# Report on Lazy Daze, Cary NC

A Summary presented by
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February 2010

### **Festival Basics**

- Lazy Daze held on one day in August
- Population of Cary is approximately 106,000
- Similar Arts Festival is held in a park in the spring
- Big Band festival in September has the biggest economic
  - impact on Cary
- All festivals controlled by the Town of Cary



### **Arts & Crafts**

- 2008 received 489 applications (at \$15 each) to participate
- Approximately 350 are accepted and invoiced \$125 for Cary residents, \$145 non-residents
- Must be original hand-made items. Selected by jury.
- Concessions (food) and Civic groups charged as well.
- 2008 revenue from booth fees and applications = \$65,590.





## Festival Set-up

- Large "T" on the two streets
- Entertainment stages on each end and in the middle
- Separate areas for food, Children and Town of Cary





# **Town of Cary Area**

• Separate area to promote the Town departments



### **Entertainment**

- Local high school bands, dance troupes, etc.
- Official Town Crier

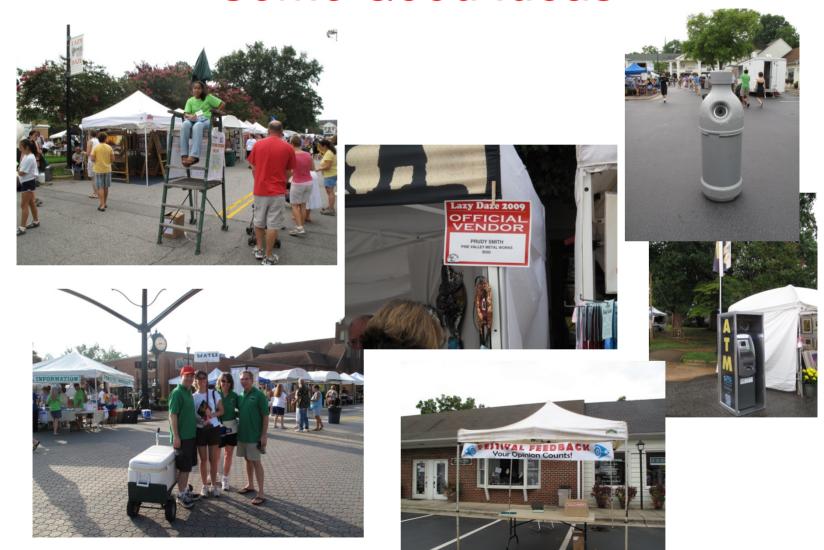








## Some Good Ideas



# Information Sign









### Merchandise

- T-shirts, bags
- Vendors given a discount on the t-shirt
- Raise approximately \$2,500



## **Organization Structure**

- Run by the Town of Cary
  - Festival Producer
  - 6 Town Staff (Police, Fire, Public Works plus 3 from Parks, Rec. & Cult.)
- Input from the Festivals Committee
  - Fine Arts League of Cary
  - Cary Chamber of Commerce
  - Heart of Cary Association
  - Sister Cities Association
  - Media



### **Financial Information**

- Overall budget is approximately \$90,000
- Expense includes \$25,000 that is given annually to non-profit groups involved in the arts



### Sister Cities Booth

- 2011 will be the Town of Markham
- Should request to have our own booth



# **Public Art in Cary**

- Public Art part of the annual Capital Budget
- Staffing and operations costs from Operating Budget









# Lazy Daze Economic Impact

- Festival held for one day only
- Attendees and vendors stay the weekend
- Festival day attendance approximately 65,000
- Benefits the businesses and community groups of Cary
- Money raised goes back into the community



