

OBIAA 2024 AWARD SUBMISSION

Contact Name: Matthew Mohan, Executive Director	Pillar & Category: Marketing & Promotions, Special Events
BIA/Organization: The Cabbagetown BIA	Time Period: September 2023
Entry Title: The Return of The Cabbagetown Festival	
Project Description: From September 9-10, 2023, the 44th Annual Cabbagetown Festival marked the triumphant return of our beloved community event after a four-year hiatus due to the challenges posed by the COVID-19 pandemic. Reflecting the fabric of our diverse city and province, the event invited over 65,000 locals and visitors from across Ontario to discover this vibrant community with exciting live music performances, delicious food, patios to relax on, a dedicated kids’ zone, and an amazing line-up of vendors to shop from.	

NEED OR OPPORTUNITY

As one of Toronto’s oldest BIAs, we work in partnership with residents, community groups, social services, and all three levels of government to create a vibrant and thriving business community that attracts shoppers, diners, tourists, and new businesses. We are always looking for new and better ways to serve our businesses and build a sense of community.

The Cabbagetown Festival was not a new event for this neighbourhood, but in light of COVID-19, we had to determine whether bringing the event back to Cabbagetown after a four-year hiatus was our best option to tackle the challenges facing our business community. Of course, there were a wide range of events we could consider launching anew, but we recognized that it would be a mistake to undervalue the name recognition that The Cabbagetown Festival had built over the nearly 50 years. We listened to the community - business owners and residents - that made their interests clear that they missed the Festival (we had heard this on numerous occasions, including through member surveys and post-event surveys for other projects done in the previous year), and we determined that under new leadership of the new Executive Director, it was the perfect opportunity to blow the usual expectations out of the water.

Challenge 1, The Impact of COVID-19 on Tourism and Foot Traffic: Before COVID, the “[Walmart Effect](#)” and the “[Amazon Prime Effect](#)” were prominent. These existing foot traffic and sales challenges have been significantly enhanced by the COVID pandemic and cannot be understated. Foot traffic monitoring has shown that our foot traffic has decreased by ~50% since the pandemic started, and growth back to pre-pandemic levels has been slow. COVID-19 left one-stop-shop online corporate retailers more dominant than ever, while the small businesses that did survive were barely hanging on. However, [according to](#) Moneris’ chief sales and marketing officer Jeff Guthrie, retail communities could survive the “Prime Effect” by ensuring that they can provide an experience to visitors young and old. Summer events and outdoor programs invite visitors and tourists back to our small business neighbourhoods, and by leveraging partnerships to host events across the community on the same weekend, we can enhance our ability to attract tourism and more likelihood of tourists traveling for the full weekend. Additionally, hosting a festival in September encouraged economic growth for Cabbagetown in preparation for the slow winter, which is more essential now than ever with downtown businesses being disproportionately impacted by COVID-19. Increasing tourism has a distinct impact on Cabbagetown as money spent in the community is reinvested back into the community, supporting local jobs and families.

Challenge 2, Lack of Space for Community Events, Live Music, and Business Activations: Traditionally, live music venues create spaces that bring people together and provide them with a sense of identity and belonging in their city. Music venues support the economic growth of other business sectors within a city and neighbourhood. [Research from Music Canada](#) found that “music lovers can’t wait to get back to seeing live shows, once it’s safe to do so.” At the same time, some Torontonians are still hesitant about doing their shopping and dining indoors. But we know that it is essential for businesses to host community events in order to drive increased sales, through what is known as [Experiential shopping](#) - the idea that “rather than just going into a shop to browse and to get advice from the sales staff, the... experience should be rich and immersive. It’s a term that describes retail spaces where shoppers encounter artworks, live events, cafés, lounging areas, video displays and virtual reality technology.” In a BIA where there is very limited public space at its disposal, particularly narrow sidewalks (narrower than the City minimum standard of 2.1 metres) and small interiors, and few live music venues, closing down the street for a Festival gives local performers and local small businesses the opportunity to connect with people right on the street. It was an opportunity for businesses to get accustomed to providing rich & immersive experiential activations to connect customers to their brand & increase likelihood of spending. We must be continuously rethinking how we use the underutilized urban space that we do have at our disposal.

Challenge 3, Declining Reputation of Cabbagetown as a Downtown East Neighbourhood: Sadly, we are also seeing a decrease in perceptions of safety in Cabbagetown. One need only look at the morning news to see a daily story about an unprovoked

