

Marketing Plan: Cultivate—A Festival Of Food And Drink

Cynthia Lu Kaylee Cullen

Marketing Management

BAM-A

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EXECUTIVE SUMMARY

Cultivate is an organization that was created in 2015 whose goal is to celebrate and support local farms, restaurants, and entertainment. It identifies as a “food tourism initiative” and is based out of the small heritage township, Port Hope, Ontario. Throughout the year, Cultivate will host farm dinners, organize tours, and bring small festivals to the Peterborough and Northumberland (the surrounding) regions.

The organization has hosted a kick-off two day festival for the initiative, which neared the end of September of 2015. For the second year of operation, objectives have been set for improvement of the 2016 September festival. This marketing plan aims to discuss in detail an assessment of the prior year’s festival, visions of the festival’s directors, and strategies to reach the visions by this year’s event.

Cultivate, having been recently introduced to the community and surrounding communities of Port Hope, have made documentations (through a survey of 78 participants in 2015) and aspire to: increase awareness, increase attendance, improve evaluation tactics, and improve the communication of their message/story for this year. For these objectives, students of Nova Scotia Community College (NSCC) have conducted one survey, compared a SWOT analysis, and have constructed social media strategies for improvement of communication/engagement.

I. BUSINESS MISSION

“Cultivate is a food tourism initiative designed to bring chefs, farmers, food producers and brewmasters closer together to ensure a local impact on restaurant menus.

Northumberland and Peterborough Counties have the story to tell, but haven’t been telling it.

Cultivate is bridging the gap between these tremendously busy farmers, chefs, producers and brewmasters, (Cultivate, 2015)”.

II. ORGANIZATIONAL GOALS

Cultivate is a not-for-profit operating under the umbrella of the charitable organization, Local Food for Local Good, based in Port Hope, Ontario. Local Food for Local Good is committed to helping communities develop a sustainable path to food security through education, fundraising and project coordination and they do this by: facilitating funding for community food programs and projects; removing barriers to food access through community education, space and infrastructure; coordinating partnerships between the food industry and nonprofit organizations for the benefit of the people they support.

III. SITUATIONAL ANALYSIS

a. SITUATIONAL ANALYSIS

Cultivate is close to entering their second year of operation. The festival has been well received and marketing is now critical to continue its success and future growth. With their

social media advancing awareness, they are capable of fulfilling their vision and better communicating the festival's brand.

There are few competitors within the same time frame and region as the Cultivate festival. However, competition is considered fierce being 1.5 hours outside of Toronto, Kingston, and Peterborough. These surrounding cities pose as a threat, having cultural festivals throughout the entire summer/fall seasons. This causes a divide for local members of the community to support larger festivals such as Beerfest, Lovin' Local Food Fest, and Taste of Danforth, which are a few examples from Toronto (ToDoCanada, 2016). More details on competition and local competition can be found in Section V. c. i.

The populations of neighbouring towns, as well as Port Hope are much lower than the larger, competing cities. However, those who live in the smaller communities meet the targeted demographic of the working class, young and mature families, students, and the retired.

The festival is offering an interactive community event. This includes live entertainment, games for kids, and workshops such as yoga. Cultivate is bringing local vendors of quality food and drink to one space. They have currently confirmed Pitcher's Place, The Mill Restaurant and Pub, Our Lucky Stars and Burnham's as vendors for the 2016 festival. For breweries Cultivate has confirmed Church-key, William St. Brewery, and Northumberland Hills Brewery. The company's keys to success are: seeing more local food on restaurant menus, a sell out audience, breaking even or better.

To serve alcohol, Cultivate needs a special occasion permit from the LCBO and health unit for permits. They also needed to get a special event permit from the town. These challenges are currently being addressed.

b. SWOT ANALYSIS

There are many strengths of Cultivate that targets find attractive; creating differential associations from competitors. To begin, this festival has brought a sense of community to the township and beyond. They bring activities, workshops, entertainment, and a variety of food (benefitting allergic/dietary restrictions) that is suitable for all ages, which strengthens their relationship with their target. They are pioneers in this area and have partnered with an already well established charitable organization. Cultivate has made a strong presence at local markets, gaining awareness and spreading the word of the event and organization. Their social media has also exceedingly increased in numbers, allowing followers to stay up to date year round. The festival has worked hard on their positioning and remain in the minds of their attendants as a folky, warm, and an inclusive brand.

Social Media	Number of Followers
Instagram	329
Facebook	1,238

Another strength Cultivate has is the foundation they've created for the first festival in terms of marketing. They reached many by appearing on radio as well as in local magazines and newspapers. Directors of the festival have made great connections with major Canadian bands such as The Strumbellas and Wintersleep. The location is fantastic - bringing tourism to the heritage town of Port Hope and it's neighbour, Cobourg. Both are located directly on the best beaches of Lake Ontario, as voted by TripAdvisor (TripAdvisor, 2016). Finally, the weekend

chosen for the event is ideal, where competition is not as heavy and is near the end of the summer season.

While the festival has great and unique strengths, Cultivate also faces a few weaknesses. These weaknesses are generally surrounding its age and fundings. Having been introduced in 2015, the attendance has room to grow (reaching <900 people the first day and <400 the second in 2015). The space of downtown Port Hope has the capability of holding 1400 people, therefore proving the funding for the first years' marketing was not as strong as possible. Moreover, their current marketing strategy does not have as great of reach as desired and prevents association for communities outside of Port Hope. Furthermore, having been recently introduced to the communities, the organization is struggling with defining their brand and communicating it to the public.

Cultivate has great opportunities that should be made aware of. To begin, the festival grounds are capable of holding 1400 people, as previously stated, allowing sales upwards of 1200 tickets (the remaining for volunteers, vendors, entertainment). With the coming years, it is undeniable that awareness and attendance will grow. With limited funds, Cultivate has the ability to strengthen their social media presence as well.

On an opposite end of the scale, Cultivate's external environment provides threat. Although there are few festivals and larger scale events around the last weekend of September, people could choose another, more well-known event throughout the summer. Additionally, relying on outside communities to attend, and the possible travel barriers that accompany could also pose as a threat. Finally, an important aspect of threat would be relying on social media or more affordable marketing for reaching older generations, especially this early in the festival's life cycle.

