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BIA Name:

Downtown Prince George

Q2

Contact:

Colleen Van Mook

Q3

Email:

colleenvm@downtownpg.com

Q4

Project Title:

Downtown Summerfest - Take It Home

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Category:

Events

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Project Description:

2020 DOWNTOWN SUMMERFEST – TAKE IT HOME - SUNDAY JULY 12th

On Sunday July 12th, Downtown Prince George invites you to our re-imagined Downtown Summerfest – TAKE IT HOME event. In partnership with a host of dedicated supporters and partners, we are excited to bring you a new version of our famous signature summer festival. Come together with your families and friends in your own backyards to enjoy, fabulous food from our downtown restaurants, fun and games with your own family party pack and fantastic entertainment for the whole family at our Virtual Festival. Here is what you have to look forward to…

TASTE OF SUMMERFEST
In the same spirit as our famous TASTE PAVILION the TASTE OF SUMMER brings you special meals from many of our downtown restaurants. This is a great opportunity for you to bring home the delicious food offered by our amazing local restaurants. Go to DowntownPG.com/Summerfest to order your favourite meal for brunch, lunch, or dinner on Sunday July 12th. All orders must be completed by Friday July 10th @12noon. Brunch & Lunch will cost $15/person or $50 per family. Dinner will cost $20/meal or $70/meal. When you order on-line you can choose your pick-up time. Once you pick up your order you will be entered to win one the $100 Restaurant Gift Certificates offered by each of the participating restaurants. We are pleased to offer so many delectable choices all in one place for you and your family to enjoy.

FAMILY PARTY PACK
We will miss the crowds in our downtown streets, but we wanted to find a way to help everyone to celebrate summer with Downtown Prince George. We have created your very own Downtown Summerfest Family Party Pack. To order your FREE Party Pack just go on-line to DowntownPG.com/Summerfest. Downtown Prince George has joined our supporters and sponsors to include toys, a special PG coloring book, swag, activities and your personal Downtown Summerfest Take It Home Agenda for our Downtown Virtual Summerfest on Sunday July 12th. Party Packs must be ordered before Wednesday July 8th at 5pm. When you order you will choose your pick -up time at the Tourism Prince George Visitor Centre starting on Wednesday July 8th though to Saturday July 11th. Everyone who picks up a Family Party Pack will be entered to win a fabulous prize package.

TIME FOR FUN
Starting at 11am on Sunday July 12th you can tune into our website at DowntownPG.com/Summerfest to listen to our local musicians, learn a craft, do a science experiment, try some yoga poses, make a drink, take a cooking lesson or make a kite. Join our many talented partners as they share their talents and activities with you on-line. We know that music makes us happy and we have so many talented musicians in our community. Downtown Prince George is proud to feature local Prince George bands on our Virtual Mainstage. Make your own Downtown Summerfest party at home. Share how your family enjoyed your Family Party Pack or participated in our Downtown Summerfest Virtual Festival on Instagram. You will be entered to win a Games Extravaganza Package with family fun outdoor games. Your Downtown Prince George Virtual Summerfest will be available on-line until Sunday July 19th.

So… TAKE IT HOME! TUNE IN! and make some TIME FOR FUN! There really is still something for everyone!

We would be happy to share some images of our print advertising, social media and website design. This format does not allow us to add document or images.

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Audience:

Target Audiences
- Prince George Residents of All Ages
- Families, Couples, Singles and Friends
- Visitors from the Region and Northern British Columbia
- Organizations, Agencies, Businesses & Retail Groups to participate in Exhibition Alley
- Restaurants to participate in the Taste Pavilion
- Local, Regional, Provincial and National Entertainers and Street Performers
- Downtown Business Improvement Association Members

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Implementation:

Downtown Summerfest is an annual outdoor festival that offers live entertainment, a food pavilion, activities for children and an outdoor marketplace for exhibitors and vendors. The event draws thousands of attendees (7,000 in 2019) for a 6 hour event in downtown. In 2019 the event budget was nearly $180,000. In 2020, the event was re-imagined due to the impact of the COVID pandemic. DPG worked hard at trying to execute an event that still met our past goals such as:
- provide a positive and fun family experience in downtown
- to enhance awareness and support of downtown businesses through positive promotion and involvement
- to promote a sense of community
- to align with the overall goals of our funders and sponsors such as: 1. benefit the community and promote PG as a great place to live 2. foster partnerships that celebrate our downtown, it's businesses and organizations.

Here is what we ended up with 3 components to the event:
1. The Taste of Summerfest allowed interested downtown restaurants to promote special meals that people could pre-order on-line and pick up on Sunday July 12th. The premise was that people could create their own event at home. The site allowed people choose their meals and their pick-up times as well as ordering their party pack and pick-up times. We established all the restaurant pick-up times to ensure safe distancing and easy logistics for the restaurants. 2. The Family Party Pack was created as a way to give families that 'free' fun component that many enjoy when they attend the normal event. With the help of sponsors and businesses we built 500 party packs with toys, crafts, swag and information that could be ordered on-line as well. We worked with a web design company and purchased an e-commerce platform that allowed us to put the meals and the party packs on-line. The Party Pack Pick-up was a 'drive thru' situation that took place over four days to ensure the safety of the staff and those picking up. It was fun to see car loads of families and the smiles on their faces when they received their party pack.
3. The Time for Fun component was our virtual celebration that featured five local bands/musicians, demonstrations of crafts, cooking, yoga and story telling. That page went live at the usual starting time of the event (11am) and stayed up for one week so that people could enjoy at their leisure. The Tune In portion of the event was a featured radio segment put together by our local radio station. Every hour for the 6 hours of the usual event the radio played music from the local bands, interviews with the bands, commercials and interviews with our downtown businesses. An on-line Spin to Win Contest was presented by the same radio station where $25 GC's to over 35 downtown businesses were available for prizes.

We also organize prize giveaways as incentives for people to participate in the new version of Summerfest:
1. All those who ordered meals on-line were entered to win one of 10 $100 GC's to the participating restaurants (DPG purchased these from each restaurant adding to their revenue)
2. Each day of the Party Pack Pick-up there was a winner of a kids craft & game package with a grand prize of a outdoor dining set.
3. Our other local radio/tv station hosted a contest with a BBQ and BBQ meal package (from a downtown restaurant) as the prize
4. An Instagram contest provide an Outdoor Games Package choosing from people who posted their DOWNTOWN SUMMERFEST TAKE IT HOME event on Instagram

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Results:

We were amazed with the results. Not only did we find a way to still host Downtown Summerfest, but we also benefitted from the support and enthusiasm of our media sponsors, funding partners and others. The restaurants found the food component helpful to add business and liked that we did all the ordering work and just cut them a cheque at the end. They only had to concentrate on making the food and having it ready for pick up (something they had been perfecting since the start of the COVID changes. The community loved their Family Party Pack with the 500 packs being sold out before the deadline. The local bands were pleased to provide videos and be featured on the radio at a time when they could not play their music. Our local media outlets were happy that we had some money to pay for advertising at a time when there was not much going on. Our businesses got some promotion, our organization kept our downtown on people's mind and the community just appreciated that there was something to do. Our virtual event also provided an opportunity for community organizations such as the library, the art gallery and the museum to be a part of the event with their contribution to the on-line experiences.

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Cost:

The budget for the event ended up at $60,750 with $30,000 of in-kind advertising from all of our local media outlets. The grants and sponsorships covered 75% of the costs of executing the event.