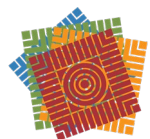


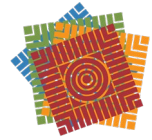
ARE YOU ON THE FENCE FOR DITCHING AN EVENT?



North Carolina
MAIN STREET
Community



Events support a vibrant downtown...



North Carolina
MAIN STREET
Community



Events shape our image...



Events celebrate community...



North Carolina
MAIN STREET
Community

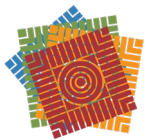
HEART OF
BREVARD

Events take...

TOOLS!

TIME!

TALENT!

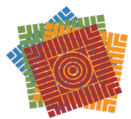


North Carolina
MAIN STREET
Community



Downtown Event Evaluation 101

- ★ Regular event evaluation is **CRUCIAL**
- ★ Dissect everything
- ★ Rely on board, committee members and stakeholders for guidance
- ★ Consider outside facilitator



North Carolina
MAIN STREET
Community





ASK THE TOUGH QUESTIONS...

- ★ **Is this event mission driven?**
- ★ **Does this event provide a significant fundraising opportunity?**
- ★ **Is there support from downtown businesses?**
- ★ **Is the event part of our brand identity?**
- ★ **Is this event sustainable?**
- ★ **Is this a sacred event?**

COLLABORATIONS & PARTNERSHIPS

- ★ Identify possible corporate, nonprofit and municipal partners
- ★ Become an event sponsor
- ★ Promote other downtown events



TELL YOUR STORY

- ★ Cohesive Communication (internal and external)
- ★ Strategic Press Coverage
- ★ Communicate the "why"
- ★ Face-to-face communication with stakeholders
- ★ Celebrate Change

Heart of Brevard more than just events

Organization helps to keep downtown 'humming'

DAVID BRADLEY
FOR THE T. TIMES

Most locals know the Heart of Brevard (HOB) is behind the hyper-successful White Squirrel Weekend and with the Chamber of Commerce the "Think Local Go Local" campaign. Lesser known to most is the behind-the-scenes work this non-profit does to keep the downtown humming as an economic engine and aesthetically pleasing space for residents and out-of-towners alike.



Heart of Brevard's two-person staff includes (left) Community Engagement Manager Sara Jerome and Executive Director Nicole Bentley.

Courtesy photo

STAFF REPORTS

Brevard has achieved Blue Zones Community certification making it the first to earn the designation in the state. The certification recognizes, according to a news release, the measurable success of Brevard's well-being transformation through the Blue Zones Project and the work done in the community.

Brought to Brevard by the Pisgah Health Foundation in 2019, the Blue Zones Project is a population health initiative that brings evidence-based best practices in built environment, and social connection, and physical activity to participating communities.

Five has engaged local volunteers and organizations to help residents move to better, develop connections and live according to the meeting and benchmarks as resident engagement scores and residents for their across Wells, ward er. d

In a downtown of diverse and fiercely independent business owners and entrepreneurs, the HOB - which has no legal or governmental authority to mandate fiscal or physical change - uses facilitation, education, advocacy and inspiration to support both the public and private sectors in making Brevard's downtown a compelling place for residents and visitors. Through its work, HOB nurtures a collective vibrant small business community that defines the downtown.

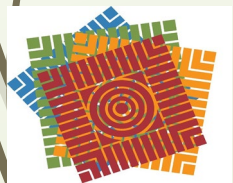


J. Nicole Bentley

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Are You On the Fence for Ditching an Event?



Ditching an Event

- ?** Why do we do events?
- Downtowns are the community living rooms.
 - We Celebrate Community – Sense of Place



Ditching an Event



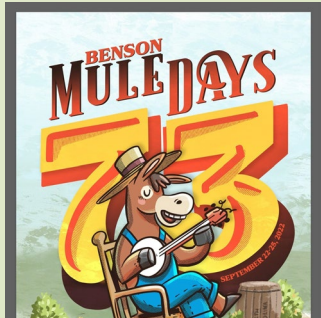
[?] We Celebrate Local Unique Customs and Assets



AYDEN COLLARD FESTIVAL



Marion Livermush Festival



Ditching an Event

? Community Awareness & Marketing Outreach

- Festivals & Events
- Grand Openings
- Anniversaries
- Unique Promotions



Ditching an Event

Reasons to Consider Giving Up an Event

- ❓ Event no longer meets the goals of your organization's mission
- ❓ Demographic changes
- ❓ Lack of community support = participation, volunteers and sponsorships





Ditching an Event

Reasons to Consider Giving Up an Event

- Competition from other events
- Event has lost its excitement and has become boring
- When the idea of giving up floods you with relief!



Ditching an Event



Historic Marion Tailgate Market So if it is still viable, why give it up?



- ❓ 15 years – How many vegetables can you promote?
- ❓ How many cooking demos and tasting you organize?
- ❓ How many weekly media releases with a new recipe can you write?
- ❓ Attendance has fallen off.....What do you do?
- ❓ Who is doing food security outreach?
- ❓ Who is focusing on that issue?



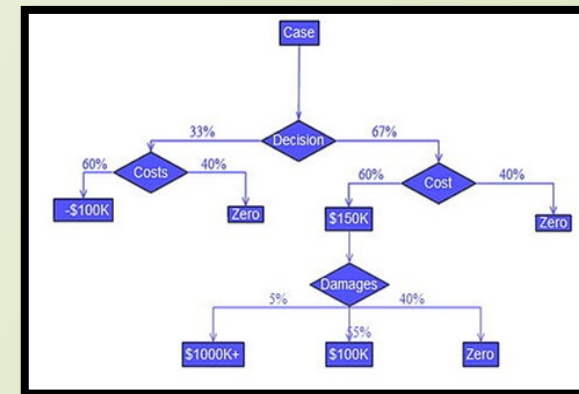
Ditching an Event



What are the Steps to Give up an Event?



- Honest conversation with staff and event Committee
- Evaluate the ROI both in budget and time investment
- Is there another organization that is interested in the event that it aligns with their mission? It could be their pot of gold!
- How to answer the hard questions to redirect the event for the die-hards
- Where will the time and energy be refocused?



Ditching an Event



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