

**From:** [Jarrod Fucci](#)  
**To:** [\\*CI-StPaul](#); [Contact-Council](#); [CouncilHearing \(CI-StPaul\)](#)  
**Cc:** [Barb McMonigal-St Dennis](#); [Amy Dunn](#)  
**Subject:** Breakaway Fest SLV Submission  
**Date:** Monday, April 14, 2025 5:40:33 PM  
**Attachments:** [St. Paul SLV Hearing Packet.pdf](#)

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You don't often get email from jarrod@teambreakaway.com. [Learn why this is important](#)

Dear Council,

On behalf of Breakaway Music Festival please see attached supporting materials surrounding our application for a SLV to be reviewed at Wednesday's hearing.

Breakaway is extremely encouraged to be returning to St. Paul and is looking forward to continuing to collaborate with all stakeholders to ensure an improved event for all parties involved and impacted.

I look forward to engaging in the hearing process and answering your questions this week.

Thank you,

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**JARROD FUCCI | PRESIDENT**

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[@BREAKAWAY @JARRODFUCCI](#)

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# **BREAKAWAY**

Breakaway Music Festival  
Saint Paul, MN  
June 6 - 7, 2025

Sound Level Variance  
City Council Public Hearing  
April 16, 2025

Prepared For: St. Paul City Council & Relevant Parties  
Prepared By: Breakaway Music Festival

# **BREAKAWAY**

Dear St. Paul City Council & Community Members,

We are excited to bring Breakaway Music Festival back to St. Paul! After a successful previous event here in 2024, we're thrilled to once again bring vibrant music, community, and culture to this great city. St. Paul was among our most successful events in 2024 and we anticipate this being no different for 2025 as music fans have signaled their excitement through robust ticket sales trending in an incredibly positive direction.

In response to community feedback, we've made several key improvements to better manage sound and minimize the impact on surrounding neighborhoods. These enhancements reflect our ongoing commitment to being a respectful and responsible partner to the City of St. Paul and its residents. We acknowledge and understand the disturbance our event caused for residents of this city and hope through clear communication and event updates we can mitigate it creating as significant of an impact in 2025.

In this document you will find details of our plans for 2025 as well as various changes and improvements we have made. These updates come after many conversations with various stakeholders within the city including Saint Paul Police Department, Department of Safety and Inspections and groups like Union Park District Council Committee for Land Use and Economic Development and the Hamline Midway Coalition as well as our host venue, Allianz Field.

Breakaway looks forward to continuing to bring a vibrant event to this community, drawing consumers into this area and allowing them to explore all the community has to offer, from shops, bars, restaurants and other local establishments. Breakaway is excited to partner with the community to feature these businesses in pre-event communication and on social channels, driving as much positive economic impact as possible.

We look forward to working with you and appreciate your continued support.

