

February 15, 2017



Dear Sponsor,

Once again, thank you for your support of **Meridian Winter Blast presented by Quicken Loans!** Warm temps attracted more than 90,000 throughout the weekend and the energy of the event was a positive boost to the Downtown area. Significant dollars were also raised for our charitable partners. The following festival recap features event highlights from 2017.

EVENT SUMMARY

I. Meridian Winter Blast: January 20-22, 2017

New Festival Dates

Meridian Winter Blast presented by Quicken Loans was revitalized by a change of dates in 2017. Typically held the weekend after the Super Bowl (since 2007) the festival was held on January 20-22, 2017. The festival was moved to coincide with the second weekend of the **North American International Auto Show**. A partnership was arranged with the Auto Show allowing for same day visitors to both properties to receive free Winter Blast admission. Connecting the two events encouraged the hundreds of thousands of guests that visit NAIAS to explore all of the exciting new development in Campus Martius and around the Downtown Area.



New Festival Features

One of the most exciting new event features in 2017 was the **Meridian Winter Slide**. To combat increased temperature pressures, the festival worked with contacts from the Montreal Ice Festival to develop the new Meridian Winter Slide – a huge hit attracting 9100 riders throughout

the weekend! The 30-foot high slide whisked riders through a pitch-black tube and quickly dropped them at a steep, 40-degree angle (or 30-degree angle for less adventurous types) at speeds of up to 20 miles an hour. The new Winter Slide is sure to remain a festival favorite for years to come.



Another new event feature was the **Bedrock Ice Bar** – a cool new addition to the show on Cadillac Square. A new ice bar was made for each day of the event, and several pieces of ice furniture and sculptures were displayed. The Bedrock Ice Bar featured DJ's from the Detroit's Movement Electronic Music Festival in the evenings, opened nightly at 6pm, and featuring Bell's and Tito's products. Plans for a new ice maze, also sponsored by Bedrock, had to be put on hold due to the warm forecast, but Winter Blast is excited to already have plans in place for a new event in 2018!



The 2017 Meridian Winter Blast featured over 65 different food items thanks to our first ever Food Truck Rally, sponsored by **Meridian**. Participating food trucks included the Nosh Pit, Beans & Cornbread, Lazybones, Bigalora and the Soaring Eagle Casino & Resort Cuisine Machine.



New family activity the Detroit Interactive Sports Zone was a collaboration between festival sponsors the Detroit Red Wings and the Detroit Pistons that took place in the new **Marketing Associates** Family Tent. Free activities included autographed signings, photo booths, interactive games and more.



Revitalized Presentation

Two of the festival's goals for 2017 were increased branding presence for our sponsors and additional comfortable seating for our guests. We were able to achieve both of these goals thanks to generous support from our title sponsor Meridian Health Plan and presenting sponsor Quicken Loans. Examples of these festival improvements are below.



Community Impact

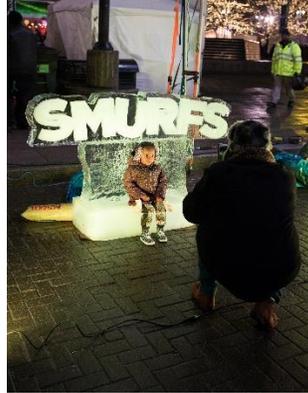
In other community news, Meridian Winter Blast again teamed up with **Matrix Human Services** to donate to those in need this winter through donations at the festival gates. Volunteers from Winter Blast and Matrix Human Services were stationed at each entrance collecting either \$3 or three non-perishable food items per entrant. The admission fee/donation was encouraged by the Winter Blast Marketing Campaign and local news outlets. Matrix Human Services received a record 19,000 pounds of food, as well as over \$13,000 in donations at the gates.

Popular Returning Events

The popular **MetroPCS** Zip Line, located on Woodward Avenue between State/Gratiot and Campus Martius Park, was a fun zip line experience in Downtown Detroit. Over 1450 riders enjoyed the zip line throughout the weekend.



This year's **Ice Garden** paid special tribute to Warner Bros. films, depicting life-sized versions of characters from: THE LEGO® BATMAN MOVIE, KONG: SKULL ISLAND; KING ARTHUR: LEGEND OF THE SWORD; and WONDER WOMAN. A sculpture from SMURFS THE VILLAGE was also featured.



