



# TOM TOM FOUNDERS FESTIVAL



2014 MEDIA KIT



**MUSIC. ART. INNOVATION.**

**APRIL 9 - 13**

**CHARLOTTESVILLE, VA**



## FACT SHEET



### WHAT IS TOM TOM FOUNDERS FESTIVAL?

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Tom Tom is a spring festival of music, art, and innovation in Charlottesville, VA. Talks, concerts, competitions, installations, and parties take over the town with a message of innovation and entrepreneurship. Tom Tom shows that small cities like Charlottesville foster world-class growth, and that there is no better place to launch a business, create great art, and live a good life. The programming is primarily free and connects diverse audiences with the resources to found new ideas. It's also a pretty good party.

### WHY IS TOM TOM FREE?

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Tom Tom is a nonprofit and 90% of its events are free. Tom Tom's strength is in bringing together diverse perspectives and passions. We want everyone to feel welcome to participate and have fun.

### HOW'D IT GET STARTED?

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TTFF began in 2012 as a month-long event. It featured over 25 free events in April and May, and ended in a weekend of music that brought artists such as The Walkmen, Josh Ritter, and Mimosa to Charlottesville. Six months later, in the fall of 2012, Tom Tom introduced Tomtoberfest, an on-campus counterpart to the spring's festivities. In the following year, 2013, Tom Tom filed for 501(c)3 status, entered in a presenting partnership with the University of Virginia, and condensed its programming from a month to four days. The Festival's attendance doubled at both the spring and fall events.





## FACT SHEET



### WHAT DOES THE NAME MEAN?

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“Tom Tom” is a tip of the hat to Thomas Jefferson. Best remembered as the author of The Declaration of Independence, founder of the University of Virginia, architect of Monticello, and Third President of the United States, Jefferson was also a visionary farmer, wine maker, art patron, educator, and inventor. Tom Tom connects Jefferson’s revolutionary legacy with the difficult and visionary work of founders today.

### WHAT’S WITH THE BUFFALO?

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The buffalo is a symbol of the frontier. Lewis and Clark returned from their exploration of the American West with a buffalo hide displaying Native American painting and cartography. Thomas Jefferson sponsored their historic journey, and that hide now hangs in the foyer of Monticello, his home, as a reminder of the value of adventurous research into American futures.

### WHO RUNS TOM TOM?

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The Festival was founded in 2011 by Paul Beyer, now its director. Tom Tom’s staff includes marketing, production, and programming coordinators, and nearly one hundred volunteers. In 2013, Tom Tom also developed a nonprofit board and an advisory board. Finally, its programming – the Festival’s talks, events, and performances – is all “crowd-sourced,” meaning that Tom Tom welcomes public input in its programming decisions. Currently, eight programming committees consisting of over 100 individuals shape Tom Tom’s lineup.



## 2014 PROGRAM



### WHAT'S UP FOR TOM TOM 2014?

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*Tom Tom 2014 will be the gathering of the year for innovators in Virginia and DC, bringing leaders in 10 disciplines to Charlottesville's pedestrian mall for 5 days in April. Programming in brief:*

**MUSIC** Hundreds of musicians representing the very best in up-and-coming music from Virginia and DC will play over 60 free concerts in multiple venues across Charlottesville's historic downtown. Everything from dubstep to zydeco, rap to folk.

**ART** Murals transform retaining walls and poetry fills the city's free trolleys. A vintage market, a craft fair, and pop-up sculpture reshape public spaces. The Design Marathon teams artists with nonprofits, while the Virginia Film Festival screens documentaries, and workshops on everyday collecting, comics and zines, and independent fashion all celebrate art that is relevant and real.

**ENERGY** A new energy ethic is emerging around the normalization of so-called "alternative" fuels. Sandy Reisky, CEO of Apex Energy and developer of over \$1 billion in renewables joins environmentalists, philanthropists, and inventors in lighting the path to a new energy normal.

**TECHNOLOGY** IBM's Cloud Evangelist, Rick Hamilton, explains what cloud-hosted data means for computing, while SEO all-stars join Tumblr in describing what communication looks like from the cloud.

**ENTREPRENEURSHIP** East Coast angel investors take a soup to nuts look at dealflow from Silicon Valley to emerging US research hubs like Charlottesville. An interactive "Fail Fest" demystifies the ups and downs of founding, while talks and workshops on design thinking, social business, and scaling from a small city yield practical lessons for entrepreneurs. Real money is on the line: the \$250k Galant Challenge for students, and a crowd-funded pitch night for the community.

