

Kansas City Irish Fest

Presented by State Street

2009 Annual Report



State Street presents Kansas City Irish Fest

Our 7th year of celebrating Celtic Pride in Cowtown

Mission:

It is the mission of the KC Irish Fest to graciously provide our local and regional community with the best, friendliest and most enjoyable weekend of Irish culture in KC by creating and presenting the best blend of music, education and great craic.

2009 Executive Summary

For the past seven years, Irish Fest has rocked Labor Day weekend in Kansas City with a family-friendly event for all ages that's quickly become the city's largest festival.

And, it's not only big. KCIF was named the "Best Festival in KC" in 2007 and 2008 by visitors in the Kansas City Convention & Visitors Association's Visitor's Choice Awards. Irish Fest is also the fastest-growing Irish festival in the United States.

For the 2009 festival, the board of directors met in early January for a first-ever strategic planning retreat to develop a five year strategy, and to discuss improvements and additions for 2009, which included:

- **Comedy: KCIF brought back the Comedy Stage, showcasing one of Ireland's biggest comics, Ardal O'Hanlan. Both shows at Crown Center's Off Center Theater sold out.**
- **Streaming video: More than 1,500 people brought live performances at KCIF into their homes.**
- **More VIP: We added a VIP/Sponsor section to the Boulevard Stage.**
- **More Snug: We expanded and dressed up the Snug, Irish Fest's members-only club. This year's Snug included a bigger space closer to the Boulevard Stage and chic decor, truly making it the place to be at KCIF. Memberships sold out on Sunday night.**
- **Diverse entertainers: We brought in more diverse performers in 2009, showing our audience a greater depth of Irish music.**

With these additions and good weather for most of the weekend, KC Irish Fest experienced record Saturday and Sunday nights, which offset the lower attendance Friday due to rain prior to opening.





The 2009 Kansas City Irish Fest

What a weekend it was...

2009 BY THE NUMBERS

- 94,000 happy patrons came through our gates
- 1,700 hotel rooms booked under the KCIF block
- 1,000+ volunteers used throughout the weekend
- 27 bands and dance schools that graced our five stages
- 5 countries from which our performers hailed
- 32 states attended + 7 countries (Canada, Brazil, France, Ireland, Japan, Scotland, Germany)
- 494 barrels of beer tapped
- 962 bottles of wine uncorked
- 2,232 pounds of plastic soda and water bottles recycled
- 1,152 cubic feet of corrugated boxes recycled
- 172 knitters, bakers, brewers and photographers entered in contests
- 23 music, language and cultural workshops offered
- 72 Snug memberships
- 7240 toddlers in Wonderscope
- 17,500 kids entertained in the Children's Area
- 1 hour 48 minutes of 2009 KCIF TV coverage watched
- 3,500 attended mass under the "big top"
- \$3,426 Mass collection donated to St. Francis Xavier
- \$1,192.03 amount KCIF gave to each of the 6 parishes/organizations that staffed the beverage tents
- Events that beat Irish Fest in music, dance, cultural displays, kids' activities, shopping, refreshments and fun: **NONE!**

Board of Directors

Keli O'Neill-Wenzel-Executive Director, Ed Follis-President, Rory O'Connor-Vice President, Barney Walsh-Secretary, Carrie Slattery-Treasurer, Mary Alice Beebe, Davey Colgan, Erin Kiebusch, Laren Mahoney, Dan Regan

Committee Chairs

Daneil and Mike Armstrong, Patti Aylward-Kalb, Carol Braun, Kevin Bundy, Ronan Collins, Kathleen Dalton, Maureen Deeds, Amanda Dennis, Ron Einbender, Julie Flanigan, Sarah Scheilds, John Hayes, Mike Hurley, Mindy Johnson, Marcia Johnson, Margaret Junhke, Shannon Knopke, Jenny Krizman, Dan Leasure, Kathy Maguire, Michelle Maxwell, Dick McTygue, Dan O'Boyle, Matthew O'Callaghan, Liz O'Flaherty, Pat O'Neill, Jim Ondick, Jeff Petrie, Brian Purcell, Tommy Regan, Melissa Rohr, Stevan Ryan, Gretchen Ryan, Barb Scanlon, Kim Schumann, Dave Shaughnessy, Natalie Smith, Melissa and Gerry Stanley, Shawn Sullivan-Warner, Sue Thompson, Cami Travis-Groves, Sarah Walsh, Jean Wynn

2009 Leadership Awards

*MVP-Men: Stevan Ryan, Site Crew, Signage Team
MVP-Women: Cami Travis Groves, Contests, Design
Rookie of The Year-Men: Tommy Regan, Interactive Technology
Rookie of The Year-Women: Melissa Rohr*

LEADERSHIP

"Dancers, artisans, story tellers, a children's area and more than two dozen musicians on five stages are all part of the fun." *USA Today*



This Wee @ Crown



Who comes to Irish Fest?

