

HHCR Cultural Symposium Case Study Dickens Plus Festival

Status:

Not an incorporated board; 2009 event contributed to Cancer Assist Halton Hills; event committee size: 10; Years in Operation: 1 year; No facility – held in Glen Williams community with a road closure

Primary Contact

Bryan Turner, (905) 877-6421

Purpose / Vision

Led by Bryan Turner a community event was held for 2 days in September 2010 that had the following purposes:

- To raise money for local cancer services
- To showcase performing arts groups through a dickens-0oriented festival
- To draw tourists to the Glen Williams community

Activities included:

- A murder mystery dinner
- Arts and children's activities
- Dickens performances by local performing arts groups
- A classic car show
- An author's talk
- Theme-related food sold by local restaurants & various outside vendors

Revenue/Funding

Revenue came from those attending the event as well as vendor fees. A \$500 municipal assistance grant was received from the Town of Halton Hills.

Major Challenges

- Organization of committee including timelines, vision, meetings and purpose
- Recruiting volunteers
- Lack of involvement from much of small community
- Raising start-up funds for deposits
- Lack of marketing to tourists
- Low overall attendance
- Recognition of contributing volunteers

Current Projects

Is organization viable to continue? Is this the right theme to draw tourists?