IV. OBJECTIVES

The main objective for Cultivate's existence is "to grow culinary tourism in Northumberland and Peterborough counties through the promotion of local food and drink", and successfully. They currently face four struggles and aim to improve them all. The first and foremost would be to spread awareness and educate surrounding areas on the event. If the community is not aware of what the festival is offering, there will be little interest in attending. The second objective, which would be to maximize sales and completely sell out of tickets. The festival has great potential for success in both categories.

Thirdly, the evaluation of the 2015 Cultivate festival was based on a six question survey that took place after the event. The survey was distributed to 78 people and was subject to the attendees' travels and contributions to the rest of town throughout their stay. The festival would like to introduce a new template for evaluation, to measure the town's interest as well as the original 6 question survey.

The fourth and final objective of the festival is to improve the state of the organization's webpage and the Key Performance Indicators by maximizing frequencies, people reached, and engagement.

V. MARKETING STRATEGY

a. MARKETING STRATEGY

To achieve Cultivate's objectives, direct and online marketing will be the focal point of the marketing strategy. It is recommended that Cultivate focuses on their pre-festival sales; concentrating on marketing prior to the event will allow time for strong sales and enough time for

friends and family to endorse via word of mouth. For an existing festival in an existing market, it is important to concentrate on growth that will ideally lead to a sold out event.

For their online marketing and presence, strengthen use of trends, website, and online promotions will be crucial. It is recommend that the festival be introduced onto local tourism sites such as TripAdvisor. These sources of information are high traffic sites that are frequently researched by travelling tourists, ideal for a small community festival. To spread awareness locally is crucial as well. For this it is recommended that Cultivate continues and increases direct marketing for traditional mediums such as the newspaper and radio. Attending more local markets is also suggested. This will assist with communicating the brand's message effectively.

Improving their webpage will be a project for the summer, slowly increasing Cultivate's ranking on Google for searches regarding relative terms. Through Search Engine Optimization, and enhancing simplicity of the website, Cultivate will be within the first 3 links of searches, rather than the 5th.

Additionally, it is recommended that Cultivate incorporate a hashtag campaign for promotions and/or awareness. An example would be for people to post their experience through photos online and hashtag #ourcultivate, #cultivatelove, or #cultivatingcommunity. This will ensure consistency and that all photos can be accessible for the festival's disposal (capable of reposting, etc.) and be another source of measurement for customer satisfaction. This also gives another chance to be interactive with the festival and their community.

Continuing with having an online presence, it is suggested that Cultivate invests in an online payment program. PayPal offers a standard monthly program with \$0 monthly fees and collects a mere 2.9% per transaction. This program accepts Visa, MasterCard, and American Express from over 203 countries. It allows the customers to receive email invoices and an mobile checkout option. PayPal applies a simple to use, easy to track aspect to sales and is

conveniently customizable. This eases the pressure to stay on top of physical tickets in the towns further outside Northumberland Township and allows a stronger focus on marketing.

To maintain relevance and especially in the early years of this festival is critical. To achieve this, it is recommended that a preliminary and post surveys be conducted to a large sample of the community and attendants. These evaluation strategies have been covered fully in Section B.

b. TARGET MARKET STRATEGY

i. MARKETING SURVEY

Research Methods and Procedures

The students of Nova Scotia Community College have conducted a quantitative, descriptive survey to better understand what it takes to organize a community event. The questions were designed to gain knowledge on consumer preferences for events/festivals, as well as how important food resource is to the consumers.

The survey was developed online, using Typeform, creating an accessible distribution process for reaching residents outside of Atlantic Canada at an affordable cost. Having the survey online allowed the target to be reached in an effective and quick process. Research in the form of a survey also ensured reliability with fixed responses and simplicity for analysis.

Findings and Recommendations

The following section contains the results gathered from the online survey. Twenty-one participants' surveys serve as a foundation for the data analysis and further recommendations. To determine what is the age group that the event is targeting, all participants were asked about their age. As seen in Figure 1, three top age groups are: 33% between 45-59, followed by 29% between 30-44. Based on our research, there is a high percentage of middle age people

interested. Also, 5% of the participants are age 60 and up. This suggests that in order to reach that specific demographic, it is recommended traditional media such as radio, newspaper or flyers.

How old are you?

21 out of 21 people answered this question

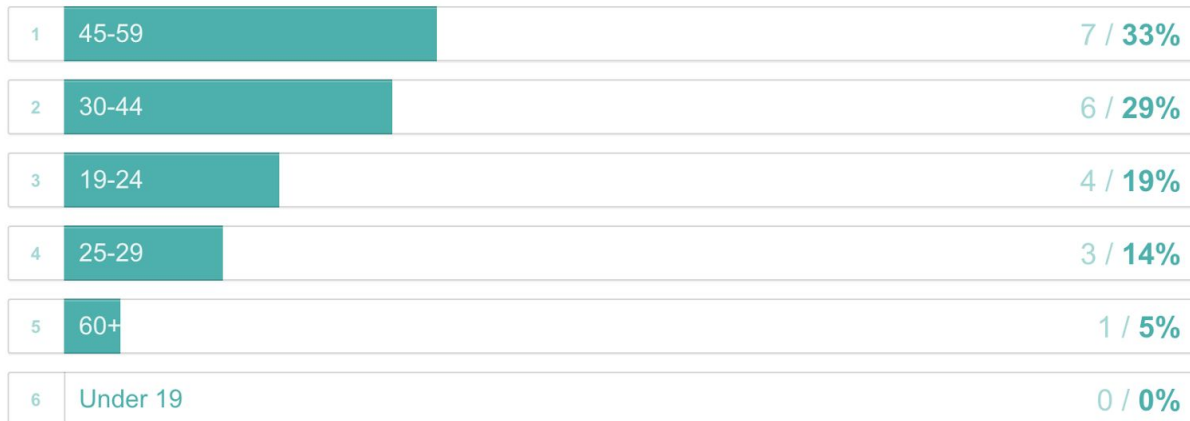


Figure 1

In addition, participants were asked how many people live in the household. High percentage (43%) of those surveyed are two people households. This was followed by 33% of four people households. There are 10% for both single households and three people households, which is demonstrated in Figure 2. This suggests the potential rate for generating word of mouth would be high within the household.

