



PRESENTED BY CITY PULSE & LEPPA

Margarita FEST

MAY 31ST | 5:30PM - 9PM

LANSING CENTER'S RIVERFRONT PLAZA

THIRD COAST STEEL, JAMMIN' DJS,
& MARIACHI CRISTAL

FOOD TRUCKS | MARIA'S TACOS
THE SMOKE N' PIG BBQ
SWEET SENSATIONS



Dear Margarita Fest sponsors and participants,

We would like to extend our sincere gratitude for your contribution in making this year's Margarita Fest a success! More than 900 attended the event on Friday, May 31st on the Lansing Center's Riverfront Plaza. Tickets sold out prior to the event for the second straight year! The VIP tickets, which included free souvenirs, an exclusive bar, a tent, appetizers, and more, sold out first. Tickets completely sold out prior to the event, as the excitement grew from the announcing of participants on Facebook and in a weekly ad in the Lansing City Pulse, in addition to continued marketing efforts, including TV and radio spots, radio interviews, online digital display ads, social media promotions, and email marketing.

Restaurant and bar participants arrived the day of the festival prepared to decorate their booth to the theme of their choice and most importantly, show off their creative margarita concoctions. Ten bars and restaurants joined us this year and we plan to grow the list next year. Special thanks to American Fifth Spirits, Crowne Plaza, MP Social, Radisson Hotel, Spiral Dance Bar, the Nuthouse Sports Grill, Harrison Roadhouse, Cantina Eastwood, Groesbeck Golf Course and River Street Pub for providing margarita samples to our very excited guests. Cantina Eastwood impressed attendees most with their take on a classic margarita, and American Fifth's Blackberry Python margarita was also very popular.

When attendees began to arrive, the weather was beautiful – sunny and warm, but not too hot. Many were dressed to impress, running the gamut from elegant floral dresses to Parrothead. The costume contest included two mermaids, a man with a pineapple papier-mâché hat, last year's winner wearing a large straw hat with various beach themed décor, and three friends coordinating in tropical-inspired outfits from head to toe, who were voted as this year's winners by audience cheering.

As a result of a survey of last year's attendees, we added more entertainment during the festival. We welcomed a roaming mariachi band, Mariachi Cristal, which resulted in a lot of cell phone pictures and videos. In the gazebo, Third Coast Steel performed with their steel pan drums, adding more of an island feel to the event. Jammin' DJs returned to keep the tunes going for everyone near the margarita tents. Maria's



Tacos and Smoke 'N Pig BBQ served up cuisine that festival goers really enjoyed, while the Sweet Sensations truck served dessert. We'll be inviting them back next year and will be looking for another food vendor or two to add to the variety.

I would like to again thank everyone who made this event possible, including our sponsors, the Greater Lansing Convention and Visitors Bureau, Capital Insurance Services, and Dan Henry Distributing. Also deserving special gratitude is our media partner Lansing City Pulse.

Restaurants/bars – Mindy Biladeau, our Director of Special Events and Programming, will be reaching out to you soon to secure your spot for the 2020 event, which will take place on Friday, May 29, and sponsors – you will soon be hearing from Mindy as well (mindy.biladeau@lepfa.com). If you have any feedback about the event you would like to share, please contact me at CEO@lepfa.com.

Best regards,

Scott Keith
President & CEO
Lansing Entertainment & Public Facilities Authority (LEPFA)



EVENT HIGHLIGHTS



**Cantina Eastwood won
"Best Margarita" for their
traditional recipe using lime
juice, orange oil and Jose
Cuervo Silver**



**After a crowd vote, tallied by
the volume of cheers between
multiple participants - these
ladies won the costume contest!
They won tickets to next year's
event!**





ATTENDANCE
INCREASE
33%



689



2018

916



2019

TEQUILA : 42 gallons



MARGARITA MIXERS : 200 gallons



SAMPLE CUPS : 12,000



**WITHOUT OUR
SPONSORS THIS
EVENT WOULD NOT
BE POSSIBLE.
THANK YOU!**



PARTICIPANTS



AMERICAN FIFTH SPIRITS
"Blackberry Python"



RADISSON HOTEL
"Dancing Bee"



CROWNE PLAZA
*Pomegranate & Cinnamon Margarita
with an ancho chile salt rim*



MP SOCIAL
"24 Carrot Gold"



SPIRAL DANCE BAR
"The Unicorn"





**LANSING'S FAVORITE MARGARITA IS FROM
CANTINA EASTWOOD**

*Traditional margarita using lime juice,
orange oil and Jose Cuervo Silver*



“ It was a great pleasure and opportunity to be a participant in this years Margarita Fest! I feel the exposure for our new restaurant was very well executed, with overwhelmingly positive comments from the attendees!

The LEPFA support staff and weather couldn't have been any better. Thanks again for a fantastic festival, we look forward to next years event! ”

Celia Sandberg, Manager, Cantina Eastwood



RIVER STREET PUB
“Tres Agaves Mix”



GROESBECK GOLF COURSE
“Mulligan Margarita”



NUTHOUSE
“Classic Margarita”



HARRISON ROADHOUSE
“Cucumber Margarita”

GOOD EATS



In the spring of 2016, Gabe Jones decided to follow his dream and with the love and support of family and friends, The Smoke 'N Pig BBQ was born. Gabe has spent the last two years perfecting his secret BBQ rub which sets his ribs, rib tips and pulled pork apart from other BBQ establishments in the Lansing and surrounding area.

