

97th CML Annual Conference

June 18–21, 2019 • Breckenridge, CO

Organizing Municipal Festivals
On A Shoe-string Budget
June 21, 8:30 – 9:30 a.m.
Steven Stokes



COLORADO
MUNICIPAL
LEAGUE

*Contents of this presentation reflects
the view of the presenter, not of CML.*

About Me ...

- Event Planner 20 years
 - Up with People
 - Colorado Lottery
 - Olympics/Paralympics in Salt Lake City
 - City of Northglenn
- Taught Event Management Program at Arapahoe Community College for 10 years
- Business owner 7 years
 - Events Etc.





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A “shoe-string budget” is a misnomer

Alma

Breckenridge

Carbondale

Elizabeth

Events require either ...

Spending Money

- Dedicated person or team working on the event/program
- Hire consultant to plan/implement event

Spending Time (committee)

- Grassroots community effort to make event work
- Passionate people with a cause

Dillon

Firestone

Manitou

**You are not alone ...
Collaborate ... and listen!**

- Brewers
- Non-profits
- Carnival
- Library
- Community groups
- Advisory boards and commissions
- Teen commissions
- Entertainers
- Schools
- Artists



Littleton



Greenwood Village



Colorado Springs

Collaborate and listen!

- Northglenn Pirate Festival
 - Society of Creative Anachronism
 - Compass Rose Theatre
 - Sea Scouts
 - Cardboard regatta
 - Merchandise program
 - Michael Sheridan
 - Brethren Con
 - Pirate King

Use Your Resources ...

- Stage Dinner
- Community Bingo
- Touch A Truck
- Iron Pour @ Rhino District
- Jared Kopf = Magic Fest
- Ashe Owen = Dueling Pianos



Broomfield



Lone Tree

**Do events that
make you feel good**

(you, or your community)



Leadville



Westminster



Grand Lake



Durango

Demographics

- Demographics
 - Geography
 - Marriage Status
 - Age
 - Sex
 - Profession
 - Education Level
 - Activity Level
 - People with disabilities
- Psychographics
 - Personality
 - Values
 - Attitudes
 - Lifestyles
 - Situation and Experience
 - IAO
 - Interests
 - Activities
 - Opinions

Pirate Festival Target Market

- Demographics**
 - Singles or couples (Friday) – 21-40 YO
 - Couples with children (Saturday) – 25-45 YO
 - 15 miles radius of Northglenn
 - College degree or better
 - Specific focus of artists, engineers, analytical folks
- Psychographics**
 - Into dress up/reenactment including pirates, renaissance, Scottish Highlander, fairies, mermaids, 17th century Europe
 - Likes the renaissance festival, cosplay, comicons, etc.
 - Geeks, nerds, dorks
 - Open, fun, experiential, community minded
 - That like Celtic fests, SCA, pirate movies, groups or literature

Festival Components

- Theme
- Music
- Vendors – Food and Booth
- Great location
- Activity(ies) for demographic
- Sponsors



Mead



Lafayette

Fort Collins



Frederick



“All of the good ideas are taken”



Parachute



Fairplay

Idea Development

- What is your town known for?
- What are other communities doing (not in Colorado)?
- What fun events have you visited?
- What is popular culture?
- What personally lights you up?
- What are popular movies?
- What is weird or different in your area?
- What odd things are happening?
- What did you see as a kid that you want to re-enact?
- Anything happening in the media?

Remember ...

- Traditions can be good but don't let them weigh you down
- You don't need to reinvent the wheel – where can you add a twist!
- Short events can be just as successful/ impactful as long ones

Remember ...

- People make things too complicated – you don't need a 5K run, concert, foam party, and BBQ all in one event.... That is 4 events
- Better to do 5 hours GREAT vs. 3 days "ok"
- Be distinctly you ...
 - 50's Ball
 - Grilled Cheese Fest
 - Mac N Cheese Fest
 - Marketing to kids or adults? (Pirate Ball/Fest)
 - Frozen Dead Guy Days
 - Weird/wild/wacky/historical/odd all sell (hook)

Change is good ... in festival land

- Smoke N Brew became Parker Brewfest
- Noel Northglenn dropped outdoor tree lighting – nobody noticed
- People's Fair disappeared completely, what will replace it?

Build A Brand

- Names – Be Specific
- Develop a logo/specific promotions
- Create your own Facebook page
- Create your own Website or pages, when possible



Plateville



Pueblo

Solid Marketing Plan

- Facebook advertising
- Google Adwords
- Local paper
- City/county services for reaching out
- Collect e-mail addresses through promotion
- E-mail promotions

Event Revenue

- | | |
|---------------------|--|
| • Booth Sales | • Bounce Houses |
| • Food Sales | • Carnival/Amusements |
| • Food Trucks (%) | • Artists – Face painting, caricatures, etc. |
| • Soda/Water | • Merchandise |
| • Beer/Alcohol | • Advertisements in Programs |
| • Ticket Sales | • ATM Revenue |
| • VIP Programs | • Grant Revenue (SCFD or Colorado Creative Industries) |
| • Sponsorship Sales | |
| • Parking | |

Event Expenses

- | | |
|----------------------------------|------------------------|
| • Contractor or Coordinator Fees | • Rentals/Equipment |
| • Contract labor | – Generators |
| – Staffing | – Light Towers |
| – Security | – Restrooms |
| • Entertainment | – Fencing |
| – Bands | – Golf Cars |
| – Walk Around Performers | • Decor |
| • Production | • Marketing |
| – Stages | – Photography |
| – Sound | – Videography |
| – Lights | • Power |
| – Production Company | • Insurance |
| | • Licenses and Permits |

Top 10 To Be Successful!

1. Create a team
2. Consider your demographics
3. LOVE your idea
4. Budget appropriately
5. Have a theme
6. Build a brand
7. Strong marketing plan
8. Collaborate
9. Be willing to change/adapt
10. Add a twist



Lone Tree (Schweiger Ranch)