

Festivals of Cedarburg, Inc. Fact Sheet

FIRST FESTIVAL

- Winter Festival (February) was first held in 1974
- Strawberry Festival (June) was first held in 1985
- Cedarburg Cycling Classic (July) was first held in 2006
- Wine & Harvest Festival (September) was first held in 1972

EVENTS ORGANIZED BY FESTIVALS AND ANNUAL ATTENDANCE

- Strawberry Festival: Arts and crafts fair, attendance 100,000 over two days
- Cedarburg Cycling Classic: International professional cycling race, attendance 6,000 over 5-hour period
- Wine & Harvest Festival: Arts and crafts fair, Farmer's Market, attendance 50,000 over two days
- Winter Festival: Community festival, attendance 10,000 over two days

Figures based on information provided by the Cedarburg Police Department and MATC

ACTIVITIES

- Arts on the Avenue includes approximately 250 artists displaying artwork for purchase (Strawberry Festival and Wine & Harvest Festival)
- All Festivals have family-friendly activities (90 percent are free)
- All Festivals have fun contests - ice sculpting, chili contest, grape spitting, apple bobbing, strawberry shortcake eating and more
- Musical stages (minimum 5 at Strawberry and Wine & Harvest Festivals)
- Art programs such as Plein Air Painting Competition and Chalk It Up Sidewalk Art Contest, ice sculpting

SOURCES OF INCOME

- All Festivals: Sponsorships
- Strawberry and Wine & Harvest Festival: merchant space reservations, marketplace booth spaces, food booth sales, participation fees

PROMOTION

- Promotional materials include regionally distributed festival brochures; news releases; feature stories; advertising throughout Milwaukee and Chicago metro areas, advertising throughout Wisconsin, advertising at 100 Wisconsin Visitor's Centers, local TV and radio spots
- Strawberry Festival and Wine & Harvest Festival distribution of 30,000 Festival fliers, 10,000-12,000 Festival maps/schedules, 100 posters, 3,000 Hey Kids fliers
- Winter Festival distribution of 20,000 Festival fliers, 7,000 Festival maps/schedules, 50 posters, 3,000 Hey Kids fliers
- Cedarburg Cycling Classic distribution of 100 posters, 1,000 fliers

OPERATION OF FESTIVALS

- Minimum 2,000 staff hours; 5,000 volunteer hours
- 2 part-time Festival Coordinators
- Approximately 140 Volunteers (depending on event)
- Board of Directors (10 members)
- Festival Committee

COMMUNITY BENEFITS

Community pride

- A tradition that encourages people to stay involved in the community
- Over 140 volunteers in Festival Program

Community Promotion

- Promotion of Cedarburg's historic preservation, promotion of arts community, promotion of local merchants, promotion of local non-profit organizations

Contribution to Arts/Culture

- Three fine art fairs on the avenue, art activities for all ages, wine tasting and tours, and musical entertainment throughout the Festival footprint

Community Share Program

- Festival Grant Program donations since 2001 are over \$100,000
- The Festivals contribute to over 30 charitable and civic organizations (i.e., Wisconsin Museum of Quilts and Fiber Arts, Cedarburg Lion's Club, Boy Scouts, Girl Scouts, American Legion, church organizations, American Red Cross, Cedarburg Cultural Center, etc.)

ECONOMIC BENEFITS

- Festivals adds \$400,000 dollars to the area's economy annually
- Creates economic boost for local merchants
- Festivals spends approximately \$183,000 (Strawberry Festival \$90,000; Wine & Harvest Festival \$45,000; Winter Festival \$25,000; Cycling Classic \$23,000) with local vendors from paper supply companies to insurance companies to waste collection companies
- 95 percent of dollars spent by Festivals remains in the Ozaukee County
- Creates fundraising opportunities for local non-profit organizations who depend on the money they generate during a festival to fund their own operations and charitable contributions back to the community

FESTIVAL MISSION STATEMENT

Festivals of Cedarburg, Inc. was organized for the purpose of planning festivals and events in the city of Cedarburg which enhance the vitality and well-being of the City while fostering civic, cultural and educational interests. The corporation is organized exclusively for charitable purposes as a 501(c)(3).