Everybody! Well, they should anyway.

For the second year, Market and Communications Research, Inc. conducted research for KCIF.

This year we added several questions specific for visitors to Kansas City.

Of the 94,000 people in attendance:

- 59% are male, 41% are female
- 47% of attendees earn more than \$75,000 annually
- The average attendee spent \$96 at the festival
- 20% plan to go to Ireland in the next 12 months
- 29% of attendees are visitors
- 69% of visitors stayed in hotels

How do visitors learn about KCIF?

Word of Mouth	35 %
Newspaper	13.5%
Billboard	10.8%
TV	10.8%
Radio	.9%
Yardsign	9.9%
Internet	8.1%
Flyer/Poster	.9%

Household income last year?

Under \$25k	2.9%
\$25k to \$49k	14.6%
\$50k to \$74K	31.4%
\$75k to \$100k	17.5%
Over \$100k	29.9%

Our out-of-town visitors:

Was KCIF the primary purpose for your visit to Kansas City?	
Yes	49%
No	49%

If No, what was the purpose of your visit to Kansas City?	
Friends/Family	34%
Vacation/getaway	31%
Business	5%

Are you staying in an area hotel?	
Yes	69%
No	31%

Did you fly or drive to get to KC for the festival?	
Fly	79%
Drive	21%



The Green

Financials

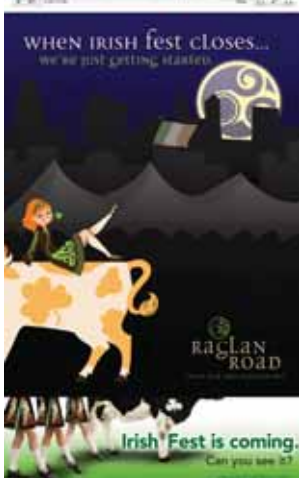
Kansas City Irish Fest is a non-profit organization, funded by revenues generated by event and sponsorship income.

Income	2007	2008	2009
Sponsors	125,750	132,000	147,320
Beverage Sales	217,600	266,700	251,930
Gate/Ticket Sales	237,000	210,100	233,960
Vendor Income	31,000	33,350	33,725
Raffle	8,200	6,800	5,830
Misc.*	68,400	94,500	106,565
Total Income:	\$584,000	\$687,950	\$779,330
Expenses	2007	2008	2009
Cost of Goods	116,000	125,900	116,730
Entertainment	118,200	115,400	100,840
Advertising	52,900	56,700	59,340
Insurance	22,300	22,750	23,200
Equipment Rental	77,600	96,000	113,845
Professional Fees	64,000	52,650	82,686
Printing, Office	18,960	18,000	22,690
Fireworks	7,000	n/a	n/a
Permits	9,400	13,600	19,260
KCIF Grants	25,000	25,000	21,955
Misc.**	79,400	134,500	149,994
Total Expenses:	\$450,046	\$615,900	\$710,540
*Festival Merchandise, Hotel, ATM, Children's Area, etc.			
**Children's area, Heritage area, volunteers, storage, etc.			

"Kansas City Irish Fest has a lot for the music lover—traditional Irish music and a whole lot of Celtic rock music." *Omaha World-Herald*



Irish Fest.
Can you hear it?



Spreading the Word

If you didn't hear about KC Irish Fest, you weren't listening!

Advertising

Irish Fest spent more than \$59,000 on advertising in both local and regional markets, in addition to the support from our media partners.

Marketing

For the first time, Kansas City Irish Fest executed a fully-integrated marketing campaign starring Lucy, one of Shatto Milk's cows, showing up in odd situations and therefore signifying that KCIF must be coming. The campaign included: billboards, radio, television commercials, viral videos, e-newsletters and social media.

Publicity

Millions of people read, heard or saw Kansas City Irish Fest in a media outlet in 2009. The Fest was highlighted in articles that ran all over the country, including in USA Today, Chicago Sun Times and the St. Louis Post Dispatch. In addition, TV stations played more than one hour and 40 minutes of news coverage of KCIF.

