

The Draw Summer Event Series 2012

(Recap and wrap-up)



Promoting

- The City and Foundation took a comprehensive approach this year promoting The Draw Summer Event Series.
- There was four 24 x 36 bi-weekly posters updated every other week for the upcoming events.
- The bi-weekly ads were posted on the city Facebook page and city website every week.
- These were also handed out at the end of every concert.

THE COR AT RAMSEY

THE DRAW SUMMER EVENT SERIES



Aug 16:
SCOTT NOVOTNY



- 6:30-8:00 PM
- PRESENTED BY:
ALLINA MEDICAL CLINIC



- PRESENTED BY:
SISTER KENNY SPORTS &
PHYSICAL THERAPY CENTER



Aug 23:
ELVIS, TODD ANDERSON



- 6:30-8:00 PM
- PRESENTED BY:
CONNEXUS ENERGY



FARMERS MARKET adjacent to the amphitheater in The Draw
every Thursday from 3-7!



AUG 16: SCOTT NOVOTNY
Scott Novotny loves delighting audiences with his show – an act laced with characters, songs, jokes, dancing, props, improvisation, and physical comedy.
Event Sponsors-Allina Medical Clinic - Ramsey, Sister Kenny Sports & Physical Therapy Center
Allina Medical Clinic - Ramsey and Sister Kenny Sports & Physical Therapy Center are part of Allina Health. A not-for-profit health care system, Allina Health cares for patients from beginning to end-of-life through its 90+ clinics, 11 hospitals, 15 pharmacies, specialty care centers and specialty medical services. Learn more at allinahealth.org.
*Food and drinks will be available for purchase during the event.

AUG 23: ELVIS, TODD ANDERSON
Todd Anderson has brought joy, excitement, and music to audiences of all ages, and is a special favorite with senior audiences. He is a very versatile singer with a repertoire that includes many genres of music including rock & roll, gospel, opera, jazz, country western, and folk songs.
Event Sponsor-Connexus Energy
Based in Ramsey, Connexus Energy is Minnesota's largest electric cooperative, providing electricity and related products and services to homes and businesses in portions of Anoka, Chisago, Hennepin, Isanti, Ramsey, Sherburne, and Washington counties.
*Food and drinks will be available for purchase during the event.

Located at 'The Draw' - 7401 E Ramsey Parkway,
Ramsey, MN
www.CORatRAMSEY.com

Promoting

The Draw 2012

Presented by: 

Summer Event Series

DATE:	TIME:	ACT:
June 21	6:30-8:00pm	Big Walter Smith and The Groove Merchants Minnesota's most recognized bluesmen, earning an international reputation as an accomplished recording artist. <i>Sponsor: Anderson Dahlen Inc. and Village Bank</i>
June 28	4:00-Dusk	Radio Control Boat Races Wind, Waves N Wakes showcases wind, gas and electric powered boats that can reach speeds in excess of 60 mph. <i>Sponsor: Edina Yacht Club</i>
July 05	6:30-8:00pm	Kendama Free For All Bring your friends and Kendamas for an extreme free for all. There will be music playing and the opportunity to participate in yard games as well. <i>Sponsor: Tornado Alley Sports</i>
July 12	6:30-8:00pm	Roadhouse Blue Band Roadhouse Blue is a variety/classic country/rock band. Free samples of Killebrew Root Beer will be available. <i>Sponsor: RUM and Killebrew Beverages</i>
July 19	6:30-9:00pm	Bill and Tom Show The Bill & Tom Show is a 2 man Guitar/Piano Duo playing popular good time songs from the 60's and 70's. <i>Sponsor: Tratt Brook Financial & Weikel and Boyd Law Firm</i>
July 26	6:30-8:00pm	Me and Pop's Classic American music with vocals and guitars, Me and Pop's tributes classic songs of each decade starting in the 1920's to the 1980's. <i>Sponsor: Field Law, P.A.</i>
Aug 02	6:30-8:00pm	The Whatnots The Whatnots, practically the world's greatest cover band, play all your favorite rock, pop, 80's and disco. <i>Sponsor: Coborn's & Ramsey Rotary</i>
Aug 09	6:30-8:00pm	1st Things 1st 1 st Things 1 st is a tribute to great writers and performers of 40's and 50's. The musical revue is a fun, high energy show that has delighted all ages. <i>Sponsor: Ramsey Tower Community Garden</i>
Aug 16	6:30-8:00pm	Scott Nowotny-Comedian Scott's act is laced with characters, songs, dancing and jokes. <i>Sponsor: Sister Kenny Sports and Physical Therapy Center-Ramsey, Allina Medical Clinic-Ramsey</i>
Aug 23	6:30-8:00pm	Elvis, Todd Anderson Elvis is a delightfully entertaining show for all ages! Todd's voice, costumes and moves are an exciting depiction of an actual Elvis concert. <i>Sponsor: Connexus Energy</i>
Aug 30	6:30-8:00pm	Bourbon Street Boys Reuben Ristrom's styles include Dixieland, mainstream jazz, swing, latin and a dose of vintage rock and roll. <i>Sponsor: Jerry Bauer Land & Investments</i>
Sep 06	6:30-8:00pm	Splatter Sisters This is a great opportunity for the whole family and kids of all ages. The Splatter Sisters show is a style of sassy-folk and jazz based vocals. <i>Sponsor: Ramsey HRA/ The CDR at Ramsey</i>
Sep 13	5:30-7:30pm	Park Patron Picnic Community picnic with a live broadcast. Shop at the farmers market and you will receive free food from the grill in the amphitheater. <i>Sponsor: Ramsey Park and Recreation Commission</i>