**FOOD** The farms, vineyards, and breweries of the Blue Ridge are at the epicenter of the local food movement, inspiring *Forbes'* declaration of Charlottesville as the locavore capital of the world. Tom Tom explores this farm to table ecosystem through tastings, tours, and industry panels.

**HEALTH** The future of medicine lies beyond hospital walls, with noninvasive therapies, mobile health technology, and better outpatient and preventative care. Entrepreneurs and inventors share resources for health tech startups, including NIH funding and private philanthropy.

**EDUCATION** There is a new entrepreneurial mindset being taught in school systems across the country: the Maker Revolution. Educators local and national articulate this new approach to student empowerment and ownership.

**LAW** Virginia and DC are leading a revolution in American criminal justice in favor of more humane and affordable sentencing policies. Tom Tom brings together lawmakers on both sides of the aisle, as well as film makers, religious leaders, and police to discuss exoneration as innovation.

**Programming updates on [tomtomfest.com](http://tomtomfest.com). Final line-up released mid-March.**







# INNOVATION

## 2013 PROGRAMMING

### TOM TALKS

### INNOVATORS IN OUR BACKYARD

TOM TALKS highlighted twenty-four of Charlottesville's most prominent innovators through ten minute talks on Education, Leadership, Technology, Entrepreneurship, Spirituality, Policy, Creative Placemaking, Media and Music. Speakers included:

- University of Virginia's President Teresa Sullivan on creating Cultures of Leadership.
- IBM's all time leading patent holder and #48 in the world, Rick Hamilton on fostering Cultures of Creativity.
- University of Virginia's Dean of the Curry School of Education, Bob Pianta on creating national models for curriculum design and assessment.
- Founder of the Focused UltraSound Foundation, Dr. Neal Kassell, on his global innovations in non-invasive surgical techniques.
- The ranked top five research business professor worldwide, the Darden School of Business' Greg Fairchild on Entrepreneurship in the Prisons system as a new model for re-entry
- Professor of Religious Studies and Co-Director of Tibet Center, David Germano on the Science of Contemplation.
- Founder of Apex Clean Energy and implementer of over \$1B wind and solar facilities, Sandy Reisky on consumer choice in driving clean energy.

Other speakers included, Brandon Garrett, Siva Vaidhyathan, Toan Nguyen, Oliver Kuttner, Greg Thompson, Sahar Akhtar, Christine Mahoney, Pam Moran, Waldo Jaquith, Lou Bloomfield, Aaron Hill, Paul C Harris, Ridge Schuyler, Dr. Shayn Peirce-Cottler, Adam Healey, Paul Perrone, Caesar Layton.





# ENTREPRENEURSHIP, TECH & POLICY

## 2013 PROGRAMMING



### ENTREPRENEURSHIP

- A \$10K community -chosen "U.Pitch. Cville Decides" competition, hosted with the Batten Institute at the Darden School of Business, directly seeded \$10,000 to 3 start-up projects
- The Community Investment Collaborative showcased 16 local start-up ventures during a START-UP MIXER at Old Metropolitan Hall
- HackCville's SUPER DEMO showcased 18 student teams across 5 state Universities including George Mason University, Virginia Tech, Virginia Commonwealth University, Mary Washington University and U.Va.
- The U.Va. Galant Challenge showcased 10 U.Va student start-up projects with \$250,000 of equity financing at stake
- The FOUNDERS FAIR brought together over 50 local ventures, student groups, and University departments for an outdoor showcase in U.Va.'s McIntire Amphitheater.
- PITCH was an afternoon of panels, workshops, and performances about entrepreneurship at U.Va. capped by a student competition to deliver the best elevator pitch.



### TECHNOLOGY

- Perrone Robotics showcased its fully robotic car "Tommy" at Picnic Day in Lee Park
- Biotech Panel: "Concept to Commercialization" sponsored by U.Va. Innovation and Charlottesville Business Innovation Council at Old Metropolitan Hall
- A Start Up Showcase at Old Metropolitan Hall connected eight established firms with eight start-up technology firms in Charlottesville



### POLICY

- A CANDIDATE FORUM on the politics of innovation introduced candidates for City and County office to the perspectives of leading entrepreneurs, university administrators, and angel investors.
- A DEBATE: AUSTIN VS. ASPEN VS. ARLINGTON explored the future of Charlottesville with political, academic, and business leaders.







