

HIGHLANDS MUSIC FESTIVAL

THE RMPA - ROCKY MOUNTAIN PROMOTERS ASSOCIATION

POTTER HIGHLANDS CHARACTER AND DEMOGRAPHICS FACT SHEET

MARKETING FOCUS AND GOALS FOR THE HIGHLANDS MUSIC FESTIVAL

If it's worth doing once, it's worth building. Tradition has been defined as a specific occurrence, method, or activity that is established over time through recurrence, natural evolution, and/or a specific strategy and deliberate effort. For purposes of successfully producing and establishing the Highlands Music Festival as a unique community event and also being a resident of the neighborhood, the RMPA is interested in both.

We are about and believe in people and tradition. Unlike other community festival events, the Highlands Music Festival is a gated event. Current activity trends in this community and 22-years of promotional experience say that the combined elements of Potter Highlands and surrounding area demographics combined with national entertainment in a community neighborhood setting works. The unique combination promotes support as well as a sense of community ownership on a value for value basis.

Accordingly, this approach has value to businesses and organizations that are located and do business in this area as a backyard opportunity as well as the door it opens to market access to the surrounding community and the client support base that is already maintained by the RMPA where a high level of exposure and participation is also expected from residents in the 80211, 80212, and 80219 areas and then extending further into the Lower Eastside, the Baker neighborhood, Federal Heights, Thornton, Arvada, and Westminster areas. *Therein is a valuable opportunity for Denver's business and services communities. Become a stakeholder and invest in people. Experience the journey and grow with us!*

POTTER HIGHLANDS HISTORY AND CHARACTER AT A GLANCE

Potter Highlands has a long history of change and diversity and was settled by many ethnic groups including early groups such as Scots, the English, Germans, Welsh, and Cornish. The area later became home to a number of distinct immigrant groups: first the Irish, then the Italians, and later Latinos became a prominent part of the area's history through many generations of presence and growth.

The one constant in Potter highland's history has been change. As the millennium arrived and in a surge of Colorado and Denver population business growth and opportunity, Denver saw change begin as older established neighborhoods began seeing a decade of gentrification evolve as investors started a period of residential, commercial, and business development and as young families in search of affordable homes in an established traditional neighborhood began making Potter-Highlands their home. It is an area rich in history and tradition that despite change and growth, has maintained its ability to reacclimatize according to a *human and family influence priority* as a neighborhood where people are gravitating to a natural balance to know each other, interact together, and take pride in their community.

GENERAL PROMOTIONAL REACH AND ATTENDANCE DEMOGRAPHIC CONSIDERATIONS

Ethnicity: Current ethnic demographics indicate the Highland neighborhood's racial makeup is 57.42% white, 37.25% Hispanic or Latino, 1.91% African American, 1.36% Asian, and 0.64% Native American.

Family: Estimate that over 50% of residents are homeowners, married or in partnerships and are raising children with the majority being people of faith

Education: 35% to 40% have college experience or are college graduates

Income: An average annual income: starting at \$40k.

Neighborhood Support and Marketing Dynamics: Residential marketing profile includes pragmatic family structure driven inclinations in determining discretionary, incremental, and recreational spending.