

Signature Event

Event and Festival Benefits:

- Increasingly popular in rural areas as a means to revitalize local economies.
- Can attract tourists and visitors at regional, national and international level.
- Play important roles in destination development, image makers, animators of static attractions, and catalysts for other developments.
- Events help to capture attention and promote attractions and infrastructures. They make it possible to maximize and rationalize the use of certain spaces.
- Provide opportunities for participation, skills development, volunteering and social, cultural economic and environmental developments.
- Research shows that the more involved local people and suppliers are in terms of provision of services, food, beverages, and attractions, the greater the economic benefits to the region.

Source:

Impacts of community events and festivals on rural places. Alberta Calanda.

[https://www1.agric.gov.ab.ca/\\$Department/deptdocs.nsf/all/csi13702/\\$FILE/Community-events-and-festivals.pdf](https://www1.agric.gov.ab.ca/$Department/deptdocs.nsf/all/csi13702/$FILE/Community-events-and-festivals.pdf)

Festivals and events have impacts that go well beyond what can be measured in economic terms.

They contribute to the quality of life by strengthening communities, providing unique activities and events, building awareness of diverse cultures and identities, and acting as a source of community pride.

Event and Festival Realities:

- Events are beneficial to a region and its tourism industry, although the cost at which they are obtained must be justified.
 - These impacts differ due to the size and scale of the event ranging from a local community based event such as an art show to a mega-event, such as the Olympics.
- They can make a significant contribution for rural development with strategic planning, well-defined goals, local level partnerships and funding.
 - However rural communities often organize tourism events to inject cash into their economies. This cash is not enough to achieve comprehensive rural economic development.
 - Events assist the tourism businesses of the region but are not enough to revive the entire economy.
- Hosting a festival is not without risks and costs. While a successful event enhances a community's reputation, a less-than-successful effort (or outright failure) does just the opposite.

Signature Event Next Steps:

1. Identify the Why

2. Determine Goal

- Awareness
- Social Benefit
- Innovation
- Inspire Change
- Build Community
- Other

3. Cost Considerations/Largest Costs

- Strategic Planning
- Event Management
- Entertainment/Event Hard costs
- Printing - Signage, Wayfinding Signs, Sponsorship Packets, Tickets
- Venue Costs - Beyond land/Building, tents, restrooms, waste removal, water, traffic controls

4. Determine Feasibility, Draft Plan - \$10,000 - \$15,000 depending upon event criteria



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