

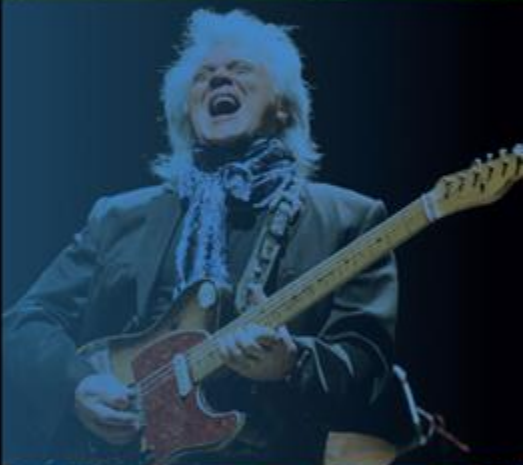



AMERICA'S  
**RIVER  
ROOTS**<sup>™</sup>  
first financial bank



AMERICA  
**250**

October 8-12, 2025 • Along the Banks of the Ohio River in Cincinnati and Kentucky





# America's River Roots OUR STORY

The Ohio River, with its rich history, has played a pivotal role in shaping our nation's growth and diverse cultures. As we approach America's birthday, we are excited to celebrate this heritage and promote cultural tourism.

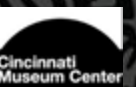
- Promote America's unique river roots history
- A celebration of music, culture & cuisine
- Kick off to America's 250th!



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IN ASSOCIATION WITH:





# REGIONAL GOALS: Why America's River Roots?

- Celebrate Our Nation's 250th
- Grow Our Global and National Cultural Tourism Economy
- Showcase Our Multicultural Community and World Class Riverfront
- Economic Impact, Talent Retention and Attraction



IN ASSOCIATION WITH:





# ECONOMIC GOALS:

- Expect over 1.2MM people to come to Cincinnati for FREE to the public event
- Expect to generate over \$100MM Economic Impact
  - City Admission Tax – 3% on 100,000 Cruises
  - City Ticket Tax - 3% on 40,000 Concert Tickets
  - Bed tax on filled hotels from local, regional, national guests
  - Sales tax on Food, Beverage, Merchandise – on Land and Boats
  - Income Tax on bartenders, stagehands, First responders, operations, etc
  - Direct Spend on Operations, Stages, Portos etc
- Full Economic Impact Study is being commissioned



IN ASSOCIATION WITH:





# OUR EVENT: America's River Roots Cuisine

- Multicultural Food and Products
- Regional Food Truck and Restaurant Row
- Celebrity Chef Presentations
- Bourbon Tasting Sessions (Emerging & National)
- Craft Beer Tasting Sessions
- Themed Riverboat Offerings





# OUR EVENT: America's River Roots Music

- Nationally Recognized and Emerging Artists
- 8 stages on the Ohio Riverfront
- River Roots Gospel Revival
- Cincinnati Black Music Walk of Fame
- Unplugged Performances



Image: ©2023 Buoyant Partners, Inc.





# OUR EVENT: America's River Roots Culture

- Tall Stacks Riverboat Cruises
- River Cities Expo featuring all partners
- Sounds of the River Education Program
- Steamboat Age & River Industry Exhibits
- Freedom Center Speaker Series
- Regional Cultural Tours – to last beyond the festival
  - Freedom Journey Digital Platform
  - Riverwalk Heritage Tour
  - Bourbon Trail
  - UNESCO Earthworks





# OUR FUNDING: Sponsor Commitments

## Sponsor Activation Venues

Zone 1: Brady Festival area

Zone 2: Freedom Center

Zone 3: Schmidlapp Garden

Zone 4: Public Landing

Zone 5: Yeatman's Cove

Zone 6: Sawyer Point

Zone 7: Newport On The Levee

Zone 8: Covington Landing





# OUR FUNDING: Sponsorship Structure

**first**

first financial bank

## Title Sponsor

With exclusivity in banking category



## 8 Event Presenters of Zones

Which include a stage, exhibits, themed food and beverage vending and special attractions



## Program Hosts

Cuisine, bourbon and craft beer pavilions, Bridge Bazaar, River Roots Revival, Freedom Center Speakers Series and School Programs