Sincerely,

Jarrold Fucci  
President, Breakaway Music Festival

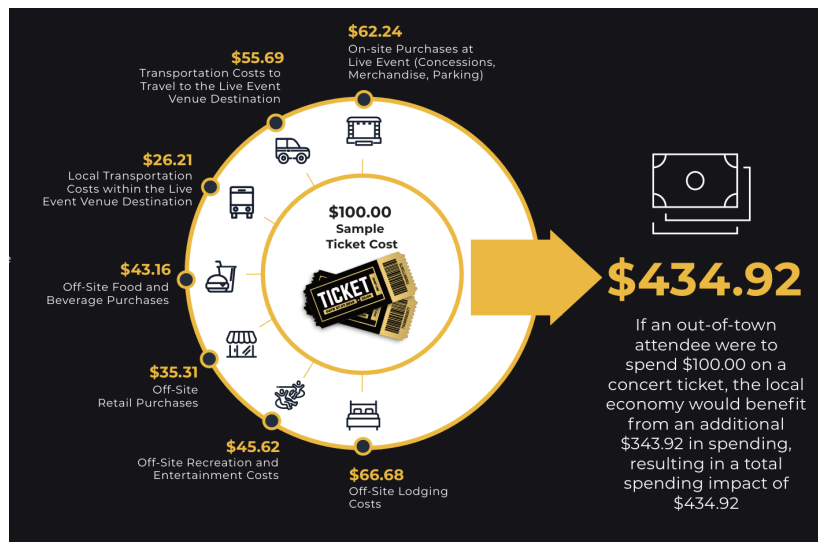
# BREAKAWAY

## Breakaway Minnesota 2024 Impact Recap

Breakaway Minnesota boasted some of the largest crowds of any of the 10 stops on Breakaway's tour around the United States. At Breakaway's core, our mission is to deliver world class music experiences in places where our fans live, work and play every day, without expecting them to board planes or drive long distances to access their favorite musicians - this hyper local approach extends to our practices of hiring local vendors and staff to support our events rather than traveling crews in from other cities. Over 26,000 tickets were sold across the two days of the event, resulting in significant economic upside for the local community. Some of these highlights include: job creation (concessions staff, security, stagehands, ticketing, guest services, etc), hotel nights, transportation utilization, local vendors, restaurants and bars visited.

The economic impact of Breakaway is a key driver of local growth, supporting businesses, job creation, and tourism in each host city. By attracting thousands of attendees, Breakaway boosts revenue for hotels, restaurants, transportation services, and local vendors, injecting millions into the economy. The festival also fosters employment opportunities and partnerships with community organizations, reinforcing its role as an economic and cultural catalyst.

In 2021, LiveNation published an economic impact assessment from Oxford University to better gauge the impact of concerts and music festivals on the U.S. economy. The study found that the Concerts and Live Entertainment Industry has a \$132.6 billion/year impact on the US economy. This same study also concluded that for every \$100 an individual spends on a concert or festival ticket, the local economy benefits from an additional \$334.92.



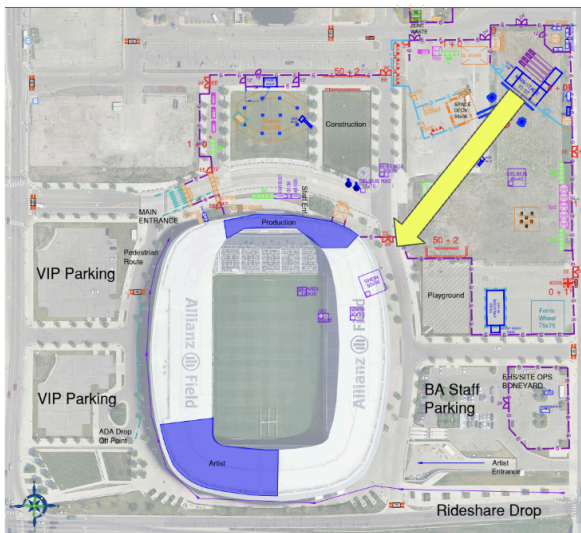
Last year, Breakaway generated \$2.022 million dollars in ticket sales in Minnesota, which translates to Breakaway catalyzing over \$6.78 million into the local economy.

# BREAKAWAY

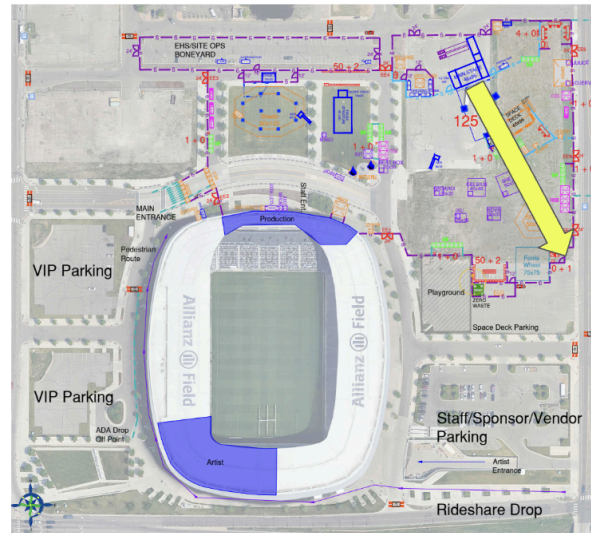
## Stage Orientation Change & Sound Factors

For 2025, Breakaway will reorientate its site plan to point sound directly at Allianz Field. This change is being made in an effort to redirect sound into the stadium, assisting in mitigating its direct line of sound toward residential communities.

