



# \* Lakes Festival Expansion

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- \* Education
- \* Awareness
- \* Celebration



\* Purpose of Event

- \* Festival in 2009
- \* Festival in 2010
- \* Survey results



\* History

- \* Expand scope
- \* Expand demographics
- \* Expand geography



\* Purpose of  
white paper

\*Support/Funding

\*Economic impact study

\*Business sponsorship



\*Areas of  
Expansion

## \*Promotion

- \*Marketing plan
- \*Public relations
- \*Communications



\*Areas of  
Expansion

- \*Event Partnerships/  
Event Coordination
- \*“Water Waddle”
- \*Prizes/Give aways
- \*Inflatables
- \*Triathlon



\* Areas of Expansion

- \*Event Partnerships/  
Event Coordination

- \*Adventure race

- \*“Taste of the Lakes”

- \*“Lakes Appreciation Week”



- \***Areas of Expansion**

\*How will we measure success?



\*Conclusion