



July 18-22, 2018



*"Everything was great. Well organized. Great line up. Was impressed that you were able to get another great band to fill in spot that Kim Mitchell was supposed to have. Look forward to coming again from Nova Scotia. It was worth the travel."*



*By 800pm on Friday evening 45% of unique visitors had checked in!*

## **Music In The Park**

*KLMFestival Warm Up!*



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### **NEW FOR 2018**

- 5 Local young performing artists
- Free admission to the general public
- Children's programming
- Hot Air Balloon demonstration and flights
- Local BBQ meals and craft brewer
- Farmer's market and artisan vendors

## **Event Results**

- Total Attendance ~ 20,845
- Unique visitors ~ 15,025
- Total volunteers ~ 286 (268 last year)
- Total on site campers ~838 (512 last year)
- Total shuttle users ~ 2954 (1730 last year)
- Visitor Spending ~ \$1.7 M

*"Email communications and website were great. All the volunteers were super friendly and helpful."*

## **Partnerships**

- Cash sponsorship ~ 17 businesses (27 last year)
- In kind sponsorship ~ 13 businesses (11 last year)
- Grant funds from Celebrate Ontario, Canadian Heritage and Grenville Community Futures Development Corporation

*"Loved the venue, the layout, the large screens made sure everyone had a view. Will run, well organized. I liked the artizan booths on site. Fun!!!!"*

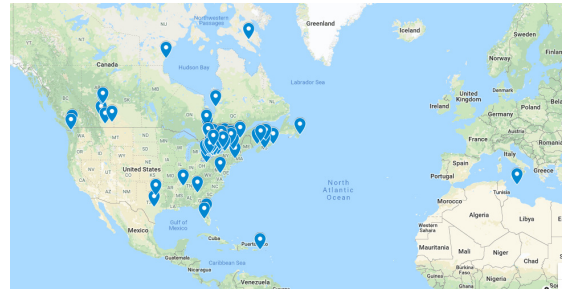
## On line Survey Results

**Respondents 1546 of 4714 purchases (33%)**

- 50% of guests travelled over 40km one way to attend
- 32% of guests had never been to Kemptville before and an additional 21% had only been to Kemptville for a previous festival
- 96% will more than likely return for another festival and 97% will recommend the festival to family or friends
- 48% of guests shopped, dined or did both while visiting
- 24% of guests stayed overnight in the area, 7% of those with friends and relatives
- 6% of guests explored our area while in town

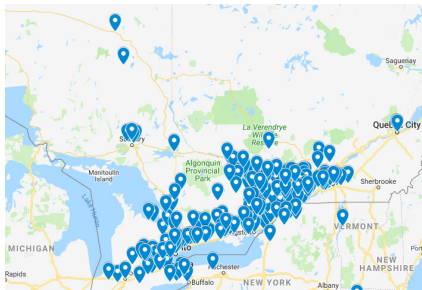
*"I thought everything was great and the venue was perfect. We had such a great time and would love to come back again next year. Good job Kemptville!!!"*

## ONLINE TICKET SALES 2018



**Kemptville hosted guests from 9 Canadian Provinces/Territories, 9 States, US Virgin Islands and Malta, UK**

## ONLINE TICKET SALES 2018



**Hosted folks from 231 communities within Ontario NOT including those in North Grenville and also 32 communities from neighboring Quebec**

## Marketing

### Print

- Metroland Media ~ October to July Ottawa Regions, Ottawa Valley and St. Lawrence Valley
- Summer Fun Guide (at EnRoute 401 )
- Bounder Magazine ~ Ottawa Valley
- 55 Plus Magazine ~ Ottawa, Ottawa Valley, Kingston
- Winchester Press
- Northern New York Travel Guide
- Lanark Festival Guide

*"This year was excellent! I required handicapped access and got to park practically at the door and was grateful for the nearby facility. Your Volunteers took excellent and respectful care of challenged guests. Bravo."*

## Marketing Mix

### Radio, Digital and Other

- Rogers - CHEZ 106.1 – Ottawa , JackFM – Smiths Falls, KRock Kingston and Digital Targeting
- Stevens Media Group – Watertown and Syracuse, NY
- Vista Radio - JuiceFM – Kemptville, CoastFM – Prescott , Moose FM – Bancroft
- MyFM – Gananoque, Pembroke, Renfrew
- The JewelFM – Clarence/Rockand, Hudson, Ottawa, Hawkesbury
- Pattison Signs – Digital Airport and Vanier, Static Billboards – Airport, Hunt Club and Vanier

*"Another wonderful experience for us. You just keep getting better every year. Not sure how you do it. Congratulations!!!"*

Google Analytics

[www.kemptvillelivemusicfestival.com](http://www.kemptvillelivemusicfestival.com)

Online ticket sales began Dec 19, 2017

- 114K Sessions from Dec 19 – July 22
- 68,000 Users
- 81% of audience is 35+
- 36% of audience is 55+



### Top 9 Cities Sessions

1. Ottawa	26756
2. Montreal	12289
3. Kemptville	4857
4. Toronto	3932
5. Brockville	1880
6. Smiths Falls	1565
7. Gatineau	1559
8. Kingston	1419
9. Cornwall	1233

facebook

4842 Followers

twitter

9589 Followers



1101 Subscribers

***In 2019 we celebrate the 5<sup>th</sup> annual  
Kemptville Live Music Festival !***



Ontario

Canada