How many **people** live in your household?

21 out of 21 people answered this question

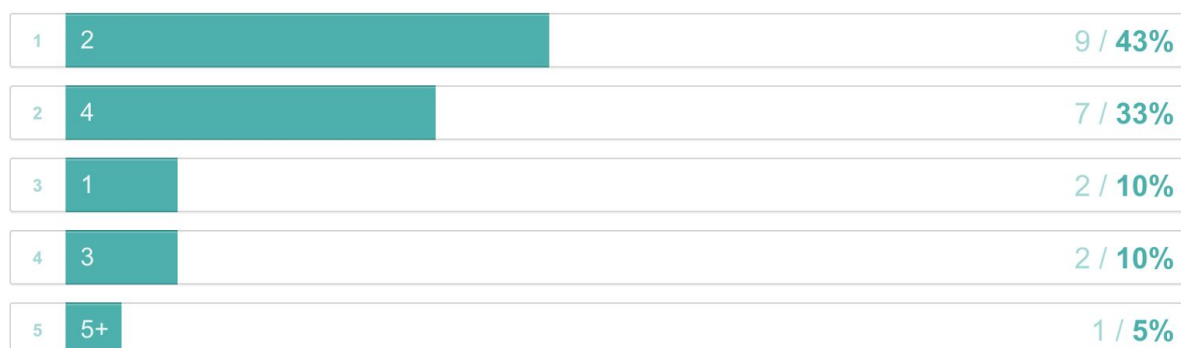


Figure 3 was asked in order to discover what kind of festival/event the participants are interested in attending. Participants could choose as many as they would like from the following: Music or Film Festival, Food and Drink Festival, Sports Event, Arts and Crafts Festival, Culture and Heritage Event, and Exhibition and Shows. People are highly interested in Music or Film Festival as 76% of people choose this option. And 62% people are interested Food and Drink Festival.

What kind of event would you be interested in?

21 out of 21 people answered this question

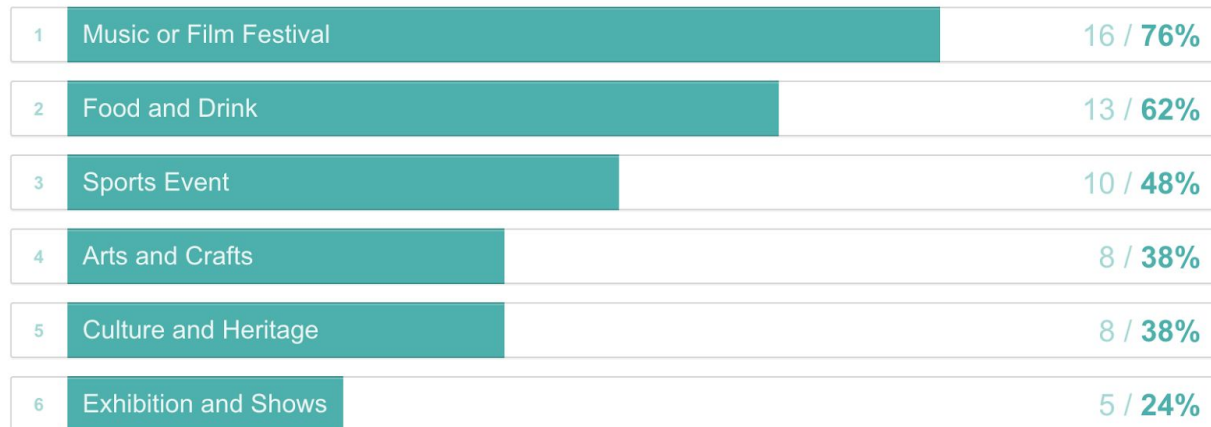


Figure 3

Considering the event is in Northumberland County, it is important to know how far people are willing to travel to attend a certain event. Then the event organizer can decide how wide of a geographic area would marketing promotion should be covered. Figure 4 indicates that 38% would travel 76 to 100 km to an event and 33% of people would travel over 100 km.

Therefore, it is recommended to cover geographically 100 Km distance from the event location.

How far are you willing to travel for an event?

21 out of 21 people answered this question

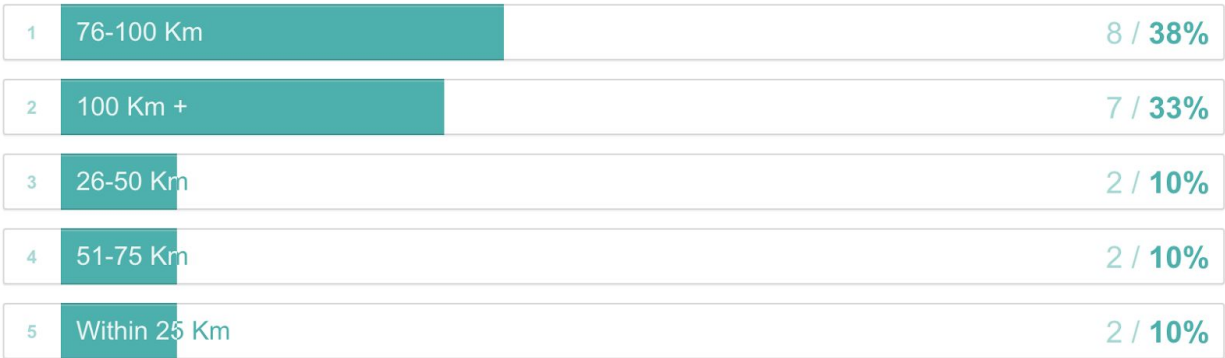


Figure 4

The next question address participants from 1 being the least important, and 5 being very important, how important a special promotion would motivate them to go to an event. Of the 21 participants, 48% found it fairly important. Average rating is 2.95. Promotions/specials would somewhat motivate people to go to an event, as shown in Figure 5.

