



ONTARIO

Festivals Visited

Festival

Notes

April 2010
Volume 3 Issues 5

Ontario Festivals Visited, P.O. Box 272, Cobourg, ON, K9A 4K8, Canada
www.ontariofestivalsvisited.ca info@ontariofestivalsvisited.ca (888) 818-0255

INSIDE THIS ISSUE

- 1 Thank You!
- 1 It's Here...
- 2 Awards & Government Funding...
- 3 Festival Ideas – *It's Boomer Time!*
- 3 Festival Tips – *What's In A Name?*

Thank You...

By Gary McWilliams, *the Festival Nomad*

I'd like to thank everyone who took the time to contact me after my surgery. I feel much better now and am back working full time, discovering and promoting Ontario's wonderful festivals and events. This winter Judi's and my focus has been concentrated on our **Festival News** section, in particular the *Headline News* page. I can't tell you how many interesting news items that we have found, but it's a lot. We have been collecting festival and event "news" from a variety of sources, Google alerts, festival and event organizers and Media Releases that have been sent to us. As I write this article there are over 150 news items listed on the *Headline News* page. This news section gives festival and event organizers the opportunity to inform potential event visitors about what's "new" with their festival/event and the best part is that this is a free service offered by **Ontario Festivals Visited!** The **Festival News** section now attracts over 1,200 web visitors per month! This combined with the **Ontario Festivals Visited** website visitors, make the total number of web visitors to over 10,500 per month!

It's Here!

Please see *Thank You...* on page 2

Yes, of course, I am referring to spring and spring festivals and events! Now that my recovery is almost complete, Judi and I are looking to see what festivals and events we can visit this spring. Added to us, we now have a number of people who have agreed to become part of our "*Festival Nomad Correspondent Team*". This means that we will be able to increase the number of events that we visit and write about. As I have indicated in the past, we try to choose a variety of events to visit. This year will be no different. By variety, I mean choosing festivals and events by type, style and location. We always try to be fair in who we choose. However, if any of our readers have a particular event that they think we should try to visit, please send us the event's vital information and we will see if we can put it on our visit schedule.

That being said, here is a list of some of the "spring" festivals and events we are considering:

April 10th - Boomer Consumer Show (Lindsay)

April 24th - Green Expo (Peterborough)

May 1st - Country Heritage Park - Spring Farm Craft Show (Milton)

May 22nd - Buckhorn Spring Craft Show

May 29th - Artfest on the Esplanade (Pickering)

June 6th - Aurora Chamber Street Festival



"Riding High"

Ameliasburg Museum - Welcome Weekend

Thank You ... from page 1

Other areas that Judi and I are working on is the expansion of our **Event Calendar** section. Over the past month we have added more than 500 new festivals and events and the number continues to increase as more and more organizers contact us with their information. There is still lots of room on the calendar to add more events, so if you know of an event that is not listed, please take advantage of this free service and send the event's information.

Awards & Government Funding...

Spring always brings out a flurry of announcements. **Festivals and Events Ontario (FEO)** holds its annual conference and awards Gala each year at the beginning of March. This is where they announce the winners of their **FEO Achievement Awards** and who has made it to their **Top 100 Ontario Festivals and Events** list. Many of the events who made this year's list are well known to most festival visitors, events such as the **Canada Day Celebrations** in Ottawa and the **Collingwood Elvis Festival**. However, most are less known but deserve this wonderful distinction. Here is a sample of some of the lesser known festivals and events, **Carrousel of Nations** in Windsor, the **Mudcat Festival** in Dunnville and **Ruthven Apple Festival**. For a complete list of this year's awardees, visit the **Ontario Festivals Visited** website and click onto the "**Top 2010 100 Festivals**" button located on the menu section.

The **Ontario Government** also uses this time of year to make its **Celebrate Ontario** funding announcements. This year over \$6 million were awarded. Like the FEO awards, events on the list seemed natural, **RBC Canada Open** in Oakville and **Bell Capital Cup** in Ottawa, while other were not as obvious, **Burlington Children's Festival**, **Slide into Summer Water Festival** in Muskoka and the **Electric Eclectics Festival** in Meaford. If you'd like to see a list of the festivals and events that received this year's **Celebrate Ontario** funding and the amounts they received, visit our website and click onto the "**Celebrate Ontario 2010 Funding List**" button also located on the menu section.



"Cockshutt Tractors"
Country Heritage Park - Old Tyme Fair



"Crossing the Line!"
Colborne Apple Blossom Tyme Festival



"For the Dogs!"
Beeton Honey & Garden Festival



"Pancake Breakfast"
Bowmanville Maple festival



"Tip Toe Through the Tulips"
Canadian Tulip Festival

Festival Ideas...

It's Boomer Time!

