

To Festival or  
Not

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# The Plan: Special Events

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- 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

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

*Orange Park*

# FARMERS' MARKET

*Handmade & Homegrown*





THE TOWN OF ORANGE PARK PROUDLY PRESENTS

FREE ENTRY

# CARRIE CLARKE DAY

APRIL 22, 2017

SATURDAY 11AM-4PM

1039 KINGSLEY AVE.

## CLARKE HOUSE PARK

HISTORICAL TOURS | KIDS ACTIVITIES | FOOD | LIVE MUSIC | ARTISTS | MUCH MORE

[townoforangepark.com](http://townoforangepark.com) (904) 278-3043





**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**



[www.townoforangepark.com](http://www.townoforangepark.com) (904) 278-3043

"THE FUNNEST EVENT IN TOWN" FREE ADMISSION

**JUNE 9TH & 10TH**

**FRIDAY & SATURDAY 10AM - 3PM**

TOWN HALL PARK 2042 PARK AVE, ORANGE PARK, FL 32073



ORANGE PARK

# KIDS FEST 2017



Orange Park  
MEDICAL CENTER

FREE PARKING & SHUTTLE @ MOOSEHAVEN

**\$7 UNLIMITED ACTIVITY BANDS**

ARTS | CRAFTS | FOOD | VENDORS | LIVE MUSIC | SHOWS

**OPKIDSFEST.COM**











**FREE ADMISSION**



Friday and Saturday  
**DEC. 9TH & 10TH**  
6PM to 9PM

# Hometown Holiday

## Clarke House Park

1039 Kingsley Ave., Orange Park, FL.

[townoforangepark.com](http://townoforangepark.com)   

Photos with Santa (\$) • Shopping Village  
Holiday Food & Drinks • Classic Holiday Movies  
House Tours • Live Music & Much More

Proudly Presented by:







# Awards

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# Quotes

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“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

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- 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

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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	-\$5,500.00
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	-\$500.00
Total	96,000.00	\$75,200.00	\$13,800.00

# Cost per attendee

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Event	Attendance	Cost	CPA
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