From 1 (not motivative) to 5 (very motivative) how do **promotions/specials** motivate you to go to an event?

21 out of 21 people answered this question



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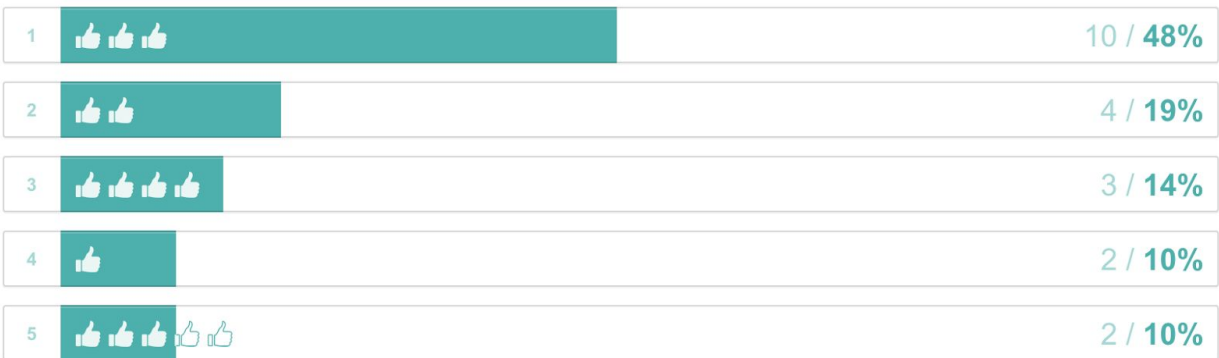


Figure 5

To understand how much interest participants have for a Food and Drink Festival, a question asked participants to rate from 1 (being very low) to 5 (being very high), how much interest they have in attending a food and drink festival. Shown in Figure 6 and with an average rate of 3.95, 43% of people were very interested for a Food and Drink Festival.

On a scale from 1 (being extremely low) to 5 (being extremely high) how much interest do you have in attending a food and drink festival?

21 out of 21 people answered this question

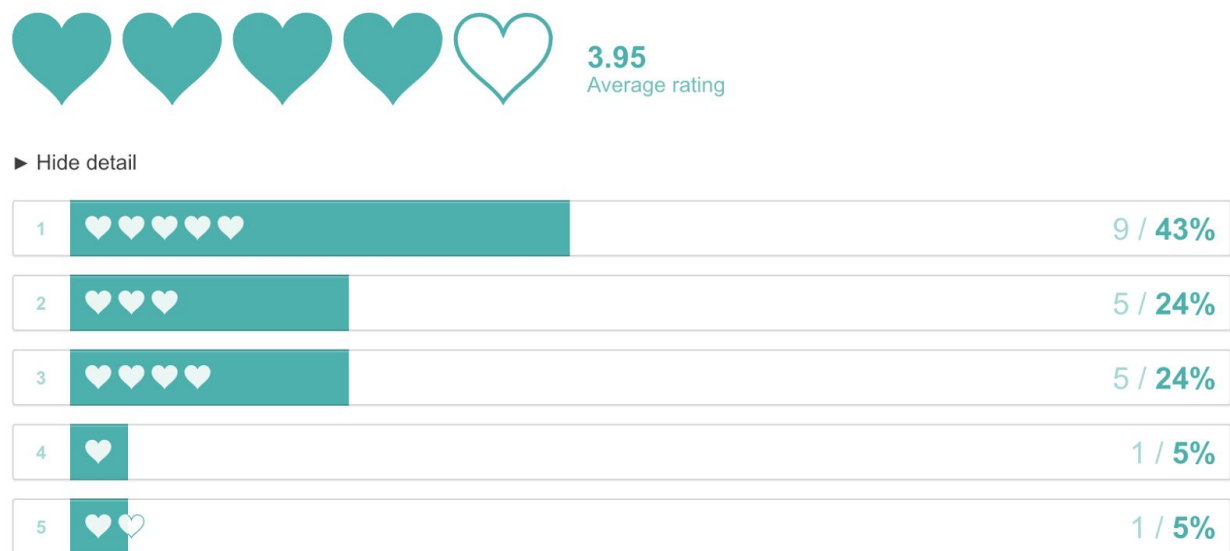


Figure 6

The survey aimed to find out whether the participants have ever attend a food and drink festival before. Figure 7 shows that most people (62%) had experience going to a food and drink festival.

Have you ever attended a food and drink festival?

21 out of 21 people answered this question

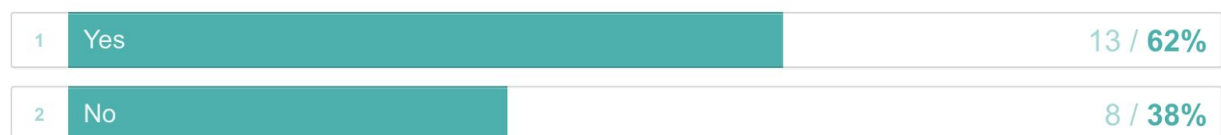


Figure 7

Since the festival is an all-day event, research aimed to know how much time participants who had attended a food and drink festival spent at their previous experience. There are 48% of the people spent 2-4 hours, and 10% of the people spent more than 12 hours as shown in Figure 8.

If yes, how much time did you spend there?