# ART & FOOD

## 2013 PROGRAMMING



### ART

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- The Virginia Film Festival co-hosted two premier FILM SCREENINGS: "Making Good" and "Autopilots," films showcasing local innovators
- The Kluge-Ruhe Aboriginal Art Museum hosted Tom Tom's Artist in Residence: Frank Buffalo Hyde, a nationally recognized Native American artist
- In partnership with McGuffey Art Center, the festival supported the painting of the McGuffey Mural with UVA 4th-Year, David Cook
- Piedmont Council for the Arts organized both a Gallery Walk featuring five galleries in Downtown Charlottesville and a Public Art Bike Tour showcasing nine works of public art
- ConcorDANCE Contemporary and The Movement Party performed "A Dance Score for the Downtown Mall" Charlottesville Ballet shared "Dance-a-Story" at multiple events during the Festival
- The PUEBLA CIUDAD MURAL WORKSHOP was a hands-on multimedia presentation by Collectivo Tomate, a young artists collective in Mexico City who have created 31 murals in the Barrio Xanenetla.
- The launch of FLEAVILLE introduced an outdoor market to Charlottesville, featuring local handmade, salvaged, collected, upcycled and vintage/antique goods.



### FOOD

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- In partnership with the County of Albemarle, Tom Yum showcased our local food innovators with diverse programming adjacent to the Charlottesville City Market. The event included a pop-up park, eight food talks, four chef demos, kids programming, drumming and urban-sketching
- Craft Brewing Panel at South Street Brewery converged five breweries for a panel discussion about the Virginia industry
- TTF hosted fifteen different food trucks throughout the festival at the block parties





# MUSIC & DESIGN

## 2013 PROGRAMMING



### MUSIC

- Over 390 musicians participated in 72 concerts representing diverse genres of music such as hip hop, indie rock, big band, klezmer, samba, flamenco, jazz, bluegrass, & folk.
- A "Friends of Friends" theme focused on local musicians and national acts with deep Charlottesville roots
- Partnerships with 91.9 WNRN, 106.1 The Corner, 91.1 WTJU, 106.0 WINA, Holy Smokes Booking, U.Va. Department of Music
- Opening Gala at the Haven featured show-stoppers David Wax Museum
- Block Parties at McGuffey Art Center, Fellinis # 9 Jazzfest, Picnic Day in Lee Park with the Garage (re)opening, Rock Marathon at the Bridge PAI, and U.Va.'s McIntire Amphitheater.
- ACAPELLA IN THE AMPHITHEATER delighted with mini-sets by 7 of U.Va.'s superb acapella groups.
- McGuffey Block Party and ROCK MARATHON at the Bridge PAI promoted the downtown art centers and engaged a diverse crowd of citizens with the artists in residence, local musicians and the McGuffey Mural

### DESIGN

- Charlottesville Design Marathon converged twenty-five local designers and fifteen students from UVA, PVCC and JMU to create ten design teams. These teams were matched with one of ten selected community non-profits providing \$20,000 worth of pro-bono design work to our community Non-profits included: Camp Holiday Trails, LEAP, City Schoolyard Garden, Worksource Enterprises, Center for Non-profit Excellence, Big Brothers Big Sisters, Thomas Jefferson Adult & Career Center, Thomas Jefferson United Way, Community Action on Obesity and Market Central
- The launch of APPS THAT MATTER united tech and service in a competition to build great mobile apps for Charlottesville's non-profits and public spirited ventures. The competition is hosted by a national leader in mobile technology development, WillowTree Apps.







## LEADERSHIP

### PAUL BEYER, FOUNDER AND DIRECTOR

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Paul Beyer was born and raised in Charlottesville, VA. After studying history and screenwriting at New York University's Gallatin School, Beyer returned to Charlottesville to work with his family's business, R. L. Beyer Custom Homes as Vice President.

"The beauty of a small city, especially your hometown, is recognizing how the problems are not too broad to be insurmountable," says Beyer. "Your contributions can make a real impact. That idea of empowerment is a major theme of Tom Tom. Everyone can see their city as a canvas on which to create."

### ADVISORY BOARD

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**Rick Hamilton**, Cloud Evangelist and Master Inventor, IBM. 47th most prolific inventor in the world.

