



## City of Leavenworth

PO Box 287  
700 Highway 2  
Leavenworth, WA 98826  
o. 509.548.5275  
c. 509.670.0121

### City Council

Carl J. Florea - *Mayor*  
Carolyn Wilson  
Mia Bretz  
Sharon Waters  
Clint Strand  
Jason Lundgren  
Anne Hessburg - *Mayor Pro Tem*  
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Ana Cortez-Steiner - *City Administrator*

PRESS RELEASE – FOR IMMEDIATE DISTRIBUTION

October 7, 2021

Christie Voos, Communications Analyst

City of Leavenworth

c. 509.670.0121

media@cityofleavenworth.com

## CITY OF LEAVENWORTH ANNOUNCES PARTNERSHIP WITH SE PRODUCTIONS FOR FESTIVAL IN OCTOBER 2022 AND BEYOND

LEAVENWORTH, WA – October 7, 2021 – Today the City of Leavenworth announced their partnership with SE Productions for the October 2022 festival and beyond in Leavenworth. Earlier this spring, the City of Leavenworth reached the end of a multi-year contract with the non-profit, Projekt Bayern, that has historically put on the Leavenworth Oktoberfest event. A formal Request for Proposal (RFP) was distributed seeking a partner that would work with the City to tackle some of the challenges the festival faced in recent years.

SE Productions has been selected through the RFP process due to their desire to work with the City's new requirements, and their extensive experience in large scale event production, including nationally touring concepts like Bacon Eggs & Kegs and Sumo + Sushi. Most recently, SE Productions launched Field To Table, the first ever dining series on a professional sports field, featuring dozens of Seattle's best chefs at Lumen Field for a socially distanced dinner experience. SE Productions is also well-versed in small town festival logistics, playing a production & operations role in Pilgrimage Music & Cultural Festival in Franklin, TN.

Parking and traffic have consistently been an issue in previous years. For this project, SE Productions teams up with Sharif Zawaideh from GOAL (Global Operations and Logistics) to help alleviate parking and traffic related challenges. Throughout his 15-year career, Sharif has been involved with over 100 major music festivals including Coachella, BottleRock, Outside Lands, Burning Man and many more. Specializing in public safety, transportation and event operations, Sharif has developed numerous event operations plans, designed festival sites, and built out some of the nation's largest shuttle programs.

"We will have a festival, and there will be beer," said Mayor Florea, "There's been a lot of confusion about what is happening, and we want to set the record straight. Our goal has always been to have a festival that meets the needs of Leavenworth, serving our businesses, our community members, and our guests."

The yet unnamed October 2022 festival will have beer gardens and many of the attractions that you would expect from an October festival. However, the footprint will be geographically more spread out than in years past to include local businesses within the perimeter and there will be weekday events in efforts to bring in

tourism on a consistent basis. The City will be working closely with SE Productions to create an October festival that honors the tradition of Oktoberfest in Leavenworth while evolving to meet the needs of residents and business owners.

“We are excited to work with SE Productions on an October Festival for 2022 and beyond that focuses on our local merchants and solves for some of the challenges a large festival brings, while still keeping our Bavarian spirit alive.” said Christie Voos, Communications Analyst for the City of Leavenworth.

**About SE Productions:** [SE Productions](#) was locally founded by Sam Minkoff and Cassie Hendrickson in 2013. Their team has expertise in creating innovative and unique experiences from conceptualization to execution. The company's brands and events are well known, established, and loved by guests with a nationwide presence and unparalleled reputation. The company began as a local tour operator under the Sound Excursions business vertical. Sound Excursions events have been bringing tourism to the city of Leavenworth for over 9 years through activity-centric trips like: Leavenworth River Tubing + Beer Garden Cookout, Snowshoeing + Wine Tasting, Leavenworth Tree Lighting Shuttles and more. Aligning with local businesses and spotlighting others is part of their identity through their large events like [Bacon Eggs & Kegs](#), [Sumo + Sushi](#) and [Field To Table](#). SE Productions is proud to be the experiential agency and event production company working with Lumen Field, Seattle Seahawks, Pernod Ricard, Anheuser-Busch, Brown Forman and more.

**About the City of Leavenworth, WA:** The City of Leavenworth is a highly sought-after tourist and outdoor enthusiast destination. It is uniquely both a small town and also a medium sized city due to the influx of visitors during much of the year. The City is currently engaging with the local community on strategic projects such as a potential community center and park, workforce housing, the downtown master plan, and parking solutions to enhance the resident and visitor experience.

For more Information / para más información: contact Leavenworth Communications Analyst, Christie Voos at [media@cityofleavenworth.com](mailto:media@cityofleavenworth.com) or 509.670.0121.

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