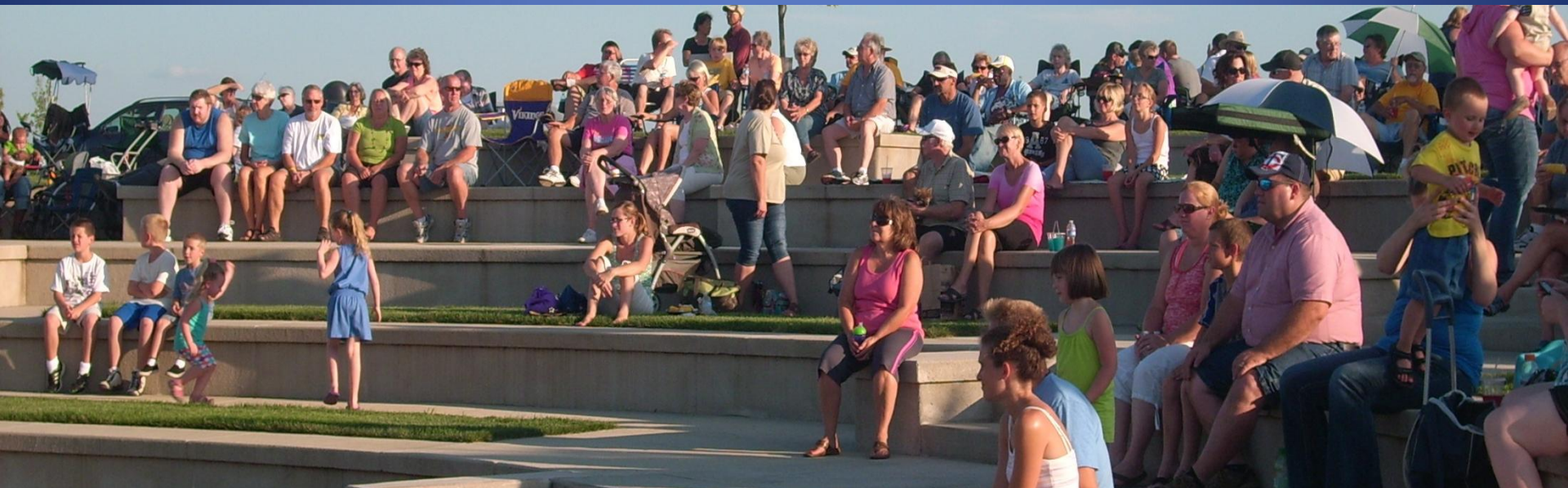


Every Thursday night from June 21- Sept 13 there will be an event at 'The Draw' Amphitheater
FOOD AND DRINKS will be available for purchase during the event
FARMERS MARKET adjacent to the amphitheater in The Draw every Thursday beginning on July 12 from 3-7!
LOCATION 'The Draw' 7401 E Ramsey Parkway, Ramsey, MN 55303 (within the CDR)

- There was five 24 x 36 full schedules posted throughout the city.
- This was another way for people to know what's going on ahead of time in the series.
- These were also handed out in person at many of the concerts towards the beginning of the season.

Attendance

- Over 2,000 people attended events at The Draw Summer Event Series this year.
- The Farmers Market continues to bring people into the concerts, and as another way to cross-promote the events.
- This year the weather was great and there was no rainouts!



Biggest Crowd

- The summer's biggest turnout came on August 23rd for the Elvis concert!
- Over 300 people attended this event.
- Elvis was a great show and he did an amazing job interacting with the crowd.

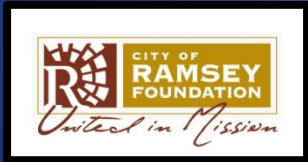




Sponsors



- Thanks to our sponsors for making The 2012 Draw Summer Event Series successful.
- The Ramsey Foundation attracted a terrific group of sponsors this year.
- 12 of the 13 events were fully funded thanks to our committed partners in the community.



Jerry Bauer Land and Investments



Edina Yacht Club



Park Patron Picnic Sponsors



- The Park and Recreation Commission had over \$1,300 dollars donated in prizes for our prize giveaway at the picnic.
- Prizes ranged anywhere from a \$300 gift card to Sears to 2 free tickets to the UFC event at Target Center.



Thank You

- Thanks to everyone who made this year's Draw Summer Event Series successful!
- The Ramsey Foundation sends out a huge thank you to the sponsors for their donations!
- Thanks to the park patrons for coming out and enjoying these events and we hope to see you next year!

