



**RESOLUTION OF THE  
WHITE MOUNTAIN APACHE TRIBE OF THE  
FORT APACHE INDIAN RESERVATION**

**(Approving Business License for DrewFEST, a business owned and operated by Drew Lacapa and Roger Leslie, members of the White Mountain Apache Tribe)**

**WHEREAS**, pursuant to Article IV, Section 1(a) of the Constitution of the White Mountain Apache Tribe, *inter alia*, the Tribal Council has the authority to represent the Tribe and act in all matters that concern the welfare of the Tribe; and

**WHEREAS**, the Tribal Council has the authority to issue business licenses, pursuant to the White Mountain Apache Business Code, Section 1.1. *et seq.*; and

**WHEREAS**, Drew Lacapa and Roger Leslie, members of the White Mountain Apache Tribe, has this day requested a business license to operate DrewFEST, an Indian owned entertainment business, serving the Fort Apache Indian Reservation; and

**WHEREAS**, Mr. Lacapa did this day present a business plan to the Tribal Council, as attached and incorporated by this reference; and


**WHEREAS**, the Tribal Council finds that issuance of a business license is in the best interests of the Mr. Lacapa and Mr. Leslie and the Tribe's overall economic development.

**BE IT RESOLVED** by the Tribal Council of the White Mountain Apache Tribe that:

1. A business license for Drew Lacapa and Roger Leslie, doing business as DrewFEST, is hereby approved, pursuant to the White Mountain Apache Business Code ("WMABC"), Section 1.1 *et seq.*
2. The Secretary of the Tribal Council and/or the Treasurer is hereby directed to issue said license in accordance with the provisions of the WMABC.

The foregoing resolution was on December 13, 2006, duly adopted by a vote of EIGHT for and ZERO against by the Tribal Council of the White Mountain Apache Tribe, pursuant to the authority vested in it by Article IV, Section 1 (a), (b), (i), (s), (t) and (u) of the Constitution of the Tribe, ratified by the Tribe September 30, 1993, and approved by the Secretary of the Interior on November 12, 1993, pursuant to Section 16 of the Act of June 18, 1934 (48 Stat. 984).

  
Chairman of the Tribal Council

  
Secretary of the Tribal Council



## **BUSINESS PLAN**

Company Name: DrewFEST

Company Partners: Drew Lacapa  
White Mountain Apache/Tewa-Hopi  
P.O. Box 2467  
Whiteriver, Arizona 85941

Roger Leslie  
White Mountain Apache/Tewa-Hopi  
6538 San Blas Place NW  
Albuquerque, New Mexico 87120

Company Mailing Address: P.O. Box 2467  
Whiteriver, Arizona 85941

Company Physical Address: 6702 North Greasewood Avenue

Company Phone Numbers (928) 338-4123  
(928) 205-3337

Company Email & Website: drewlacapa@yahoo.com  
ril68@msn.com  
www.myspace.com/drewfest

## **MISSION STATEMENT**

DrewFEST will provide quality Native American comedy entertainment through humorous stories and anecdotes that enlighten audiences throughout the United States. DrewFEST will work diligently and consistently to schedule as many booking locations as possible to provide adequate schedules and work for all comedians, event support staff, and management members

of DrewFEST. DrewFEST will work in a professional manner with all venue management, venue staff, comedians, vendors and suppliers and, most importantly, the paying audience.

## **VISION STATEMENT**

DrewFEST will become the Native American Comedy Tour that will promote up-coming, prominent, well-versed comedians in Indian Country. DrewFEST will grow into a large annual entertainment production showcase based on well-attended venues. DrewFEST will become an event that will promote Native American comedians through CDs, DVDs, T-shirts, Posters, and other forms of collectible items.

## **BUSINESS DESCRIPTION:**

### **Comedians:**

DrewFEST is a culmination of Native American comedians that will provide comedy entertainment showcased at various venues throughout the United States. The comedians will be sharing various comedy acts, jokes, anecdotes and storytelling with a flare of humorous enlightenment.

### **Stage:**

The stage will be set for each comedian to be front and center with stage props and a backdrop display for added visual appeal. A professional sound/lighting company will be hired to provide a professional sound system and ambient lighting; each different per comedian. Hence, as each comedian is introduced, appropriate musical background and lighting appeal will emphasize the introduction of that comedian. The opening comedian will be the Master of Ceremonies for the rest of the show.

### **Show Time:**

Each show will be one and one half hours. Upon negotiated agreements, there will be two shows per date; the first show being an all ages show and the second show for adults 21 years of age and older. DrewFEST will charge at the door a price appropriate

### **DrewFEST Coordination:**

DrewFEST is an all inclusive show that handles and coordinates all comedian contracts, negotiation with comedian's talent agency for booking and payment agreements, planning travel itineraries for all comedians, staff and management, advertising/promotion efforts, hiring sound/stage/lighting production companies, hiring audio/video professionals for documenting the event for future 'Best of DrewFEST' compact disc (CDs) and digital video discs (DVDs) for sale, and developing promotional items such as t-shirts, posters, buttons, key chains, etc. for resale.

### **DrewFEST Tour Manager**

Roger Leslie has been designated the DrewFEST Tour Manager. He is responsible to contact potential venue sites and negotiate the best terms for hosting the event. In coordination with the

venue location, requests of in-kind services will be made for overnight accommodations, travel, meals and assisted advertising of the event.

DrewFEST Coordination Staff:

Upon agreed negotiated terms, DrewFEST staff will begin preparations of travel itinerary, advertising campaigns, venue layout and planning, comedian contract negotiations, public relations for special appearances or interviews on radio, tv and/or newspapers.

