



## UTOPIAfest Open House

Dear Neighbor,

We are excited to formally introduce ourselves to you as the organizers of UTOPIAfest Down In The Oaks music festival which will take place November 1<sup>st</sup> – 4<sup>th</sup> in Burnet County off Shady Grove Road. The family-friendly festival will welcome an estimated 4000 guests to Burnet County, to patron local businesses and enjoy all the beauty that fall in the Hill Country has to offer.

The 2018 event will mark UTOPIAfest's 10<sup>th</sup> year and for the first time will be held in Burnet. The move from Utopia, Texas to Burnet, Texas was a result of the team's family ties to the area as well as the desire to share the beauty of the area with people for a short few days.

### OPEN HOUSE

We would like to invite you to learn more about the event at our UTOPIAfest Open House, on **Wednesday September 19th at 6:00pm at the Burnet AgriLife building at 607 North Vandever Street #100, Burnet, TX 78611**. We recognize that information has been shared by members of the community that is inconsistent with the facts and our core values, and we look forward to the opportunity to connect with you to set the record straight and answer any questions that you may have.

### WHAT IS UTOPIAfest?

For the past decade, UTOPIAfest has forged a niche of its own, and achieved national recognition in the expansive festival landscape. A loyal, dedicated family has emerged out of the shared love of music, community, and the outdoors. It was built on a foundation of valuing quality over quantity, a family oriented environment, and equal respect and treatment of each attendee, from volunteer to headliner. We are proud to announce the next chapter of UTOPIAfest: UTOPIAfest Down In The Oaks.

UTOPIAfest Down in the Oaks offers guests two stages with live music, a kid zone with family-friendly activities and games, food and beverage courts featuring the best local and regional eateries, and a wide variety of educational opportunities through our health and wellness workshops. While vast majority of our patrons choose to camp out with us for the weekend, we also offer day passes for those who live locally, or elect to stay in one of the local establishments. To learn more, please visit [utopiafest.com](http://utopiafest.com).

### SO, WHO ARE WE?

UTOPIAfest Down In The Oaks is led by UTOPIAfest founder Travis Sutherland and Down In The Oaks partners Brandon and Patrick Harrison, along with Jeff Dena. The Harrison family's Burnet roots go all the way back to the early 1930's on Shady Grove Road and the festival will take place on a portion of the Harrison Ranch, currently owned by their father since the 1980's. The entire management team respects the local community and has a deep commitment to preserving, protecting, and loving Texas ranch land. You can trust we will treat all land and the Shady Grove community like the precious place it is.

The team is highly skilled and experienced in the event festival business. We are passionate about the community and we take tremendous pride in how we organize and execute an event. We believe safety, order and organization is paramount for the community and success of the festival.

### WHAT ABOUT HUNTING SEASON?

Shortly after announcing this year's event, it was brought to our attention that this weekend in November is an important weekend for those who enjoy hunting in Burnet County. This unfortunate scheduling conflict was certainly off of our radar and one that we would have never knowingly proceeded with. While it is too late to consider moving the date, we stand committed to ensuring that we avoid opening weekend in the future.

### WHAT ABOUT LOCAL BUSINESSES?

One of our goals is to ensure UTOPIAfest Down In The Oaks directly boosts both Burnet and Bertram's economy. We are excited to support local businesses, are working to incorporate them into the event, and will encourage festival attendees to patron local establishments. We are dedicated to helping in any way for everyone's success throughout the festival.

### WHAT ABOUT SAFETY?

The health, safety, and security of our patrons and staff are always our top priority. Our industry-leading safety management team, Code 4 Event Management, is working closely with the local and state public safety agency partners to raise our preparedness and ensure a safe, secure, and positive experience for all. Public Safety personnel will be on site for the duration of UTOPIAfest, providing security, medical care, and fire safety. Do you have a safety-related question? Please feel free to reach out at [safety@utopiafest.com](mailto:safety@utopiafest.com)

### ARE YOU GOING TO PROTECT THE LAND?

We appreciate the significant responsibility we have to protecting and preserving the land before, during and after the festival. We have secured enough porto-potties to accommodate all guests. The porto-potties serviced multiple times throughout the day, every day of the event. Showers and free potable water will also be available to all guests. Our festival sanitation and recycling team will pick up trash throughout the day and night to ensure the land and community will be clean throughout the festival. Our goal is to leave the property and surrounding land exactly as it was before the festival.

### WHAT ABOUT TRAFFIC?

While residents will likely notice more cars on the surrounding roadways as normal, we do not anticipate any material delays or impacts. With our soft opening, beginning Wednesday, our patrons will be arriving in a staggered and controlled manner, allowing for seamless entry operations. On Sunday, our guests will be departing over the course of the morning and into lunch.

We encourage carpooling, even providing parking fee incentives to drivers who elect to carpool. We also have regional shuttles that provide round trip transportation to and from Austin to encourage safe decisions and reduced vehicle traffic.

### ARE YOU WORKING WITH ANY CHARITIES?

We at UTOPIAfest Down In The Oaks care deeply about giving back to the community and we are committed to making Burnet and the surrounding communities thrive. The festival will be giving back to Central Texas Rotary Clubs. (<https://www.rotary.org/>) If you or your family have any other community organizations you feel passionate about, please let us know by emailing us at [info@utopiafest.com](mailto:info@utopiafest.com).

We look forward to getting to know you and hopefully see you in attendance at our festival. We are here to answer any questions you may have, help promote your local business should you choose and facilitate the best experience for you. Please reach out to us at any time to discuss at [info@utopiafest.com](mailto:info@utopiafest.com).

Thank you for your time.

Travis, Brandon, Patrick, Jeff, and the entire UTOPIAfest team