The incredible support of festival partner the **Detroit Downtown Development Corporation** enabled the Meridian Winter Blast to put together an amazing line-up of fun winter activities. The Meridian Winter Blast Roasters were back and sponsored by the **DDA**, providing both an opportunity to roast marshmallow kits and warm up outdoors.



Meridian Winter Blast continues to be the only week you can skate for free at Campus Martius Park. Free Skating was once again sponsored by **St. John Providence Health System**. Local skating clubs, including the famous Detroit Skating Club, also showed their talents on the ice in performances sponsored by **Quicken Loans**.



Participants once again lined up for the **Great Expressions** Hockey Shot, where participants had a chance to receive up to \$5,000 in Dental Care, or an autographed Red Wings Hockey Stick. In addition to the new Detroit Interactive Sports Zone, the Michigan Science Center entertained the crowds with free activities and stage performances in the **Marketing Associates Family Tent**.



Meridian Winter Blast provided a unique array of more than 50 acts on the **Michigan Lottery, Soaring Eagle Casino & Resort and DTE Energy Family Stages**. The music line-up featured many different styles of music performed by talented local musicians. On Friday and Saturday night, Detroit's Movement Electronic Music Festival DJ's were featured in the **Bedrock Ice Bar**.



The Numbers

While attendance was down due to extreme cold temperatures, numbers for positive publicity for downtown Detroit were high, with the festival being mentioned in over 545 news media stories, and being featured in numerous radio interviews and live radio broadcasts. The media stories (including internet stories) received an estimated 311,866,229 audience impressions for publicity value \$4.1 million. We also secured an additional \$374,000 of promotional advertising from our media sponsors and partners. Overall Event Marketing Statement, Media Report from Cision, and additional coverage reports are attached included in your recap packet.

We believe we again achieved the following goals:

- Providing a celebration of the quality of life in the City of Detroit
- Providing a downtown Detroit showcase to the entire tri-county area
- Providing a diverse presentation in all of our entertainment.

- Producing the event with minimal tax payer burden

II. Attendance/Demographics

Our total estimated attendance for the festival was approximately 90,000 people. Our demographics included families and single adults of all ages. We estimate based on pounds of food collected, door donations, and overall event sales, and we are confident that they represent a reasonable assessment.

III. Proceeds to Charity

In addition to the donations collected by Matrix Human Services, over \$10,000 was raised for the charities participating in the beverage booth sales. The charities included were: Polish Women's Alliance, Alpine Blind Skiers, Independent Opportunities of Michigan, Relay for Life, & the Lung Transplant Foundation.

IV. Funding and budget

All sponsorship dollars and contributions were applied to creating the highest quality event with the best available entertainment attractions, amenities and management. If you add the event's vendor fees, restaurant fees, beverage sales and snow slide sales to the sponsorship dollars, we were still slightly short of our break-even final projected budget. Financial Statements are made available to major Festival sponsors and stakeholders upon request.

V. Quality of Life Celebration

Motown Winter Blast was a wonderful celebration of the quality of life in Metro Detroit, with activities that were unique and either free or inexpensive and that all media reviews and reports were positive. We are grateful for the partnerships that allow us to provide fantastic free and low-cost activities to festival-goers.

PROMOTIONAL RECAP

We've also included a promotional recap, which is documented by all our media sponsors. The recap reflects the \$374,315 in positive value generated by media partners for the City of Detroit.

PHOTOS/MISCELLANEOUS PROMOTION

As our entire recap package indicates, we are very pleased with the outcome of the 2017 Meridian Winter Blast. We look forward to your review of this information and your feedback on how we performed. We will work with you directly on any improvements we can make to enhance the value to your company and to our customers.

We thank you for our partnership and we look forward to working with you next year. We are excited to begin working on the next phase of the Meridian Winter Blast! Please feel free to contact me with any questions about this report.

Warm Regards and thank you for your help in making our event a success!

A handwritten signature in blue ink, appearing to read 'Jonathan Witz', with a stylized, cursive style.

Jonathan Witz
Event Producer

Meridian Winter Blast presented by Quicken Loans

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