To Festival or Not



The Plan: Special Events

- Citizen Committee 2012
- Create a focal point
- Grew events from 5 to over 30
- Sponsorships and booth rentals cover 100%
- Economic impact over \$500,000 per year
- Two town park locations

The Lineup

- Farmers Markets
- Carrie Clarke Day
- Memorial Day
- Reel Fun Nights
- Kids Fest
- Fall Festival
- Veterans Day
- Light the Park
- Hometown Holiday

Orange Park -

FARRES MARKET

Handmade & Homegrown





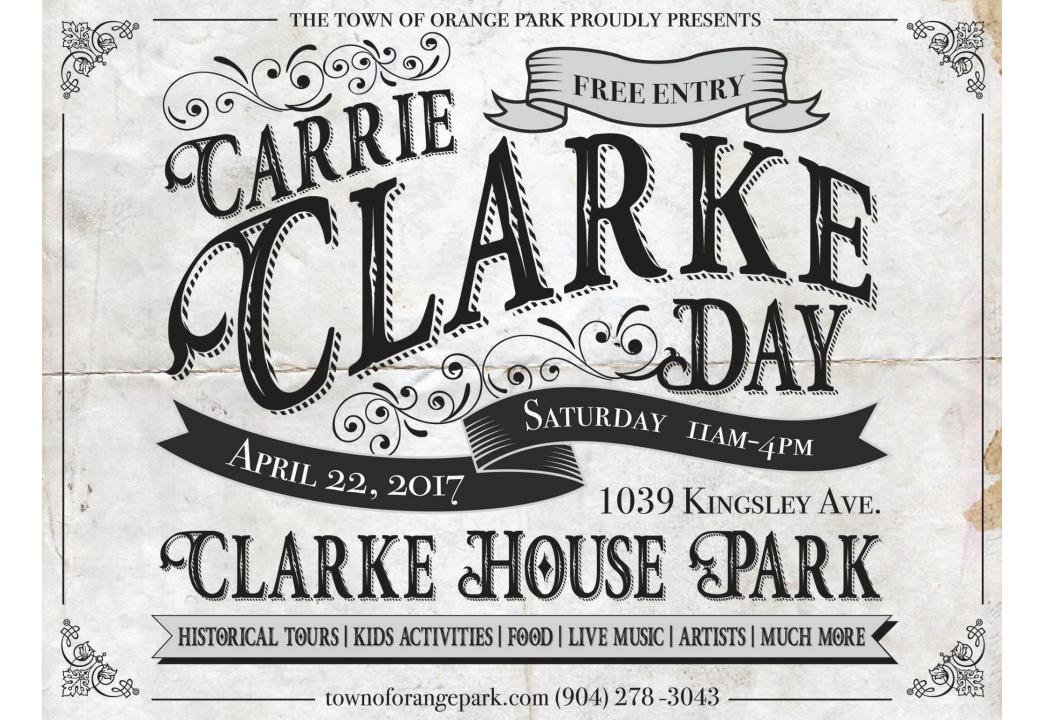






















Town Hall Park 6 - 10pm

CORNER OF KINGSLEY & PARK

ACTIVITIES, VENDORS & FOOD BEGIN AT 6PM MOVIE BEGINS AT SUNSET (ABOUT 8:30PM)

CHILDREN UNDER 14 MUST BE ACCOMPANIED BY AN ADULT

May 19



June 16



July 14



Aug 11







































Awards









Quotes

"Brought a sense of community and small town atmosphere"

"Added life to Orange Park"

"Put Orange Park on the map in a positive way"

Things to do

- 1. Hire the best
- 2.No more clip art
- 3.Branding
- 4. Advertising
 - a.Facebook 80%
 - b.Banners
 - c. E-newsletter
 - d.Fliers
- 5. Sponsorship Packets
- 6. Professional Photos
- 7.Surveys

Revenues & Costs from Events

Town of Orange Park

Event		Revenues	Costs	Net
Fall Festival		\$55,000.00	\$39,000.00	\$16,000.00
Farmers Market		\$20,000.00	\$15,000.00	\$5,000.00
Kids Fest		\$12,000.00	\$10,000.00	\$2,000.00
Holiday Events		\$2,500.00	\$8,000.00	
Holiday Everits		\$2,300.00	\$6,000.00	-53,300.00
Volunteer Night		\$0.00	\$200.00	-\$200.00
Carrie Clarke Day		\$500.00	\$3,500.00	-\$3,000.00
Kids Fishing Day		\$500.00	\$1,000.00	-\$500.00
Bark Fest		\$2,000.00	\$1,500.00	\$500.00
Movie Nights		\$1,500.00	\$2,000.00	
WOVIE WIGHTS		Ψ1,300.00	72,000.00	4300.00
	Total	96,000.00	\$75,200.00	\$13,800.00

Cost per attendee

Event	Attendance	Cost	СРА
Farmers Market	2,000	500.00	\$0.25
Fall Festival	40,000	39,000.00	\$0.98
Kids Fest	10,000	12,000.00	\$1.20
Reel Fun Night	300	500.00	\$1.67
Carrie Clarke Day	800	4,500.00	\$5.63