

7 April 2014

Dear FSF Friends,

With a dire weather forecast coming up against a venerable local festival, it was clear that New Orleanians chose to support Culture and didn't worry so much about getting wet!

The 2014 Freret Street Festival attracted 19,500 visitors and presented 28 bands, 200 local artists and highlighted our local businesses on a pleasantly overcast spring afternoon. The great look and sounds and tastes of this Festival were due largely to our sponsors and contractors. We would like to let you know that your participation, contributions and professionalism made this event one of New Orleans' great festivals.

- The giant SL100 Stages at Jefferson and at Napoleon Avenues from Pelican Events brought a special gravity to the bookends of our street. The artwork on the banners at these stages gave great exposure to our sponsors.
- The OchsnerBaptist logo behind the Mardi Gras Indians was especially vibrant! Abita's Culture on Tap commanded the attention of our visitors.
- Abita sent us several kegs of their fabulous Strawberry Harvest Lager and the absolute A-Team from Crescent Crown Distributing to make sure our draft operation flowed smoothly.
- Event Rentals also sent us their best teams for set up and break down of tents, stages and tables in record time.
- Sound for the entire event came from Uptown Audio who has been working with us for 8 great years. They have been one of our strongest partners for recent growth.
- Iberia Bank's "Supporting our Community" tagline made a special connection with our guests and artists at the stage they shared with local businesses Cure and Midway.
- First NBC and Bike Easy made sure our streets were not clogged with cars by providing Free Secure bike valet for hundreds of our guests.
- First-time participant Bev Inc was partnered with local business The Other Bar on our New Music stage that featured rising stars Baby Bee and Sweet Crude.
- Local business Murphy Insurance arranged our special event coverage and sponsored our very successful Pet Adoption area.
- Publiq House and Zeus' Place made sure that WWOZ community radio could broadcast artists like Gal Holiday and Tank & The Bangas live to the entire world.
- Keeping it clean from beginning to end was Richards Disposal, one of our new partners this year. Front office staff and the men on the line were equally efficient and professional.
- Our local business association, The New Freret has been a trusted supporter of this event that brings so many people to see what is going on in this great neighborhood.
- Design services provided with great patience by Creative Fat Cat; Printing was done swiftly by our friends at ExpoSigns whose technicians and couriers were able to adapt to our changing needs on the fly!
- The smiling staff at our beverage stations was the Riverbend Rotary Club, who has been a partner of this event for more than a dozen years, and use the proceeds from their tip jars for their charitable programming in Orleans Parish.

When planning your next event, please reach out to these businesses, large and small, they are experienced and accessible, and helped make the job of the organizers so much more rewarding.

Thank you for your generous participation in the 2014 Freret Street Festival, we hope you will join us for our next event in April 2015!

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