## **MARKETING STRATEGIES**

DrewFEST will be promoted to all residents of the surrounding communities wherever DrewFEST is showcased. The promotional advertising of DrewFEST will consist of the event title, slogan, headliner, other comedians, venue location, sponsors, costs of tickets, begin date of ticket sales, and show age limits (some shows may be for adults 21 years old and older). The event title is: DrewFEST. The slogan is: The Trixter's Rez Comedy Tour. Drew Lacapa will be the headliner. Two or Three other upcoming comedians will also share the advertising space. All sponsors of DrewFEST will be prominently showcased on the advertising. The costs of tickets are \$15 pre show and \$20 at the door. Ticket Sales will begin two weeks before the scheduled show time. Advertising of DrewFEST will begin one month prior to the scheduled event to ensure adequate event notification to the target audience. The advertising mediums used to promote DrewFEST will be television (where appropriate), radio, newspaper, flyers, posters, email, internet and myspace distribution. The advertising locations will consist of various business locations, community centers, specialty program locations (i.e. Elderly Center, Youth Group Homes, Tribal Offices, etc.), Hotels, Restaurants, Stores, Convenience Gas Stations, etc.

Public Relations will consist of DrewFEST Tour Manager to coordinate a Public Service announcement to allow Drew Lacapa and other comedians to distribute a predetermined percentage of the proceeds of the event to local charities within an acceptable radius of the venue location. The proceeds will be donated to non-profit charities that assist underprivileged individuals (i.e. Battered Women's Shelter, Boys and Girls Club, Save the Children, to name a few.).

## **COMPETITIVE ANALYSIS**

The identified competition in the comedy entertainment category is a Native American comedy show entitled Pow Wow Comedy jam who travels throughout the United States. This group has four Male Native American comedians that work for a talent agency. The comedians receive a set payment and the talent agency receives the profit. They are not in a self-determined schedule; they are scheduled on an as needed basis. They do a comedy show with a set routine.

DrewFEST, on the other hand, is a self-reliant, self-coordinated event that is all inclusive. DrewFEST is an entertainment production that has music, ambient lighting, video introductions and a changing lineup that showcases numerous comedians throughout Indian Country. In addition, DrewFEST is community sensitive, in that, a set amount of proceeds benefits local charities.

Other competitive venues would be bands, shows, concerts, movies and promotional activities of local businesses (such as in casinos, conference centers, hotels, restaurants, etc.). However, with DrewFEST, the entertainment value will compete and surpass other entertainment options that the audience may choose from. As DrewFEST develops its tour schedule and entertainment value, audiences will plan in advance to come to the event and purchase tickets before hand.

## OPERATIONS AND MANAGEMENT

### Principals:

Drew Lacapa is a White Mountain Apache, Tewa and Hopi Native American living in Whiteriver, Arizona. He became a comedian while hosting pageants, parades and other community gathering events that required a Master of Ceremony with a comedic repertoire. He started as an amateur comedian in 1985 then became a professional full-time comedian in 1996. His professional comedian experience had him performing at various events and venues throughout the United States. He was the Opening Ceremony Host for the Native American Indigenous Games in Denver, Colorado. He has been a part of every major Indian Awards Show and Film Festival such as the Native American Music Awards. He was showcased at both the 1996 Olympics in Atlanta, Georgia and the 2002 Olympics at Salt Lake City, Utah. He was a special invited guest to the Bush-Cheney Presidential Inaugural Ball held in Washington, D.C. Drew has shared the stage with prominent entertainers such as George Clinton and the Credence Clearwater Revival group, to name a few. His comedic talent even prompted him to open comedic shows for Paul Rodriguez and Jay Leno. He is very knowledgeable of stage management, entertainer coordination and show time management.

Roger Leslie is a White Mountain Apache, Tewa and Hopi Native American living in Albuquerque, New Mexico. He is a prominent Native American speaker/trainer who has traveled throughout the Western United States. He has a Bachelors of Arts degree in both Business Management and Business Management from Ft. Lewis College in Durango, Colorado. Roger has utilized his experience in coordinating and managing various events such as the Arizona Governor's Conference on Rural Development, the Native American Arts and Crafts Festival, the Celebrating Cultural Diversity Celebration, the annual White Mountain Apache Fair and Rodeo event, and the annual Fort Apache Heritage Foundation Reunion Celebration Days, to name a few. He is a successful business person who has successfully operated various businesses with increased profitability. He has experience in entertainment, hotel, conference center, retail, and Indian Casino operations. He currently assists other Native American organizations, programs and youth development agencies in providing training and consulting work.

## FINANCIAL FACTORS

DrewFEST financial costs per show (at venues of 600 seats) include:

### Revenue

Ticket Presale (\$15 x 360)	=	\$5,400
Door Sales (\$20 x 180)	=	\$3,600
Sponsorship (4 x \$1,500)	=	\$6,000

Merchandise Sales	=	\$2,000
Total Income	=	\$17,000

Expenses

Headliner	=	\$3,000
Comedians	=	\$1,200
Taxes/Insurance	=	\$2,750
Sound/Stage/Lighting	=	\$ 500
Advertising	=	\$1,500
Event Staff/Security	=	\$1,000
Travel Expenses	=	\$ 500
Tour Manager	=	\$3,000
Proceed Donation	=	\$1,425

Total Expenses	=	\$15,150
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Profit/Loss	=	\$ 1,850
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