21 out of 21 people answered this question

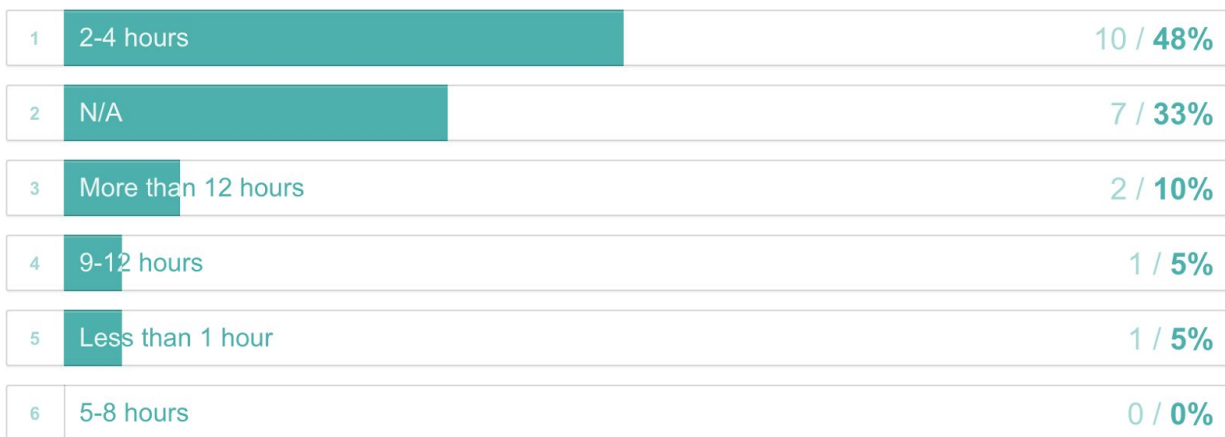


Figure 8

In order to understand how important local food is to consumers, the survey asked all participants on a scale from 1 (being indifferent) to 5 (being extremely important), how important is locally grown food to them. Majority of the participants agree that it is very important. There are 43% of the people consider it is extremely important and 29% of the people think it is very important. An average rate is 3.81. Cultivate is event that promotes local food resource. It is critical to understand how do consumer think about local food (Figure 9).

On a scale from 1 (being indifferent) to 5 (being extremely important), how important is **locally grown food** to you?

21 out of 21 people answered this question



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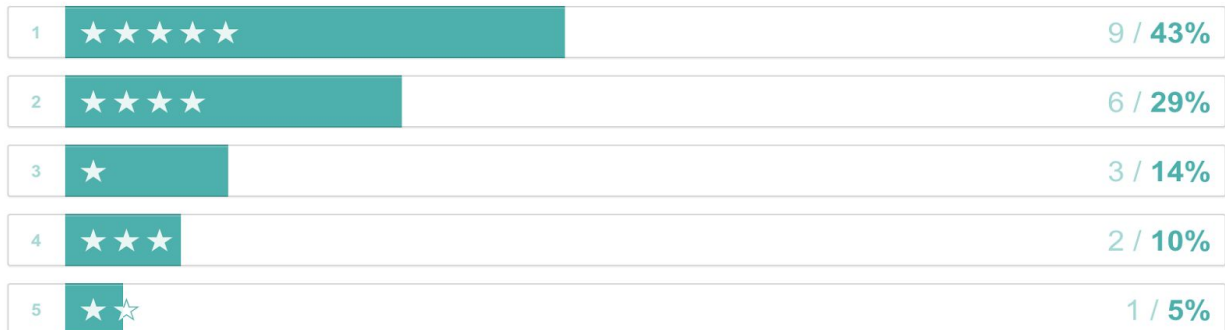


Figure 9

Additionally, the survey asked if it is important for participants to learn from where the food and drink comes from. Large percentage of participants admit that they are extremely interested in learning where their food and drink come from: 81% of people show high interest in this subject (Figure 10).

From 1 (being indifferent) to 5 (being extremely interested) how interested are you in learning about where your food and drink comes from?

21 out of 21 people answered this question



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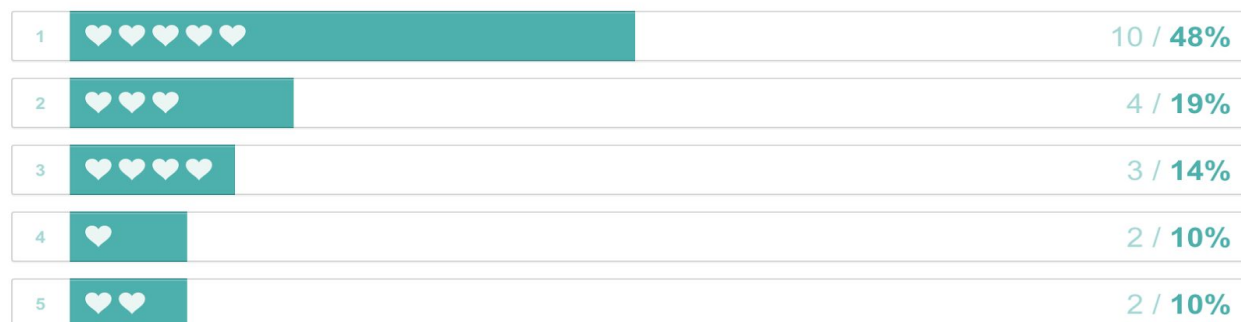


Figure 10

Finally, the survey was designed to learn how people hear about an upcoming event. Among the choices of radio, newspaper, flyers, tourist website, and Facebook or Twitter. Most (76%) of the participants look for event news on social media or online. Also, there was a high percentage of participants find the upcoming event news on traditional media such as newspaper, radio or flyers. When organizer is promoting the event, it is recommended to use both online and traditional media.

