

Event Survival In a Tough Economy

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Successful Events

- Two Kinds of Success; You Need Both
 - 'Artistic', Mission-Based
 - Financial

No Magic Bullets

- Sponsors, Attendance not necessarily measures
- Behaviors Seem To Be Best Measures

Behaviors

- Intense Focus On Finances
- Promotion & Delivery of Value
- Marketing, Marketing, Marketing,
- Investing Time Where It Matters
- Being Unique In The Market

Focus on Finances: Budget

- Line item budget, with contingency
- Talk Budget/Actual/Prior Year Monthly

Focus On Finances

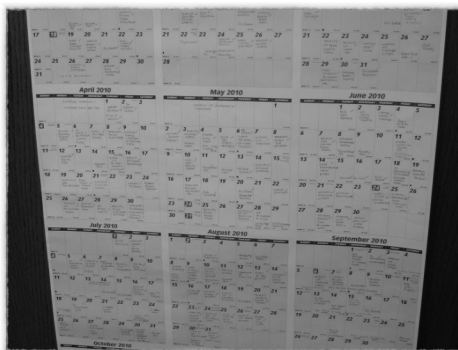
- Be Hard-Hearted:
Kill The Sacred Cows Now
- Action Plans for Realities
- Cash Reserves Can Save You



Fair App -- Shake It!

Invest Time Where It Matters

- Good, early planning (9-12 months out)
- Relationships
- Sponsors - they are still buying





Samples

Make It Personal

- Deliver it in person
- Shake hands
- Show them the packet
- We sure hope you'll be back next year!

Be Unique

- What do you deliver that no one else does?
- Make that clear in everything you do.
- It makes you money.

Results

- 100+ Parade Units annually
- 30,000+ attendance
- 125+ volunteers annually
- 25+ major business partners

The Value Of Events

- We do a lot more for our communities than we get credit for.
- We need to learn to talk about it in all the terms our community leaders understand.

Dollar Value

- Show the community the REAL costs -- all of them:
 - The costs of what you purchased
 - The market value of the in-kind products & services donated
 - The minimum value of volunteer time (at minimum wage)

• Where else do we remind our communities of their history, resources, and significance?

• Where else do local businesses let residents know they care?

• Where else do parents from one school applaud the children from a neighboring school?
