

# Community Festivals, Events and Downtown Vitality



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For additional information please contact:

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**Hometown Minnesota Workshop  
November 21, 2002  
9am – 12:30 pm**

**2<sup>nd</sup> Floor Community Meeting Room  
Hastings City Hall  
4<sup>th</sup> Street and Vermillion (Hwy 61)  
Hastings, Minnesota**

## Using Festivals and Events to Revitalize Your Community

A town celebration should mean much more to your community than just three days of fun. Join *Hometown Minnesota* on November 21 in Hastings to learn about the year-round importance that our community celebrations and events have on the health of our towns and business districts.

Joining us as guest speakers will be **Randy Gutzman**, C.F.M., St. Croix Events (producer of Stillwater's Lumberjack Days) and **Cindy Fitzpatrick**, C.F.M., Executive Director, Uptown Association (producers of the Metris Uptown Art Fair).

Properly organized and funded events can be a key ingredient in the success of a community or business district. But how does a community get started in planning and organizing an event or festival? One of the first and most frequent objections to an event proposal is financing. Randy and Cindy will describe how a Sponsorship Program can be a tremendous tool for financing your event and an important tool for connecting and engaging your business community with your event. We will also learn how festivals and events can provide your community with year-round visibility.

**Cost: \$75.00 per community. Please make out checks to Hometown Minnesota. Workshops are free to member communities. Refreshments will be provided.**

**RSVP to Bob or Barbara Hollenbeck  
Hastings Minnesota  
651- 438-7949 or 651-480-0268**