While sound does not come to a halt when it comes into contact with a surface (like Allianz Field) it certainly has the opportunity to assist in the overall significance of direct sound moving toward homes, businesses and other community areas.



2025 Map



2024 Map

### Low Frequency (Bass) Sound Mitigation via Cardioid Sub Array Arrangement

In addition to the redirected stage, Breakaway will deploy cardioid sub array arrangement, where one sub in each stack backwards and the sound waves cancel each other out so you don't get so much sub bass going out the back of the stage. Mitigating low frequency, or bass sounds, firing backwards toward the rear of the stages.

### Weather Impact

Weather also plays a significant impact in how sound travels. Factors such as temperature, wind, cloud cover, humidity and rain all have an impact. For example, partly cloudy skies can reflect sound back toward the ground, enhancing its reach. Or, breezy conditions can carry sound further in the direction of the wind, potentially increasing noise levels in downwind areas.

# BREAKAWAY

## Sound Levels & Progressive Sound Build

Breakaway has worked closely with DSI to deliver mapping and information, ultimately resulting in their recommendations to Council. In an effort to minimize the extended periods of sound impact to the communities affected, Breakaway will deploy a progressive sound build, meaning the audio levels will start at lower levels and only reach peak approved levels at the headline performance.

Breakaway's proposed and advertised hours are 4PM - 11PM, 7 hours each day.

The following are the requested sound levels by Breakaway by time and stage. These levels are built using both industry standards and also what will provide the best listening experience for fans based on their expectations.

Main Stage Set Times	Proposed dBA	Measurement Distance
4:00 - 4:40 PM	94	125'
4:40 - 5:25 PM	96	125'
5:25 - 6:15 PM	98	125'
6:20 - 7:10 PM	100	125'
7:15 - 8:15 PM	101	125'
8:20 - 9:20 PM	102	125'
9:30 - 11:00 PM	103	125'

Second Stage Set Times	Proposed dBA	Measurement Distance
4:00 - 4:45 PM	92	100'
4:45 - 5:30 PM	94	100'
5:35 - 6:25 PM	96	100'
6:30 - 7:20 PM	98	100'
7:25 - 8:25 PM	100	100'
8:30 - 9:30 PM	101	100'

# **BREAKAWAY**

## On Site Sound Management & Regulation

Breakaway will continue to deploy a number of sound management tactics throughout the festival to ensure agreed limits are strictly adhered to.

All sound control consoles (located at Front of House) will be pre-set to the agreed dBA based on time. This means artists or on stage crew are unable to ever exceed the limits put in place at the control center (Front of House).

Front of House is also the hub (not the only place, but simply the hub) for sound measurement. Sound will be recorded for validation every 15 minutes throughout the show. Meaning every 15 minutes the designated engineer will evaluate the sound and record its level.

Following the event, Breakaway will deliver a digital report demonstrating sound levels throughout the event for each day from the time doors open at 4PM to when they close at 11PM.

In addition to sound measurement at Front of House, Breakaway will deploy no less than 3 sound measuring devices on the boundaries of the festival footprint to continuously monitor sound as it moves away from the stages and toward the perimeter of the event. These devices are mobile and can be moved to various locations as needed.

Breakaway aims to self-regulate and is committed to staying within the agreed upon parameters set forth but as an additional layer of support, DSI will have a representative on site paid by Breakaway.

# BREAKAWAY

## Community Response & Feedback

Breakaway has partnered with St. Paul Police Department to establish an alternative way for the community to share their feedback about the event in real time, allowing for real time assessment and response to feedback.

Community members can scan this QR code or click the link and complete a simple form to provide feedback that will be monitored throughout the event. This QR code / link will be shared across relevant social media channels, distributed to residents and on city websites.

This is designed to alleviate any potential burden on Police Department phone lines.



Ahead of our event, Breakaway will collaborate with any and all stakeholders to deliver mailers, notices and any other relevant communications out to residents of potentially impacted areas.