## Official Products and Suppliers

Food, beverages, goods & services, healthcare, brand activation, product placement



## Riverboat Charters and Private Events

Corporate or Club reservation for cruise or tasting event



## Yacht Village Boat Slips

Docking for yachts at Covington Landing during four-day event with VIP river taxi service



## VIP Patron Tickets

Access to reserved viewing area with special event services at three stages with national talent over four days





# OUR FUNDING: Sources

**Projected Total:**

\$16,450,000

**Sponsors, Foundations**

\$3,225,000 (19.6%)

**State, County, Local Governments**

\$3,500,000 (21.3%)

**Charter/Host Fees, VIP Passes**

\$1,935,000 (11.8%)

**Goods + Services**

\$250,000 (13.3%)

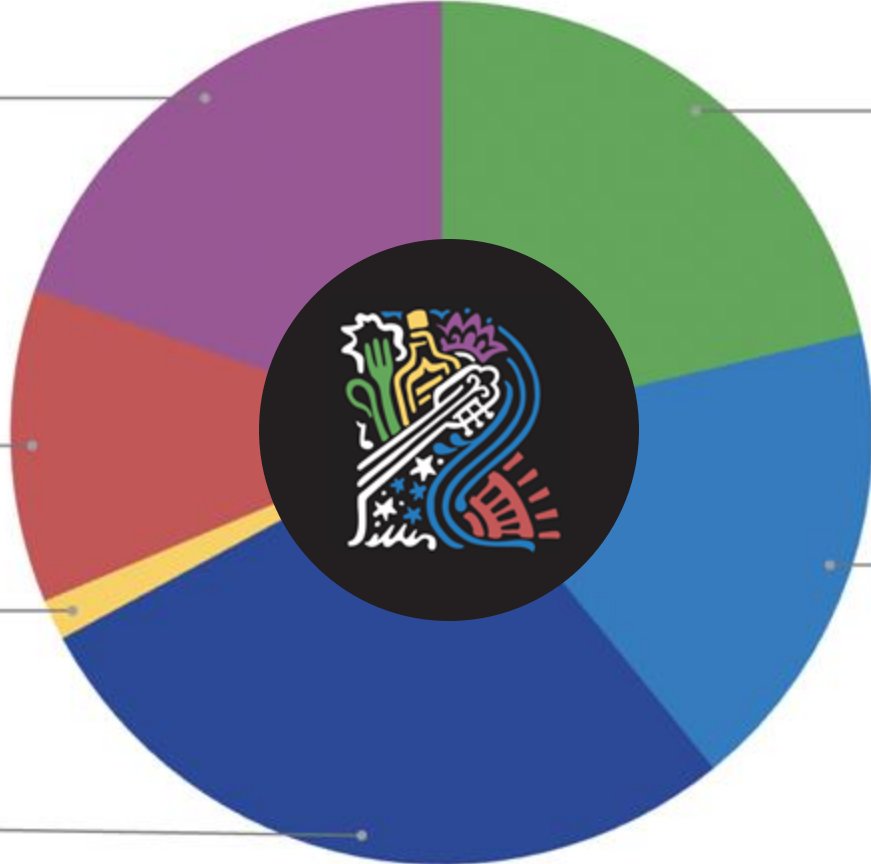
**Earned Income:**

**Riverboat Cruises**

\$4,600,000 (28.0%)

**Earned Income:  
Cuisine/Bourbon/Brew, Tasting Tickets,  
Concession + Merchandise Sales**

\$2,940,000 (17.9%)



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# OUR FUNDING: Uses

**Projected Total:**

\$16,450,000

**Riverboat Food/ Beverage Product, Supplies, Lodging, Travel Fees**

\$3,500,000 (21.3%)

**Entertainment and Production**

\$4,900,000 (29.3%)

**Cuisine, Concession, Food/Beverage Products, Tents, Equipment + Merchandise**

\$1,700,000 (10.3%)

**Stage Construction, Lighting**

\$400,000 (2.4%)

**Donated Goods + Services**

\$250,000 (1.5%)

**Venue Structures, Exhibits, Signage**

\$400,000 (2.4%)

