

Members' Messenger

BUFFALO AREA CHAMBER OF COMMERCE

ISSUE 148

August 2016

Area Events

- August 11th 7 p.m.
Old Home Place
Concert Series
Presents
Victor & Penny at
Chapman's
Furniture \$8 cover
- August 20th
7-10 a.m.
Pancake Breakfast
at the DAV Hall
\$5 per plate

Reminders:

- Consider sponsoring the Celtic Festival. It's great advertising!
- Membership Invoices and Celtic Festival Registration forms for Clans and Vendors are now on the Chamber website.
- Invite someone to come to our next Chamber Meeting, September 7th! Brick House will be catering.

Upcoming Celtic Festival Boosts Economy

Festivals attract visitors. Our Celtic Festival generally has over 3000 visitors. Visitors spend money, which boosts the local economy both on and off the festival site. On-site spending includes admission fees food, beverage and souvenir sales, and more. Attendees at the Irish Fair of Minnesota, for example, spent an average of \$50 at the festival site. Off-site spending related to festivals generates revenue for communities, too. For example, visitors stop at local gas stations, souvenir shops, and restaurants—the list goes on.

Overnight visitors provide another source of off-site revenue to communities that host festivals. For example, overnight visitors to the Irish Fair spent an average of \$170 on lodging and \$38 on food and beverages during the time they attended the festival.



Some of the over 3000 Visitors and Vendors at the Celtic Festival

Festivals also provide free marketing and advertising for local businesses as visitors talk about their fun experiences when they go back home. If visitors post comments and photos about their experiences on Facebook or other social media, so much the better. The economic benefits of successful festivals ripple throughout a local economy, affecting tourism and non-tourism related businesses alike.

Join us Online!



Like our Facebook page
"Buffalo Area
Chamber of Commerce"

Be sure to check out our new
website!

buffaloareachamber.org

Celtic Festival Page on the Website

There is a Celtic Festival page on our website, buffaloareachamber.org/celtic-festival. This page offers the updated entertainment schedule, lists of demonstrations, registered clans and more! You can also securely purchase advance tickets and T shirts.

New this year, you may also sponsor the festival or pay booth fees via online payment. All transactions are handled securely through PayPal. The Festival depends upon it's sponsors and we hope accepting credit card payments will help us gain support.