stabbing, a number of which have happened within 5KM of Cabbagetown. Since the pandemic, people who are homeless, street-involved, or are living in distress or with mental illness has visibly increased in Cabbagetown. According to the [2021 Toronto Street Needs Assessment](#), people experiencing outdoor, unsheltered homelessness increased by 39% since 2018. In Cabbagetown specifically, multiple parks have become areas for “tent cities” and many people are not getting the help they need. Additionally, people facing mental health issues are not receiving the help they need; a [2023 Toronto Public Health report](#) found that mental illnesses and mental health worsened during the pandemic; opioid overdoses reached record levels in 2021; and chronic disease and its risks are increasing. As a downtown east neighbourhood, Cabbagetown is particularly affected by this. People are afraid to leave their houses and enter usually crowded areas of the City as media reports about crime increase. A decrease in perceptions of safety could lead to an increase in commercial vacancies and to our healthy resident base relocating out of the area, resulting in a decrease in local spending and a strong tax base, and in turn a decrease in social support funding in a vicious downward spiral that harms the local economy and the survival of our small businesses. From a PR perspective, large events like the Festival provide us with a tool to talk about Cabbagetown in a positive light across Ontario, dispelling negative perceptions of danger in Toronto that has been permeating outside and within Toronto. Events and festivals also show off our community to prospective business owners and entrepreneurs in order to fill vacant brick-and-mortar storefronts. By fostering collaborative partnerships, embracing sustainable practices, and leveraging technology within new and innovative marketing events and programs, we elevate Cabbagetown as a sought-after destination, not a dangerous one.

AUDIENCE

Community members included an unweighted but representative mix of business owners/operators, local residents, and local community groups.

Business owners/operators:

- 160 property owners and business tenants across 4 major retail categories, including retail, service, and restaurant.
- The majority of businesses are small locally-owned businesses with less than 10 employees. Their strengths are in providing a personal experience in connecting with their customers, which can be enhanced out on the street during the Festival.
- Retail and service businesses are targeted by the project for opportunities to connect with new customers, such as workshops, events, contests, or sales right on the streets.
- Restaurants – many of whom have small interiors and low internal capacity - are targeted by the project for opportunities to attract customers with a wide range of fun takeout and patio options. With extended patios out onto the street, restaurants normally without patio options can attract more customers that want to eat outdoors. As well, when choosing vendors, time and care was taken to ensure that vendors complimented our businesses, rather than directly compete.

Residents:

- Cabbagetown has an estimated population of:
 - 30,000 in St. Jamestown – the most densely populated area of the city and home to many new Canadians. Therefore, the Festival was rooted in celebrating and preserving the diverse tapestry of those who live here, as well as representing these populations. At its core, the Festival serves as a platform to showcase the multicultural essence of Cabbagetown, embracing various art forms, culinary delights, music, workshops, and traditions. Representation matters. As well, considering the lower income of the neighbouring community, we were committed to ensure that the Festival remained FREE to attendees - no one has to pay to have a worthwhile time.
 - 6,300 in the Cabbagetown neighborhood of traditionally affluent young families and retirees. Median age is 34, but we see the average age quickly aging up and families increasing. We increased investment into family-friendly and kids programming, as well as heavily investing in accessibility improvements for seniors and other with mobility needs.
 - 12,000 in the family-dense Regent Park
- Family households 42% vs non-family units 58%.
- Majority are employed by private companies vs government, non-profit, or self-employed.
- Average household income is \$104,185 and median household income is \$69,761.
- Most common mode of transportation for residents is the car, so it was important that we were transparent about road closures and traffic changes in advance and onsite.
- Residents of Cabbagetown feel a strong sense of community and often have a higher income to support small businesses. Residents also tend to be very outspoken regarding changes to their neighbourhood and politically-connected, making it worthwhile for developers to build goodwill re sponsorship. As well, with such a close-knit community, it was important that we used the Festival to prioritize partnerships with other local community groups, such as social service organizations and charities.

GOAL AND OBJECTIVES

Goals:

- Support the local business community and economy.
- Increase foot traffic and tourism to Cabbagetown.
- Enhance the visitor and resident experience at The Cabbagetown Festival.
- Enhance the public perception of Cabbagetown, presenting it as a viable shopping destination across the Province.

Objectives:

- An economic impact - money spent by all attendees in Cabbagetown when visiting the event - of \$4.6M with an average spend of \$65 per person.
- Increase foot traffic from 30-40,000 seen in previous years to 50-60,000.
- A 50% increase in the number of member businesses participating at the Festival to 60, enhancing the visitor experience.
- Increase the number of vendors participating at the Festival to over 100, enhancing the visitor experience.
- Support over 200 Canadian artists and local jobs.
- For at least 90% of attendees to indicate they would recommend the Festival to family/friends and would like to see the Festival return.
- To attract at least 15 media hits with a reach of at least 20M people, widely showing off Cabbagetown.
- To add at least 500 new digital followers for The Cabbagetown BIA, allowing us to continuously and broadly share good news stories and promotions about our neighbourhood and business members.

IMPLEMENTATION

In January 2023, after having decided the previous year to not return with the Cabbagetown Festival due to fears of a COVID-resurgence, The Cabbagetown BIA decided to bring back The Cabbagetown Festival as the best option to tackle challenges that the local business community was facing. While the new Executive Director, Matthew Mohan, had a decade's worth of experience planning events and projects, it was collectively decided that the most successful route would be to continue working with CBM Event Productions, who had managed the Festival since 2015. This would ensure that there would be historical knowledge of intricacies of such an event, while oversight would be provided by the Executive Director, pushing CBM to innovate and constantly exceed expectations. CBM Event Productions would be responsible for all event logistics, programming, safety, operations, & sponsor/vendor acquisition. We negotiated that CBM, being responsible for all aspects of recruitment and management of vendors and sponsors, they would receive a commission on top of their production fee, ensuring high quality and effort in these areas and allowing us to keep the production fee low. We also struck a Festival Committee for the year, made up of local business owners and Board Members (the majority of whom have overseen the Festival for many years), which would also provide historical knowledge and assist with decisions ranging from programming to branding, meeting monthly.