Maria's Tacos



Maria's Tacos started off as an idea from the dorms of Michigan State University and grew into so much more. The food truck now caters weddings, open houses, corporate events, and festivals throughout Mid-Michigan and the Lansing Area.



Sweet Sensations has been owned and operated by Patrick and Kari DeRosa since 1977. This team has enjoyed their 38 years together at Sweet Sensations delivering smiles and delight to both employees and customers through their love of ice cream.



ENTERTAINMENT

MARIACHI CRISTAL

Mariachi Cristal is an authentic Mexican mariachi band from Waterford, Michigan, performing throughout Michigan, Indiana, Ohio and northern Indiana. The band features guitars, trumpet, violin, accordion, guitarron, vihuela and vocalists. They specialize in both mariachi and folk music.



THIRD COAST STEEL

Members of Third Coast Steel include:

Stephen Lawhorne - Steel Pans

Jason Patterson - Saxophone(s)

Tim Johnson - Electric Bass

Jake Finkbeiner - Drum Set



JAMMIN' DJS

Jammin' DJs does whatever it takes to make your event a complete success. Their commitment to outstanding service is their greatest strength and they are driven to provide the highest quality at a reasonable price.

MARKETING



850 HANDBILLS
80 POSTERS
2 MEDIA RELEASES



GEO-FENCING LOCAL
BARS & RESTAURANTS
32,535
IMPRESSIONS



RADIO SPOTS ON THE FOLLOWING STATIONS

FUEL 92.1

i 92.9

97.5

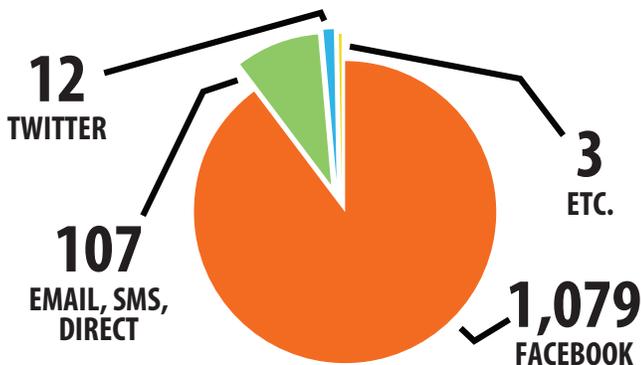
101.7 MIKE
playing...anyth/n9

7 ARTICLES IN

CityPULSE

TO A TOTAL PRINT CIRCULATION OF

128,478



BIT.LY LINK TRAFFIC

TOP
DEMOGRAPHIC
BASED ON
TICKET CLICKS

WOMEN
25-34



AD DEMOGRAPHICS

OVERALL REACH

74%

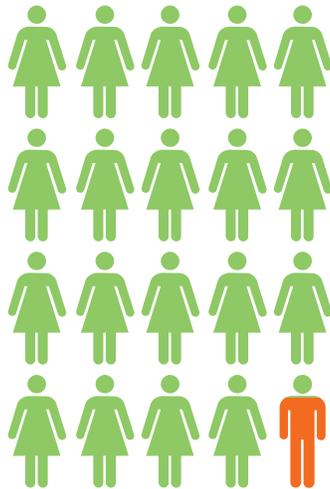
female

male

26%

2,200 link clicks

86% female

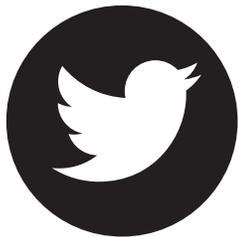


LINK CLICKS

14% male

TOP LOCATIONS OF TICKET LINK CLICKS

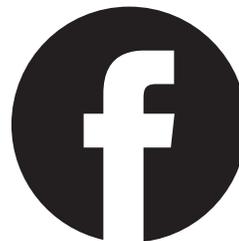
LANSING	35%
EAST LANSING	8%
HOLT	5%
GRAND LEDGE	4%
CHARLOTTE	3%
OTHER	45%



2,616

IMPRESSIONS

FROM LANSING CENTER
& LEPFA'S TWITTER ACCOUNTS



120.7K

TOTAL REACH

7,383

INTERESTED
IN OR ATTENDING

FROM MARGARITA FEST'S
FACEBOOK PAGE AND
EVENT PAGE

Additionally, Margarita Fest was promoted with TV spots on FOX 47. Ads within the Lansing Center restrooms and on the monitors within the building had up to 20,000 impressions based on an estimate of the Lansing Center's monthly traffic.

It was also advertised on Lansing Center's marquee - 42,000 vehicles a day see this. The event was also promoted with listings on numerous event calendars, with ads on City TV and downtownlansing.org. Lansing 5:01, Lansing Regional Chamber of Commerce, along with local partners shared the event as well.



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**INTERESTED IN BECOMING A VENDOR
OR SPONSOR FOR 2020?**

**CONTACT MINDY BILADEAU AT:
MINDY.BILADEAU@LEPFA.COM**