Yes, that's right! The **Boomer Consumer Health & Lifestyle Show** is almost here. It's taking place in Lindsay at the Farmers Mutual Exhibition Building on Saturday, April 10th and Sunday, April 11th. There will be lots to see and do for us more "mature" festival nomads. Don't tell Judi that I said the "M" word. She still thinks of me as her "baby"! This is the place where you can come "*discover, explore, and learn about how to enhance your life, be healthy and most of all - enjoy yourself to the fullest throughout this exciting and rewarding time of your life!*" There will be over 100 exhibitors there to offer you everything from demonstrations and interactive displays and money saving tips to help staying healthy! Judi's new "BFF" (see the Bobcaygeon Food & Wine Festival), Dave Devall will be on hand to tell us all about his life after CTV. Knowing Dave it will be all about fun and golf! The **Boomer Consumer Show** will give visitors lots more to do, photos taken in a Classic Car (they were new when I was a kid) or on a Harley (my dream!), a chance to "*Name That Tune*" (remember the old CHUM radio station?), watch a fashion show or just walk around to "*Discover Good Living*". Judi and I will be there, learning how to grow "old" gracefully or better still how to get the most out of being a "Boomer"!

Festival Tips

What's In A Name?

Here's the problem, your on your computer searching Google for a festival to visit. You type in your search requirements and up pop several festivals that you might be interested in. But wait, many of the festivals have names that don't tell you a thing! Suddenly you find one that looks interesting. It's called the "*Somewhere*" **Waterfront Festival**. You're thinking, great, it's all about water sports with boats, waterskiing and pretty girls! You arrive at the festival and it's all about antiques, art and music. Whoops, you must be at the wrong event! You check the marquee sign and it says the "*Somewhere*" **Waterfront Festival**.

Okay, I know that this scenario seems a bit far fetched, but it does pose a question, "*What's in a Name?*" A friend and I were talking the other day and he told me that a survey had been taken asking families what types of things they liked to do as a family outing. Guess how "*festivals*" ranked in the survey, #1, #4, #10 or what?

What's In A Name ... from page 1

If you guessed "*or what*", you'd be correct, festivals didn't even rank in the top 10! I would have thought that they would have been at least in the top 5, but not so according to the survey. So what's the problem? I don't think it's because families don't visit festivals. We know that they do in large numbers. I believe it's because of how we name our festivals. If you say the name "*Fair*", a specific image comes to mind, animals, tractors, fresh produce, plowing, etc. The same with "*Shows*", "*Exhibitions*" and "*Games*". Each indicates the kind of activities that are going to take place. Say the name "*Festival*" and most peoples faces become confused, especially if you ask them to explain what a festival is. Yes, it's a celebration but without a specific descriptive word in front or behind "*Festival*", it's impossible to know what a "*Festival*" is actually offering. The words "*Waterfront*", "*Family*", "*Winter*" or "*SomethingFest*" don't give a good enough description. They are far too broad. Even an on-line dictionary has a difficult time in specifically defining "*Festival*". It says, "*1. a day or time of religious or other celebration, marked by feasting, ceremonies, or other observances: the festival of Christmas; a Roman festival. 2. a periodic commemoration, anniversary, or celebration: an annual strawberry festival. 3. a period or program of festive activities, cultural events, or entertainment: a music festival. 4. gaiety; revelry; merrymaking.*" The challenge is that a festival can be any kind of "*Celebration*", music, food, art, crafts, etc. Since there seems to be some confusion by the "public", perhaps organizers should give greater consideration on how they name their festivals. I think they need to be more specific on what they are offering their visitors. Believe it or not, this should also help them when they are marketing and promoting their event on the internet. Search engines like specific details because it helps them to more accurately define their searches. This is why some festivals rank higher than others. So, "*What's in a Name?*"... everything!

Ontario Festivals Visited

P.O. Box 272

Cobourg, ON K9A 4K8 CANADA

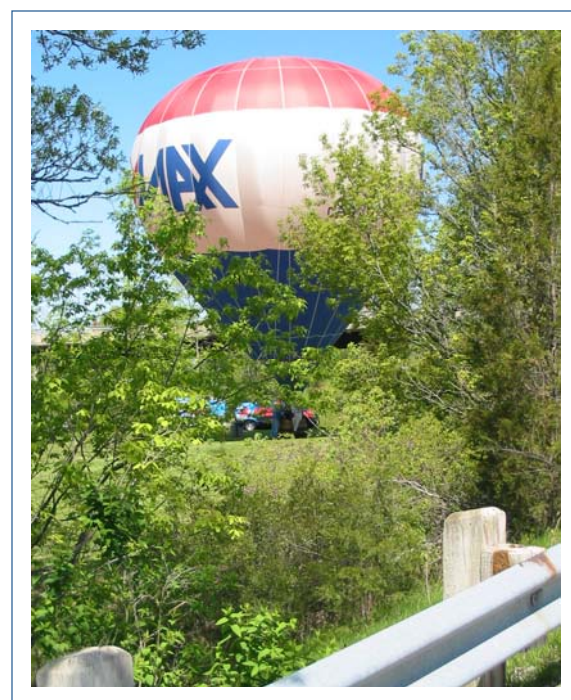
Phone/Fax:

1-888-818-0255

E-mail: info@ontariofestivalvisited.ca



"Cowerful Window"
Festival of Maple - Perth



"Hot Air Balloon"
Frankford Riverfest