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

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.
A “shoe-string budget” is a misnomer

Events require either ...

**Spending Money**
- Dedicated person or team working on the event/program
- Hire consultant to plan/implementation event

**Spending Time (committee)**
- Grassroots community effort to make event work
- Passionate people with a cause

**Alma**
**Breckenridge**
**Carbondale**
**Elizabeth**

**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

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

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

Fort Collins

“All of the good ideas are taken”
Idea Development

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

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

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

Event Expenses

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

Plateville
Pueblo
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