



Parish of Ascension

OFFICE OF THE PARISH PRESIDENT

KENNY MATASSA
Parish President

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President Matassa Announces Music Festival at Lamar-Dixon

At the December 1 meeting of the Ascension Parish Council, Parish President Kenny Matassa announced a new music festival to be held at Lamar-Dixon Expo Center in the fall of 2017.

“When I took office, one of my priorities was to modernize Lamar-Dixon’s brand, and bring it in a new direction,” said Matassa. “The announcement of this show, plus the 2017 calendar, shows that we are succeeding in that mission.”

Matassa introduced Kyle Rogers, General Manager of Lamar-Dixon, who briefed the Council on his plans for the facility. Rogers noted that in 2015, Lamar-Dixon hosted 207 events; 2016 saw 308 events at the facility, despite the loss of the entire month of September when Lamar-Dixon served as an emergency relief center after the catastrophic August flood.

Rogers noted that when he was first hired, he had promised the Council he would “bring a strong, diverse calendar to Lamar-Dixon,” and that he’d have “something for everyone.” He also stated that he promised “events of a world-class caliber.”

With that, Rogers introduced Mark Miller, the CEO of Pi Entertainment, which produces music festivals and halftime shows. Miller informed that Council that his organization was working with Lamar-Dixon to bring a huge music festival to Ascension from September 29 to October 1, 2017.

“I walked the festival grounds with my two partners,” said Miller. “Our jaws dropped to the ground. None of us knew that a world-class, class-A facility existed here!”

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Miller said that his group plans on producing multiple festivals over the next five years, and would launch next year with a multi-stag event that would feature “country rock, American music, Blue Grass, Southern rock, a very broad spectrum” of music that would “deliver incredible income and an influx of fans” to the site.

“This area needs a win, and we’re hoping to deliver that for you.”

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Photo tag line:

Pictured Left to Right: President Kenny Matassa, Lamar-Dixon General Manager Kyle Rogers, Council Chairman Randy Clouatre, and Mark Miller and David Addison with Pi Entertainment.