



**NEVADA COMMISSION for the RECONSTRUCTION of the V&T RAILWAY
("V&T Railway Commission")
Agenda Report**

Date Submitted: 04/23/21

Meeting Date Requested: 04/29/21

Time Requested: 15 Minutes

To: NEVADA COMMISSION for the RECONSTRUCTION of the V&T RAILWAY Commissioners

From: David Peterson (dpeterson@visitcarsoncity.com)

Subject Title: Presentation of the Battle, Axe & Tracks event.

Staff Summary: E720 will present the Battle, Axe & Tracks event to be held October 2nd and 3rd, 2021 at the Eastgate Depot.

Type of Action Requested:

Resolution

Ordinance

Formal Action/Motion

Other - Presentation Only

Recommended Board Action: *None.*

Applicable Statute, Code, Policy, Rule or Regulation: n/a

Fiscal Impact: n/a

Explanation of Impact: n/a

Funding Source: n/a

Supporting Material/Attachments: E720 Battle, Axe & Tracks Presentation

Prepared By: Chris Kipp, Carson City Culture & Tourism Authority's Operations Manager



Presented by E720
Oct. 2-3, 2021



SOMETHING

THE WHO

- E720 is Carson City based with over 25 years event, VIP and arts experience, E720 has recently formed to create this unique experience combining music with the assets that make our area great. The Eastgate Depot is a natural and perfect location to produce this first ever music festival for the area.

THE WHAT

- The area's first multi-day music festival combining both the V&T Railway and the best emerging and established rock and blues musicians on the scene today. "Battle, Axe & Tracks" is scheduled for Oct. 2-3, 2021

THE WHY

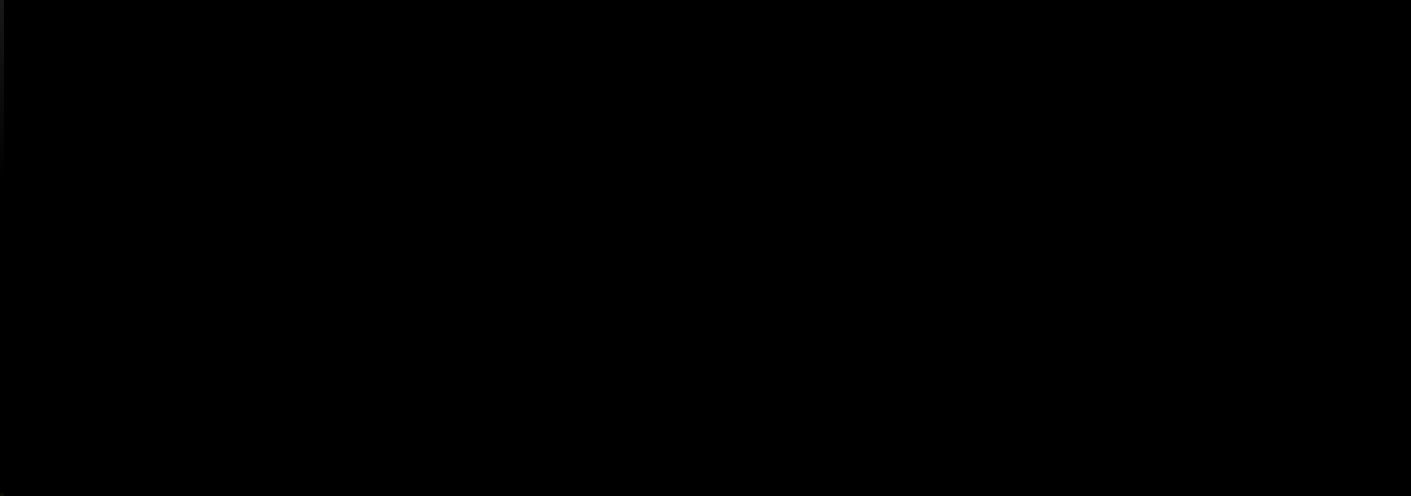
- The goal of the festival is to strengthen Carson City's reputation as a regional music, art and culture destination while utilizing our unique resources of the V&T Railway, the new rail bikes, and proximity to historic locations and attractions in both Carson City and Virginia City.

THE HOW

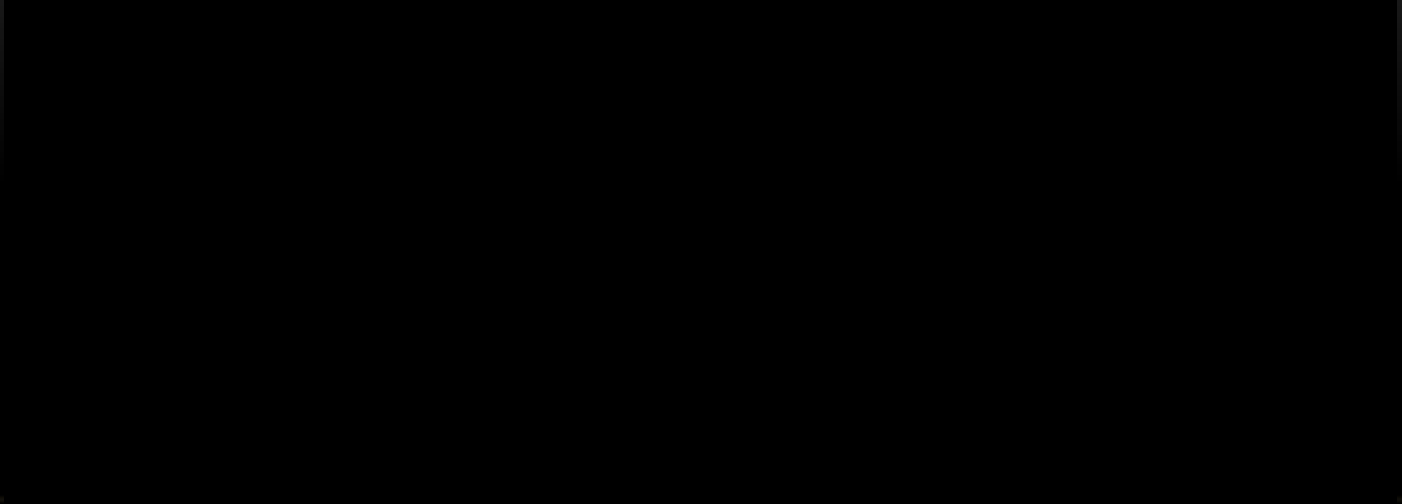
E720 is bringing together the innovators and business leaders of Carson City and Virginia City for this first time ever event. The goal of the festival is to bring together all resources to promote and support our love of music, culture and history of both communities.

The Line Up

Kenny Wayne Shepherd



Larkin Poe







Artist Reach

Kenny Wayne Shepherd	2,016,044
Larkin Poe	1,518,555
Samantha Fish	636,355
N. Mississippi All Stars	559,033
Taz	187,411
Ally Venable	113,936
Carolyn Wonderland	109,022
Ian Moore	31,463
Ron Artis II	14,542
Antsy McClain	9,396
Dennis Johnson	4,118

Total Reach

5,199,875

Projected Economic Impact

- E720 expects to sell at least 3,000 tickets up to a maximum of 4,000
- 20% of attendees staying two nights in local hotel/motels and RV's
- Spending an average of \$120/day on accommodations, food and beverage, retail, recreation, gaming, and transportation in addition to ticket sales thereby infusing the local economy with \$690,900 for two and a half days of events.

Other activities

V&T Railway Cars

Rail Bikes

Axe Throwing

Guitar Competition

Disc Golf

VIP Opportunities

Street Performers Throughout Carson City

Downtown Corridor