Where would you look into upcoming events

21 out of 21 people answered this question

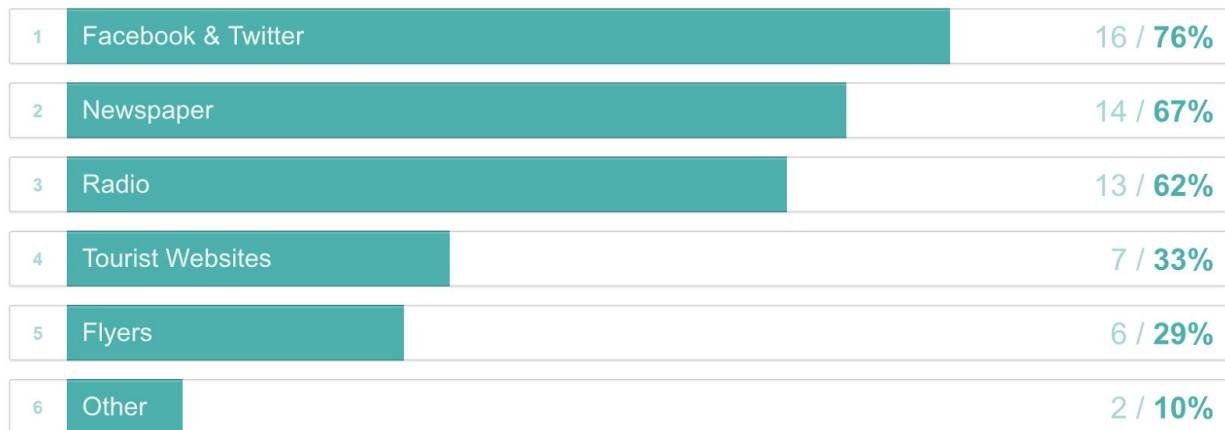


Figure 11

ii. RESEARCH

For Ontario citizens, the ability to source food that is grown, processed and sold locally is becoming increasingly important. The benefits of local food range from reductions in carbon dioxide emissions and energy use, stimulation of local economies, and creation of a greater sense of community. According to secondary data collected and published by Ministry of Agriculture, Food and Rural Affairs, conclusions have been drawn that the increased interest of local source food has generated. Across Ontario, farmers and food processors have the

passion and expertise to produce safe, high quality and delicious food. Supporting local food helps build strong and resilient local and regional food systems that can feed the local communities. Across Ontario, farmers and food processors have the passion and expertise to produce safe, high quality and delicious food. Supporting local food helps build strong and resilient local and regional food systems that can feed the communities (OLFR, 2015).

Furthermore, in contemplation of social media strategies for Cultivate, a secondary research was done by a Mississauga-based firm Redbrick Communications. The measurement is based on a survey by all 444 municipalities in Ontario, which asked factors about who's using it, what platforms they are using and how. The research reveals that 61% of Ontario's 444 municipalities are using social media. The use by Ontario municipalities has grown by more than 10 times in the past four years. 87% of the residents on Facebook, 76% on Twitter, 31% on Youtube, and 7% on LinkedIn. 75% of active citizens promote their social media presence on their websites, whereas 25% don't mention it on their websites. 83% of the residents in Southern Ontario use Social media, which is the highest percentage of all region in Ontario (RedBrick, 2014).

To further support of the reputation of Cultivate's festival, a survey was completed with the objective to find out the attendances' experience. Crucial conclusions to be drawn from these answers are:

Question 1: Where did you travel from for the festival?

42.86% Port Hope

42.86% Cobourg

5.19% Toronto

2.6% Peterborough

2.6% Kingston

2.6% West of Toronto

Concentrated population from Port Hope and Cobourg. Focus on distant towns for marketing.

Question 2: Which of the following was the highlight of the festival?

55.25% Music

19.74% Restaurants

18.42% Craft Beverage

5.26% Cultivate Kids

1.32% Workshops

Strengthen the communication on purpose of gathering. Continue marketing on entertainment.

Question 4: Did you stay overnight in Northumberland County?

80% "Yes, but I live here"

6.67% "With family/friends"

13.3% "No, I went back to my home outside northumberland county"

Once again, focus on marketing outside of Port Hope and Cobourg.

iii. TARGET MARKET

Cultivate is targeting an all age demographic who are food and beverage enthusiasts and are supporters of the local food movement. The majority of the festival's attendees reside in Northumberland County. Strong characteristics include:

- Married, Family Households
- Home Owners
- High Household Income (Average Household Income \$75,000+)

- High education (high percentage of residents college, CEGEP or diploma or university degree)

Brand Positioning Statement

To target an all age demographic who are food and beverage enthusiasts and are supporters of the local food movement, Cultivate is an event that helps to grow culinary tourism in Northumberland and Peterborough countries through the promotion of local food and drink.

Positioning Map

This positioning map presents consumer perceptions of the brand Cultivate versus competing brands (competitor events that held in the similar time period and neighbourhood location) such as Brighton Applefest, All-Canadian Jazz Festival, Northumberland Ribfest, and Vintage Film Festival. Figure 12 shows a positioning map for events that held in Northumberland County. Each circle indicates the positioning in the graph in terms of two attributes: awareness and family oriented. Researchers use the likes on Facebook as reference for measuring awareness of each event: Brighton Applefest 1356 has likes, Cultivate has 1241 likes, All-Canadian Jazz Festival has 1028 likes, Northumberland Ribfest has 665 likes and Vintage Film Festival has 242 likes. Determining whether the event is high or low family oriented, research use evidences that if the event is suitable for a family with young children.

Cultivate is positioning high in awareness and high level of family oriented. Cultivate is in second place in terms of awareness, the top one is Brighton Applefest which has the most likes on Facebook. Cultivate is an event that is targeting families therefore it is highly family oriented. By contrast, Vintage Film Festival is low in awareness and low level of family oriented.