**Education Programs**

\$525,000 (3.2%)

**Contingency**

\$825,000 (5.0%)

**Park Rental + City Services**

\$675,000 (4.1%)

**Professional Services + On-Site Operations**

\$1,500,000 (9.1%)

**Marketing**

\$700,000 (4.3%)

**Regional Tour Promotion**

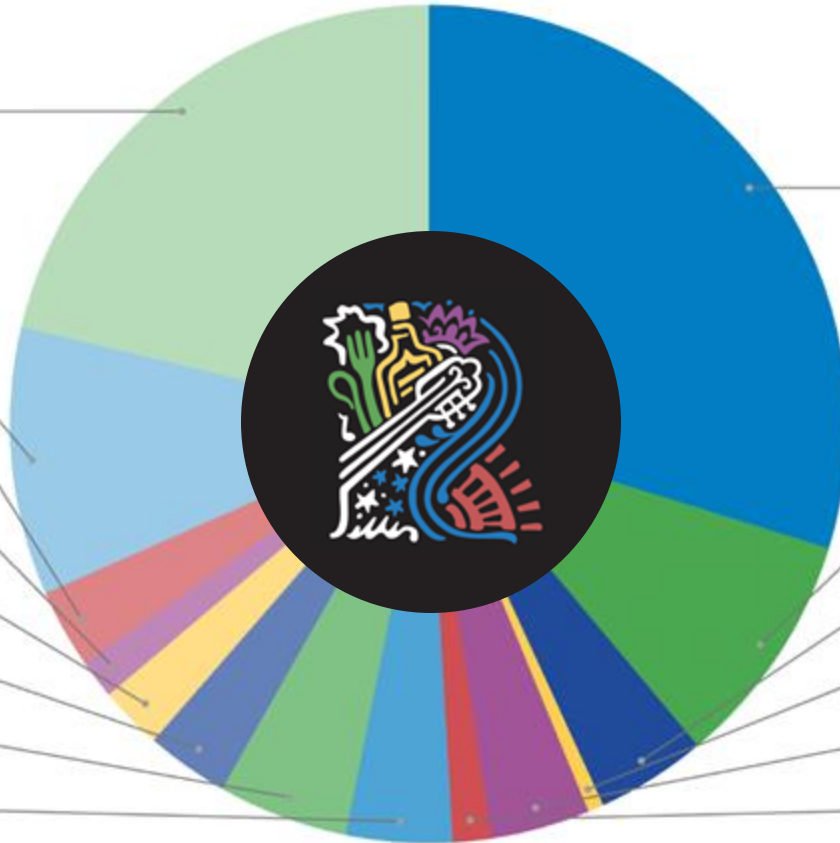
\$100,000 (.06%)

**Insurance, Legal, Accounting + Office**

\$630,000 (3.8%)

**Hospitality**

\$245,000 (1.5%)



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# America's River Roots Leadership

## Honorary Advisory Board Co-Chairs

Mike DeWine, *Governor, State of Ohio*

Andy Beshear, *Governor, State of Kentucky*

Aftab Pureval, *Mayor, City of Cincinnati*

Rob Portman, *The Portman Center for Policy Solutions*

## America's River Roots Experience Executive Committee

Rick Greiwe, *Greiwe Development, Chairman*

Tim Fogarty, *WCM Holdings, Co-Chair*

Kelly Kolar, *Kolar Design, Co-Chair*

George Molinsky, *Taft Law, Secretary*

Justin Vanderglas, *Clark Schaefer Hackett, Treasurer*

Steve Dessner, *MusicNOW, Culture & Arts*

John J. Williams, *First Student, Community Outreach*

Bill Sarran, *Operations*

Ty Moore, *VeraVis, Education Programs*

Susan Fisher, *Executive Director*

## Advisory Board

Jeff Berding, *FC Cincinnati*

Doug Berlon, *First Financial*

Captain Alan Bernstein, *BB Riverboats*

Tysonn Betts, *Ministry of Design*

Julie Calvert, *VisitCincy*

Bob Coughlin, *Founder Flying Pig*

Brendon Cull, *Cincinnati Chamber*

Brent Cooper, *NKY Chamber of Commerce*

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# America's River Roots Leadership

