

Report on Lazy Daze, Cary NC

**A Summary presented by
Judi McIntyre, Markham Arts Council
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