**Pete Caramanis**, Founder of Royer, Caramanis, & McDonough, Attorneys.

**Kirby Farrell**, telecommunications entrepreneur and CEO of Broad Axe Care Coordination.

**Phillippe Sommer**, Director of the Center for Entrepreneurial Leadership at the Batten Institute at the Darden School of Business.

**Sharon Krueger**, Strategic Partnership Director at U.Va. Innovation.

**Greg Graham**, Art Patron and Proprietor of Edgehill Farm.

**Travis Wilburn**, Founder of Stay Charlottesville and the Old Metropolitan Hall.

**Brevy Cannon**, General Assignment Writer at the University of Virginia.

**David Touve**, Director of the Galant Center for Entrepreneurship at the University of Virginia, formerly Founder of STRTG.

**Tobias Dengel**, CEO of WillowTree Apps, founded in 2011 and twice an Inc.500 company, formerly Vice President of AOL.

**Emma Terry**, Staff Assistant to the Vice Provost for the Arts at the University of Virginia

# TOM TOM FOUNDERS FESTIVAL

## 2013 *Recap*

**7**  
DAYS

★  
**7**  
BLOCK  
PARTIES

★  
**30**  
VENUES

★  
**72**  
CONCERTS

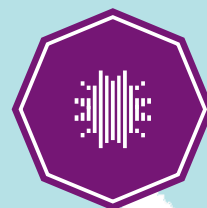
★  
**100+**  
COMMUNITY  
INNOVATORS



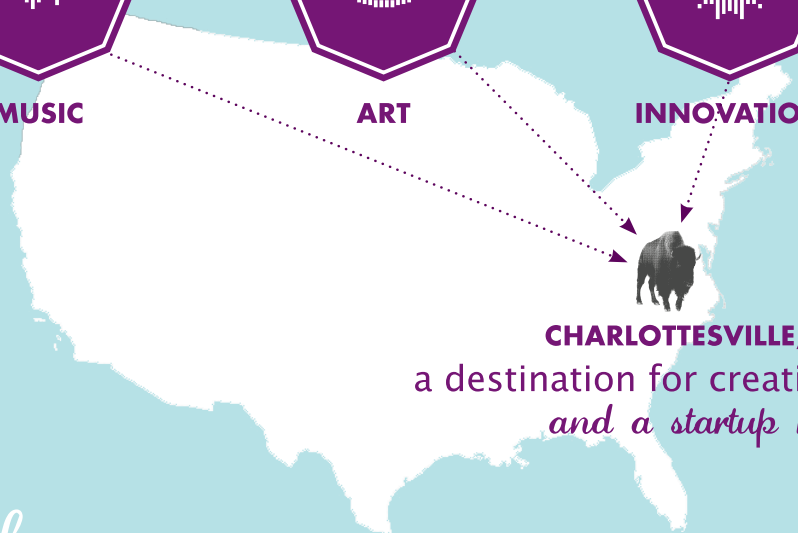
MUSIC



ART



INNOVATION



**CHARLOTTESVILLE, VA**

a destination for creativity  
and a startup hub

### reach



**3 million**  
IMPRESSIONS ON FACEBOOK



**107K**  
CLICKS ON TWITTER

**49K**  
VIEWS TTFF WEBSITE

**33**  
PRINT STORIES

**25**  
ONLINE STORIES

**21**  
RADIO FEATURES

**12**  
TV FEATURES

### participation



**17,760**  
ATTENDEES IN 2013

**335**  
COMMUNITY ORGANIZATIONS

**15**  
LOCAL TECH  
FIRMS

**390**  
LOCAL MUSICIANS

**70**  
STARTUPS  
SHOWCASED

**65**  
SPEAKERS

### economics

**\$143K**  
2013 OPERATING BUDGET

**\$229K**  
IN-KIND CONTRIBUTIONS

**62%**  
BUDGET IN-KIND  
CONTRIBUTIONS

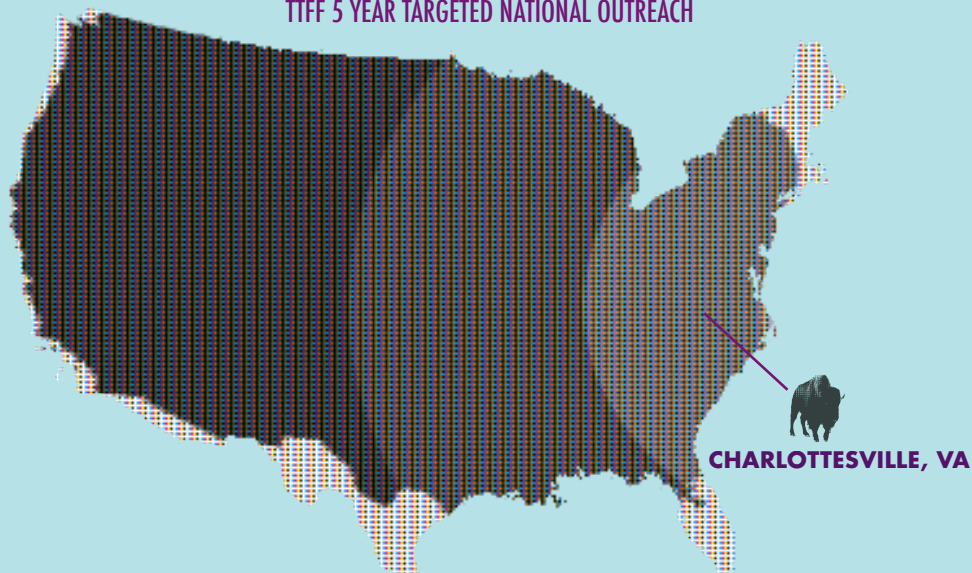


**\$698K**  
ECONOMIC IMPACT ON  
DOWNTOWN CHARLOTTESVILLE



# TOM TOM FOUNDERS FESTIVAL 5 YEAR *Plan*

## TTF 5 YEAR TARGETED NATIONAL OUTREACH



### 2012 CONCEPT

Our inaugural year featured a month of programming in Downtown Charlottesville and tested the idea: how can a music, art & innovation festival catalyze Charlottesville? 8,000 participants experienced Charlottesville as a creative hub and a stage for new and inventive ideas

### 2013 REFINE

We condensed the festival into a fall and spring event 4 full days of block parties, talks, pitch competitions, art expos & concerts. It engaged 330 community organizations and brought 17,600 attendees downtown. Tom Tom assisted in the distribution of \$175,000 in seed funding to local start-ups, generated dozens of regional news stories and facilitated connections across sectors.

