



## Summer of 2022 Special Events Season

### Quick Highlights

- Full season from June - September
- No forced closures / cancellations
- 25 main events
- 2 new tier 1 events
- 1 new tier 2 event
  - All new events were shoulder season focused.
- Longest village event season yet

Largest impact was due to rain and lightning for these events, specifically Bluesapalooza. Cold weather for Yoga Fest.

### Event Categories

#### Music / Alcohol

11 events

#### Athletic / Sport

10

#### Art / Culture

3

#### Stewardship

1

- More events than ever participated in Stewardship focused incentives this year.
  - All new events had at least one major stewardship component.
- We also had our first fully DEI focused event, Flash Foxy Trailfest

#### Marketing:

- All events that were funded through the Special Event Funding model were successful.
  - Exception was Oktoberfest, canceled early in the year.
- Print copy for all events.
  - Year long event poster, summer events poster, events brochures, and paper marketing.
- Digital Marketing
  - All tier 1 & 2 events got full social coverage this year. Images are available for producers.