



**Petroglyph Festival/ Rock Art Festival
Sponsored by City of Ridgecrest & RACVB**

**Seventh Meeting
March 11, 2013 (Tues.)**

Time: 9:00am

Location: Mayor's Office in City Hall

Date – Tentative - November 13, 14, 15, 16, 2014

(In conjunction with Native America Heritage Month)

**Theme – SEASONS OF THE SHEEP, ROCK ART OF THE INDIAN WELLS
VALLEY**

**Goal - Increase recognition of Native Art, cultural awareness, and Indian Wells
Valley Legacy.**

**Opening Day - Navy Color Guard and Native American opening ceremony for
both Petroglyph Park and Festival, Dignitaries brief remarks**

Events:

A. Educational Component

**Petroglyph Tours – Restricted areas only - Little Petroglyph Canyon (Museum &
base responsibility)**

**Archaeologist, Historians, Teachers, and Students, Lesson plans-paint
petroglyphs on rocks, build wiki-ups, and grind on mutates (Dan and Museum's
responsibility) Dan is working with Kish and Sandy to obtain and produce
lesson plans. Send out lesson plans to all surrounding schools.**

Native Encampment/Wiki-up/Cultural Exposure (Dan responsibility)

**Educational Videos of petroglyphs for public (Doug and Dan's responsibility)
Dan viewed videos and felt they were acceptable**

**Educational videos for schools perhaps with 9 tribes dancing and sharing their
culture (Dan's responsibility)**

Invite surrounding schools to visit petroglyphs and arrange to comp travel and lunch expenses for all visiting students (Ramon's responsibility)

- B. Inside Fair – vendor booths, Native booths, food booths \$100 per 10x10 space (Doug and Dan's responsibility)**
- C. Quality Video of Petroglyphs – Mark Pahuta (Harris' responsibility)**
- D. Demonstration and Presentations on Rock Art (Museum's responsibility)**
 - a. Sandy Rodgers**
 - b. Native Americans (9 tribes)**
- E. Concert – with R. Carlos Nakai planned for Fri. November 14 Location – PAC BHS**
- F. Wagon Train Exhibit – Doug has contacts to acquire wagons (possible location at Museum)**
- G. Native American Pow-wow – location at Freedom Park**
- H. Street Fair (Fri. & Sat.) with bands and or music Balsam Street/Wine Walk??**

Here are the events planned so far in chronological order:

November 13, 2014 – Opening Day Celebration of County Petroglyph Park, Student Educational Programs with replica of 2,000 year old Native American Encampment with Native presentation, Demonstration and Presentations on Rock Art, Wagon Train Exhibit, Street Fair with music, Educational Videos of Petroglyphs.

November 14, 2014 – A Concert with R Carlos Nakai (Nov. 14,) Petroglyph Tours - Little Petroglyph Canyon, Inside Street Fair with many vendors, Demonstration and Presentations on Rock Art, Student Educational Programs with replica of 2,000 year old Native American Encampment with Native presentation, Wagon Train Exhibit, Educational Videos of Petroglyphs, Native American Pow-wow at Freedom Park.

November 15, 2014 - Inside Street Fair with many vendors, Petroglyph Tours, Demonstration and Presentations on Rock Art, Student Educational Programs with replica of 2,000 year old Native American Encampment with Native presentation, Wagon Train Exhibit, Educational Videos of Petroglyphs, Native American Pow-wow.

November 16 2014 - Inside Street Fair with many vendors, Petroglyph Tours, Demonstration and Presentations on Rock Art, Student Educational Programs with replica of 2,000 year old Native American Encampment with Native presentation, Wagon Train Exhibit, Native American Pow-wow, and Educational Videos of Petroglyphs.

TO DO LIST

Dan – Historical Society Board meeting, Dan to create lesson plans for Elementary, Junior High and High School – paint or chipping rock art. Create selection process to award for top prizes, and contact district when completed, visit tribes.

Peggy – explore NOC funding, support from WD - MOU, John OGara will contact curator facility and exhibit



Dan – work with Harris to explore curator facility and exhibit.

Dan - call and visit all tribes to elicit support, create vendor contract, sent out vendor contract with cover sheet, information, and work with Little Deer

Dan – Locate Kerr McGee plant lay-out to assign vendor space, share with Doug.

Justin/Ramon – create marketing plan with Dan and Doug – Multimedia approach identifying colleges, universities, school districts, organizations, magazines, tribes, and RV and vacation magazines, newspapers, TV and radio, and surrounding communities who would support this effort.

Dan – Sent letter to inquire involvement of National Geographic.

Dan, Doug, Harris – met with SSUSD Management Team – explained Festival and our student’s involvement.

Dan, Doug, met with Wes Gleason to plan Golf tourney on 26, April, turned in paperwork for base permission.

IDEAS

Crafters coffee and donuts before opening of each day

Don’t duplicate vendors (only two/three of each)

Food vendors – in and out of town vendors

Street fair dedicated to kids so parents can shop inside. Child care for infants

Data base for vendors

TV coverage PBS Doug, Harris, Dan, and Steve Brown lunch - *Sun Runner*

Lori will contact - BLM – Jawbone Canyon

Budget Estimates

Revenue

Sponsors 3 @ \$15,000	= \$ 15,000
RACVB	= \$ 10,000
Concert	= \$ 7,000
(600 tickets x \$20. = \$12000 - \$5000 expenses = \$7,000)	
Art/Crafts Fair (40@ \$100)	= \$ 4,000
2 Food vendors at Museum	= \$ 200
Golf Tourney	= \$ 2,500
Raffle	= \$ 6,000
Pancake B/F	= \$ 1,500
Casinos Donations	= ?
City Donations	= ?
Chamber donations	= 0 possibility they will raise money through fundraisers
Street Fair	= ?

Expenditures

Sec.	\$ 3,000
PTE	\$ 15,000
Marketing	\$ 15,000/Ramon
Materials	\$ 2,000
Unexpected	\$ 10,000

Totals	\$ 41,200	\$ 45,000
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Fundraisers

- City Golf Tournament - April 26, 2014
- Pancake B/F - Date to be determined (Letter sent to Elks to wave \$425)
- Estimated revenue generated from festival for city coffers:
 - TOT – 800 rooms x 60% occupancy (480 rooms) x 2 days (Average cost \$80.00 per room & 10 % tot tax) = \$7,680
 - Sales Tax – 8% sales tax = \$170,000 per month adding a 10% increase for 4 days = \$34,000 increase in sales tax.
 - Total increase to city coffers = \$7680 + \$34,000 = \$41,680