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

FARMERS' MARKET

Handmade & Homegrown
THE TOWN OF ORANGE PARK PROUDLY PRESENTS

FREE ENTRY

CARRIE CLARKE DAY

SATURDAY 11AM-4PM

APRIL 22, 2017

1039 KINGSLEY AVE.

CLARKE HOUSE PARK

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

townoforangepark.com (904) 278-3043
Reel Fun Night

Presented by:

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 (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

$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

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

Proudly Presented by:
Awards
“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

<table>
<thead>
<tr>
<th>Event</th>
<th>Revenues</th>
<th>Costs</th>
<th>Net</th>
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<tr>
<td>Fall Festival</td>
<td>$55,000.00</td>
<td>$39,000.00</td>
<td>$16,000.00</td>
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<td>Movie Nights</td>
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