KC Irish Fest Online

KC IrishFest.com

Unique Visitors 122,811

Unique visitors per day the week of the Fest 6,000

Average Weekly Blog Visits 719

KCIF's website shared up-to-the minute information throughout the year and the Fest's blog continues to be a daily read for hundreds of people. Facebook, MySpace and Twitter continued to be strong methods of communicating and engaging our audience year-round.

Social Media Impressions (as of December 31, 2009)

4,300 fans/friends on Facebook, Myspace and Twitter.

17,800 YouTube Videos Viewed.

72 minutes of YouTube videos uploaded from KCIF 2009 (26 videos)

1,500 people watched bands live throughout the weekend from kcirishfest.com

2009 Special Promotions

- Hotel packages at the Westin and Hyatt that included two tickets with each night booked.
- Friday night was Ink Night at Irish Fest.
- Two local radio stations gave away weekend packages at KCIF & Snug tickets.
- Partnership with the Royals professional baseball team included a game sponsored by Irish Fest.

"Kansas City's top festival." St. Louis Post-Dispatch



KCIF Cares

Giving Back to the Community

We have a good time at Irish Fest, there's no doubt about it. But all that merriment is a means to an end. We care about our community and recognize our responsibility to the city that supports us.

Grants

The Kansas City Irish Fest Grant Fund was created in 2007 to foster awareness and appreciation of our area's rich Irish heritage, and to enhance and promote Irish music, dance, literature, theater, visual arts, sports and cuisine.

In 2009, the Fund's nine-member board awarded six individuals and eight 501c3s grants totaling \$23,300. KCIF is especially pleased to award a number of grants for special events throughout Kansas City and for individuals who will give back to the community through their talents.

This year's grant donation brings the total that KC Irish Fest has given out through our Grant Fund to almost \$125,000.

Sunday Services

Attendance 3,500

Amount Collected \$3,426

Kansas City's largest outdoor Sunday Catholic Mass has occurred at Irish Fest since 2004. Local clergy, joined by festival entertainers, lead this special service. Collections are taken each year during mass and donated to local organizations. This year, collections benefited St. Francis Xavier.

Parish Partners

New this year, KCIF teamed up with six area Catholic grade schools to staff the KCIF Beverage Tents. In return, KCIF contributed 3% of beverage sales back to the six organizations, resulting in each receiving \$1,192 +tips. One parish received the KCIF Spirit Award – bragging rights for having the best dressed tent and most spunk. 2009 Spirit Award Winner: Holy Spirit

Recycling

The steady growth of Kansas City Irish Fest made us realize that we need to be environmentally responsible for what we place in the landfill. In 2007, the Fest created a recycling committee. These dedicated volunteers monitor trash placement to ensure plastics and cardboards are placed in the proper recycling bins. All in all, we recycled some 1,152 cubic feet of corrugated boxes and 2,232 lbs. of plastic soda and water bottles.

“Our family and friends all look forward to the Kansas City Irish Fest, held downtown over Labor Day weekend.” *Family Circle*



Sponsors

We couldn't do this without you

Go raibh míle maith agat-1000 thank you to these generous people and organizations that helped make the 7th Kansas City Irish Fest such a success.

STATE STREET®



Friends of the Fest

MAST Ambulance • Sierra Building Products • Heavy Constructors Association • MarCom Survey Ink • Kansas City Royals • Thill Media • Kelly's Westport Inn • Amtrak • Le Fu Frog • 1924 Main GlynnDevins Marketing • Aspen Contracting Inc. • Missouri Turf Irrigation Liberty Fruit Co. The Well Bar, Grill and Rooftop • Chipotle Mexican Grill • Lew's Grill and Bar • Tequila Harry's Sutherland Lumber Company • McDonald Building Maintenance Corp. • Shatto Milk • Dalton's Flowers • Hyatt Regency Crown Center • Westin Crown Center • Sheridan's Ice Cream Wonderscope • Ed Scanlon & Boelte Hall-Litho • Pizza 51 • KC Pumpkin Patch • Maja Andersen Illustration • Barry Hendricks Photography • Dan Regan Illustration & Design • Art2art Studios Mike Kelly's Westsider, • Browne's Irish Market & Deli • Sheehan's Irish Imports Shaughnessy Associates Photography • Blue Grotto • Joe's Pizza • Roasterie Coffee Einstein Bros. Bagels • Cafe Europa • Sweet Guy • The Cheesecake Factory • Brookside Market Barry Hendrickson Photography • Yarn Shop and More • Pryde's Old Westport • Bacchus & Barleycorn • Professor William Worley • James Bradley • KC Pumpkin Patch • Parker School Uniforms • Frontier Bag • O'Neill Communications • O'Neill Event Management