## Advisory Board (cont.)

Keith Dailey, *Kroger*

Andrew DeWitt, *Deweys*

Karen Finan, *OneKY Alliance*

Leigh Fox, *altafiber*

Nancy Grayson, *Horizon Community Funds of Northern Kentucky*

Steve Hightower, *Hightower Petroleum*

Laurence Jones, *RiskVersity*

Woody Keown, *National Underground Railroad Freedom Center*

Julie Kirkpatrick, *Meet NKY*

Kick Lee, *Cincinnati Music Accelerator*

Elizabeth Pierce, *Cincinnati Museum Center*

Jim Price

Scott Robertson, *RCF Group*

Morgan Rigaud, *Skate Downtown Cincy*

Brandon Simmons, *KMK Consulting*

Mu Sinclair

Mike Sipple, Jr., *Centennial & Talent Magnet Institute*

Jennifer Hafner Speiser, *Cincinnati Park Foundation*

Tim Schroeder, *CTI*

Chad Summe, *eGateway Capital*

Dudley Taft, *Dudley Taft Band*

Nick Vehr, *Vehr Communications*

Kathy Wade, *Learning through Art*

Tom Williams, *North American Properties*

Kyla Woods, *HCSO/Crowd or Camera Communications*

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# America's River Roots Planning Team

## **Roots Music Creative Directors**

Aaron and Bryce Dessner,  
*The National*

## **Cuisine Curation**

Paul Sturkey, *Kroger Innovation*

## **Bourbon/Brewmaster Experience**

Amy Tobin

## **Food Truck/Concessions Curation**

Lori Salzarulo, *11 Events Group*

## **Small Business Recruitment**

Rachel DesRochers,  
*Incubator Kitchen Collective*

## **Riverboat Cruises**

Terry Bernstein, *BB Riverboats*

## **School Program**

Kathy Wade, *Learning Through Art*

## **Roots Revival**

Eric Rigaud, *Buoyant*

## **Freedom Speakers Series**

Andrew Lewis, Portman Center for Policy  
Solutions

## **River Roots Digital Platform**

Kelly Kolar, *Kolar Design*

## **Cultural Tourism**

Julie Kirkpatrick, *meetNKY*

## **Public Relations**

Jackie Reau, *GameDay*

## **National Media Relations**

Anastasia Mileham, *Cincinnati Experience*

## **Sponsorship Marketing**

Tom Kempton, *TKG Marketing*

## **Purple People Bridge Bazaar**

*Southbank Partners*

## **Community Engagement**

Olivia and Josh Smitherman,  
*Jostin Construction*



Image: Shae Combs / GameDay Communications



# TIMELINE:

- **2024 Q4**
  - Invitation – local, regionally and nationally
  - Announce participating cities/riverboats
  - Corporate charter sales
  - Invitation to River Cities
- **2025 Q1**
  - Announce headliner artists
  - Call for emerging artists
- **2025 Q2**
  - Regional tourism promotion
  - Music program lineup & stages
- **2025 Q3**
  - Distiller, Brewmaster, and Cuisine ticket sales
  - Tri-state promotions
- **2025 October 8-12**



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IN ASSOCIATION WITH:







B&W | Map | Satellite | Bing

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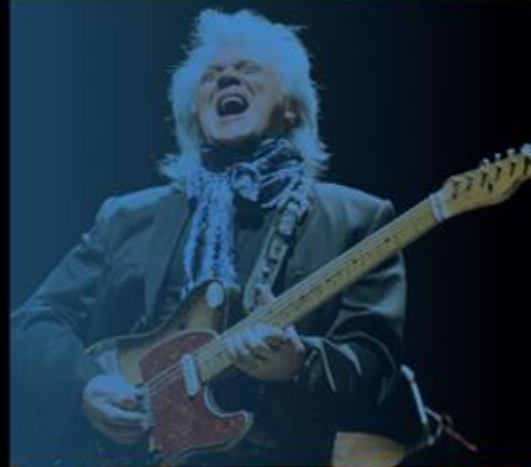


Draft Site Map working with Jerusha and City teams





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