting larger. I believe more people are hearing about what is happening here and are eager to participate. Let's continue to move forward, and adjust as necessary, and see where this takes us. Again, I appreciate the opportunity to serve and to give back to my hometown. This is a group effort and I'm proud to be associated with the type of people involved.

10/2/2018 10:08 PM

[View respondent's answers](#)

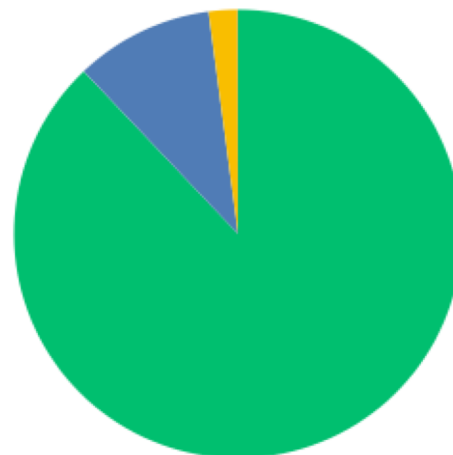
It's great having these concerts offered right here in Quakertown. The atmosphere is great. Can't wait to see what who is coming next year!

10/4/2018 6:25 PM

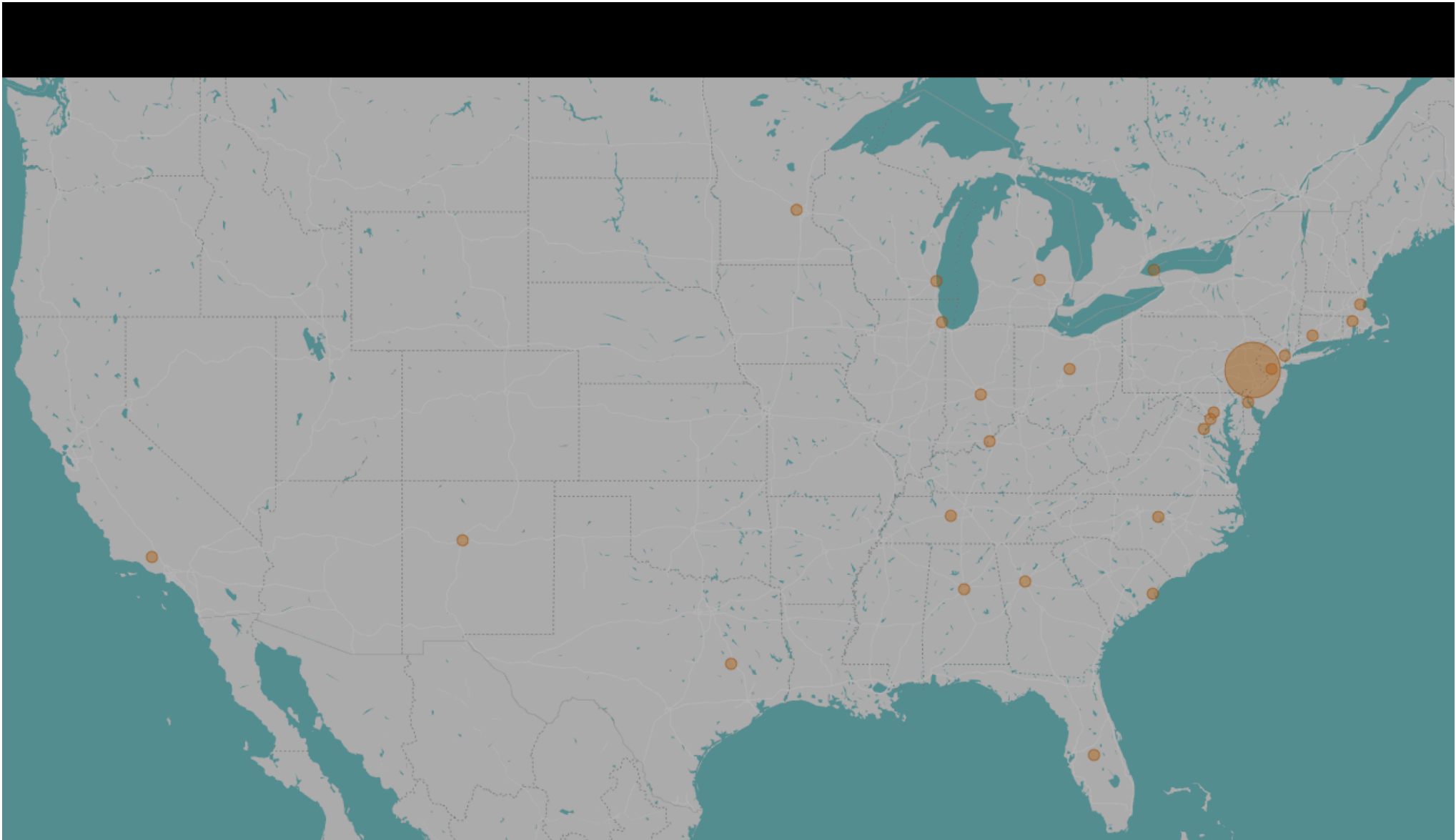
[View respondent's answers](#)

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Q8 How likely are you to attend another concert event at the Univest Performance Center in Quakertown?



Very likely Likely I am not sure Unlikely Very unlikely



ATTENDEES CAME FROM 25 STATES (NOT INCLUDING DC)
2 PROVINCES IN THE UK, AND ONTARIO, CANADA



BIG RISK...



BIG REWARD



...MAYBE