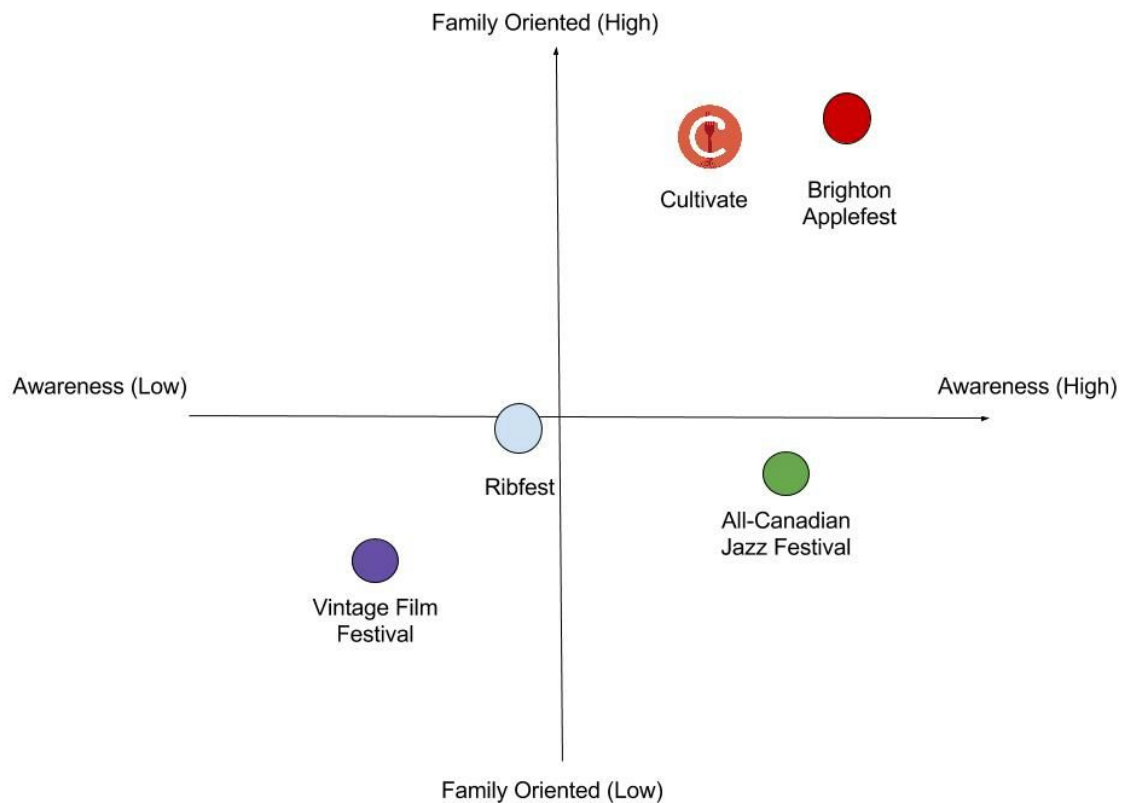


Figure 12

Brand Developement

Continue to bring the Cultivate brand in contact with its potential customers segments (food and drink enthusiast individuals and families) by innovative ideas such as the local farmers market, local restaurants, and local brewers. Continue to build Cultivate's reputation by posting event information on trusted tourist sites such as Tripadvisor. Develop public relations with a focus on educating local source food. Develop its online presence and promote social media engagements.

C. MARKETING MIX

i. Product

Cultivate: A festival of food & drink will be held in September 23 to 25, 2016. The event is going to be held in Port Hope, Ontario. It aims to bring communities closer to food, and educate people with local food sources. Cultivate is a food and drink festival, that will bring chefs, restaurateurs, farmers and patrons together to celebrate Northumberland's Culinary culture. The ticketed event will include food, refreshments and live music in Memorial Park.

This is the second year that Cultivate is taking place. In September 2015, Cultivate launched its first event. It is in an introduction stage. The size of the market is small, which means sales and awareness are low, although they will be increasing. On the other hand, the cost of things like research and development, consumer testing, and the marketing needed to launch the product can be very high.

As September is the harvest season, the township in in Cobourg, Port Hope, Hastings and Campbellford offers multiple events such as Northumberland Ribfest, Brighton Applefest, Canadian Jazz Festival, and Vintage Film Festival.

A list of events happening in Northumberland area:

September 09, 2016 12:00 PM	September 11, 2016 5:30 PM	All-Canadian Jazz Festival Port Hope Jazz Inc
September 09, 2016 12:00 PM	September 11, 2016 1:00 PM	Warkworth Fall Fair Percy Agricultural Society
September 10, 2016 7:00 AM	September 10, 2016 3:00 PM	Bike Up Northumberland!

		Northumberland Hills Hospital and Campbellford Memorial Hospital Foundations
September 11, 2016 12:00 PM	September 11, 2016 4:00 PM	100-Mile Diet Event St. Andrew's United Church
September 16, 2016 4:00 PM	September 18, 2016 4:00 PM	Port Hope Fair Agricultural Society
September 16, 2016 5:00 PM	September 16, 2016 10:00 PM	Dine on Division - Date Night Town Of Cobourg
September 23, 2016 8:00 PM	October 08, 2016 8:00 PM	The Murderer In The Mirror - thriller stage production Brighton Barn Theatre
September 24, 2016 10:00 AM	September 25, 2016 4:00 PM	Alpaca Farm Days Dawn Campbell

Cultivate may be competing with these festivals as people may have certain budget for entertainments and events. Also, if the event is held in the same weekend, then they may choose one over the other.

ii. PLACE/DISTRIBUTION

Cultivate will continue its cautious sale growth with both brick-and-mortar and online by developing relationships with local food stores that are strong fit with the brand.

Currently, Cultivate is partnering with local market, restaurants, and local beer brewery, and use them as the ticket distribution channel.

This year, students of NSCC are recommending to the organizers to explore an online purchase option for the tickets. Organize should look into setting up a paypal account and sell tickets directly on the event page.

iii. PROMOTION

The promotional mix of the Cultivate strategy will include all: advertising, sales promotion, personal selling, public relations, and direct marketing. With the fundings Cultivate does have, they will invest in both print and radio. Sales promotions will include online contests, featuring 20 Cultivate tickets and merchandise, 6 t-shirts and 6 craft beer boxes. This will have a value of \$1500. Public relations will occur during community events Cultivate will attend and have a table at, such as Port Hope's Float Your Fanny Down the Ganny and the weekly farmers market.

It is recommended that Cultivate continues with sales promotions and focuses on increase of reach and engagement. Having short term incentives will encourage the purchasing of tickets and will entice friends and family to participate in future promotions or purchase themselves.

According to research from Cultivate's 2015 survey, marketing needs to be focused on the entertainment and vendors. Communicating the overall feel of the brand is important as well. Sharing photos from last year and those involved will be the strongest way of communicating, keeping the message consistent. The promotions will also remain consistent, regardless of demand, as the funds have been set aside prior to sales.

iv. PRICE

Admission fee for adult is \$30, kids 5 and under are free, children age between 6-18 are \$15. This is a 20% increase from 2015 festival. Price will include snacks, a sample of The Dark Light, live music and a pop up art show featuring works from Luke and CTON. Having samples

included is a strong incentive and as is the pricing strategy. The percentage of sales strategy was used in order to determine this years prices; prior years sales was analyzed and adjusted according to this year's goals.