### 2014 FOCUS

Repeat the success of 2013 and position the festival for regional growth through solidifying our mission and partners. With TTF as a proven platform and a nexus for high value connections, the festival begins to truly engage its partners in the mission to cultivate innovation and creativity as important community values.

### 2015 REGIONAL

Expand the financial base through greater sponsorship so that Tom Tom can engage speakers, musicians, and artists of increasingly larger regional interest. TTF becomes an East Coast destination weekend for tech geeks, music aficionados and cultural buffs.

### 2016 NATIONAL

Lift off! TTF weekend is a guaranteed great time to explore engaging and challenging content and interact with conversations on a national stage, while experiencing a beautiful and historic city. TTF retains a community focus, one that celebrates the neighborhoods, communities and unique qualities that make Charlottesville great.





## FOUNDING SPONSORS



### **New Belgium Brewing Company**

sponsors block parties throughout Downtown during Tom Tom. The makers of Fat Tire Amber Ale and a host of Belgian-inspired beers began operations in a tiny Fort Collins basement in 1991. Today, the third largest craft brewer in the U.S., New Belgium produces nine year-round beers, as well as a host of seasonal releases. In addition to producing world-class beers, New Belgium takes pride in being a responsible corporate role model with progressive programs such as employee ownership, open book management, and a commitment to environmental stewardship.

### **R.L. Beyer Custom Homes**

sponsors Art at Tom Tom Founders Festival. For over 40 years, R.L. Beyer has served Charlottesville and Albemarle with distinguished homes of integrity and beauty. This family run company and its dedicated employees protect and preserve the environment with energy efficient building practices.



# R.L. BEYER

C U S T O M   H O M E B U I L D E R S



### **W.L. Lyons Brown III Innovation Laboratory,**

or i.Lab at U.Va., located at the Darden School of Business sponsors Entrepreneurship at Tom Tom Founders Festival. The i.Lab is a collaborative effort of 11 schools of the University, the Provost's Office, and UVA Innovation that creates a nexus for entrepreneurship and innovation education. The i.Lab provides coaching, courses and incubation to students, faculty and community members