This is an increase on competitors, who range from free to \$16. These are festivals who have are well-established in the community and are annual traditions. Cultivate is a specialized festival however, providing to a large target.

VI. FINANCIALS

Projecting from Cultivate's 2015 festival and it's success, the budget allocated for direct marketing will be 20% of project's overall budget, equaling to \$13,300. This will cover costs of traditional media- local radio and newspaper. Considering the vendor and ticket capacity will remain consistent with last years as well, Cultivate is capable of having upwards of 30% increase, in terms of attendance and profitability. The break-even analysis can be find in appendix C.

VII.IMPLEMENTATION AND EVALUATION

Implementation of promotions will be conducted by directors of the festival; Amelia Sheffield Bray and Jeff Bray. These promotions will occur monthly. To ensure the strongest possibilities of success, measurements of satisfaction will be taken post festival, as detailed in section V. B. a. The best indicator for this festivals objectives success will also be amount of remaining tickets and profitability. Event organizers will gather sales information from its partner retailers to monitor and control its marketing efforts.

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APPENDIX A

PRELIMINARY SURVEY

1 → How old are you?

<input type="checkbox"/> A Under 19	<input type="checkbox"/> B 19-24	<input type="checkbox"/> C 25-29	<input type="checkbox"/> D 30-44
<input type="checkbox"/> E 45-59	<input type="checkbox"/> F 60+		

2 → How many **people** live in your household?

<input type="checkbox"/> A 1	<input type="checkbox"/> B 2	<input type="checkbox"/> C 3	<input type="checkbox"/> D 4	<input type="checkbox"/> E 5+
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3 → What kind of event would you be interested in?

Choose as many as you like

<input type="checkbox"/> A Arts and Crafts	<input type="checkbox"/> B Food and Drink
<input type="checkbox"/> C Culture and Heritage	<input type="checkbox"/> D Exhibition and Shows
<input type="checkbox"/> E Music or Film Festival	<input type="checkbox"/> F Sports Event

4 → How far are you willing to travel for an event?

<input type="checkbox"/> A Within 25 Km	<input type="checkbox"/> B 26-50 Km	<input type="checkbox"/> C 51-75 Km
<input type="checkbox"/> D 76-100 Km	<input type="checkbox"/> E 100 Km +	

5 → Would you like to have entertainment at the event? If so, what would you recommend?

☐ A Live music or band

☐ B DJ or radio

☐ C Raffle or door prizes

☐ D Silent or live auction

6 → From 1 (not motivative) to 5 (very motivative) how do **promotions/specials** motivate you to go to an event?



7 → On a scale from 1 (being extremely low) to 5 (being extremely high) how much interest do you have in attending a food and drink festival?



8 → Have you ever attended a food and drink festival?

☐ Y Yes

☐ N No

9 → If yes, how much time did you spend there?

☐ A N/A

☐ B Less than 1 hour

☐ C 2-4 hours

☐ D 5-8 hours

☐ E 9-12 hours

☐ F More than 12 hours

10 → How much would you expect to spend **per person** at a food and drink festival?

<input type="checkbox"/> A \$10-15	<input type="checkbox"/> B \$16-20	<input type="checkbox"/> C \$21-25
<input type="checkbox"/> D \$26-30	<input type="checkbox"/> E \$30 and up	

11 → On a scale from 1 (being indifferent) to 5 (being extremely important), how important is **locally grown food** to you?

<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
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12 → From 1 (being indifferent) to 5 (being extremely interested) how interested are you in learning about where your food and drink comes from?

<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
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13 → Where would you look into upcoming events

Choose as many as you like

<input type="checkbox"/> A Newspaper	<input type="checkbox"/> B Radio
<input type="checkbox"/> C Facebook & Twitter	<input type="checkbox"/> D Tourist Websites
<input type="checkbox"/> E Flyers	<input type="checkbox"/> F Other

APPENDIX B

POST FESTIVAL SURVEY

1 → Where did you travel from for the festival?

<input type="checkbox"/> A Port Hope	<input type="checkbox"/> B Cobourg
<input type="checkbox"/> C Peterborough/ The Kawarthas	<input type="checkbox"/> D Durham Region
<input type="checkbox"/> E Brighton/Quinte/PEC	<input type="checkbox"/> F Kingston/Ottawa
<input type="checkbox"/> G GTA	<input type="checkbox"/> H North of Toronto
<input type="checkbox"/> I West of Toronto	

2 → Which of the following was the highlight of the festival for you?

<input type="checkbox"/> A Restaurant vendors	<input type="checkbox"/> B Craft beverage vendors
<input type="checkbox"/> C Workshops	<input type="checkbox"/> D Cultivate Kids
<input type="checkbox"/> E Music lineup	

3 → Did you leave the festival site during the day to explore Port Hope? Did you buy anything from the downtown vendors?

<input type="checkbox"/> A I stayed inside the festival grounds all day
<input type="checkbox"/> B I left briefly to go to the bank
<input type="checkbox"/> C I explored downtown but didn't buy anything
<input type="checkbox"/> D I explored downtown and bought food/drinks
<input type="checkbox"/> E I explored downtown and bought clothes/housewares

4 → Did you stay overnight in Northumberland County?

<input type="checkbox"/> A Yes! At the Comfort Inn Cobourg
<input type="checkbox"/> B Yes! At the Waddell
<input type="checkbox"/> C Yes! With friends/family
<input type="checkbox"/> D Yes, but I am from here
<input type="checkbox"/> E No, I went back to my home outside of Northumberland County
<input type="checkbox"/> F Other

5 → Can you estimate how much money you spent at Cultivate and around the town of Port Hope?

<input type="radio"/> A \$0-\$50	<input type="radio"/> B \$50-\$100	<input type="radio"/> C \$100-\$250
<input type="radio"/> D \$250+		

6 → Please offer any feedback that will help us improve Cultivate next year and for years to come.

To add a paragraph, press **SHIFT + ENTER**

Text input area for feedback.

press ENTER

APPENDIX C

BREAK-EVEN ANALYSIS