Securing funding, sponsorship, maintaining a budget, and ensuring financial sustainability are essential components of The Cabbagetown Festival's success. Through strategic collaborations and sponsorships, we are able to offset festival costs and enhance the overall experience for attendees. Our team actively sought out partnerships with local businesses and larger corporations with stake in the Cabbagetown community to secure sponsorship, totalling \$33,700. Member businesses could support under a lower tier than usual sponsors, at \$500. We also received a \$46K Experience Ontario grant to enhance the Festival's accessibility, entertainment, marketing, and tourism capabilities. Unique to the Festival is, with planning experience, we actively build the Festival as funds come in. We meticulously manage our budget, allocating resources efficiently to prioritize key aspects of the Festival first. This approach enables us to achieve financial sustainability, ensuring the festival's continued success year after year and allowing us to further invest in community initiatives and programming.

To eliminate any empty spaces in the Festival footprint, we worked diligently to double the number of participating member businesses and external vendors, resulting in a remarkable 100% increase. By mid-March 2023, we open our Call for Vendors, advertising early-bird vendor fees at a small increase from 2019, allowing interested vendors to apply for consideration. CBM drove vendor outreach, having a database of hundreds of contacts from other Festivals. We also shared the Call with other BIAs across the City to share with their respective vendors, promising to do the same, and shared across digital platforms. As vendor applications came in, CBM meticulously parsed through to ensure a wide variety of vendor options. By putting them in categories, we made sure that we don't have, for example, too many candles, too much honey, or too much food competing with our own members. Priority

was also given to ensuring an ethnic diversity of food options and the opportunity to showcase goods from all over the world, representative of our community. We invited over 150 vendors - carefully selected from over 300 applications - to the Festival. 87% of vendors said they would recommend it to other vendors.

At the same time, we opened our Call for Members. While many festivals charge their own members, it was important that we continued to provide free participation to members, understanding their post-COVID hardships. Communications began largely by email, and included a webpage to help businesses brainstorm ideas to best promote themselves at the Festival (see supplemental materials). Initial signup was slow, but we were committed to doubling member participating from 2019, so BIA staff ventured door-to-door speaking with every single business owner about the benefits of signing up and helped them come up with engaging ways to better connect with visitors and new customers at the Festival, as well as forge organic relationships. To make signup easy, we included a one-pager with information and a QR code (see supplemental materials). Over 85 member businesses participated in this year's Cabbagetown Festival, more businesses than ever! By participating in the Festival, Cabbagetown businesses don't just increase their sales and foot traffic over the weekend, but also increase their long-term brand awareness.

Volunteers are an integral part of the operation of the Festival. This year, we had 70 volunteers assist with the Festival over the course of the two days, assisting in a variety of roles including staffing the Kids Zone, supporting the entertainment areas, watching the barricades for emergency vehicles, and helping with load-in/out. Previously, recruitment numbers were low and those who did attend were not effective. To recruit 70 active volunteers, we shared our Call for Volunteers across digital platforms (28,000+ followers); posted in churches, schools, libraries, and recreation centres across the east end; and posted on Volunteer Toronto as a small cost. We hired a Volunteer Coordinator to assist with training volunteers and mobilize them during the duration of the Festival, as well as provide guidance, encouragement, and troubleshooting. Our Volunteer Coordinator met with "Lead Volunteers" in advance of the Festival, so they could help manage other teams of volunteers (see training presentation in supplemental materials). Volunteers worked hard from morning until night.

Our marketing of the festival was equally exceptional. Our marketing collateral served as the event's brand identity, intentionally evoking a nostalgic feel to honor the Festival's roots while embracing its contemporary essence. These visuals were featured across various mediums, including social media, newsletters, website, and print. Print included two 4ftx6ft astral shelter posters (promo and thank you); 100 11x17 store posters; 4 21x37 info kiosk posters; 1 large 3ftx12ft banners; 1 large 4ftx12ft banner; corn hole sign x 2; 2 games signs 3ftx4ft; 2 opening ceremony signs; 20 maps; 10 thank you/ feedback posters; 8 street signage identifiers (first aid, lost child, face painting, cabbage patch kids zone, info station, cyclist dismount, all-day dance party); 5 thank yous; and 14 entertainment schedules. The website was also a great resource for attendees to find information on performers, vendors, participating members, PR, accessibility, directions, wayfinding, entertainment schedules, and sponsors.

For the first time, we invested in PR, ensuring that the Festival received the media attention it deserved. We were featured in prominent online articles, top-performing news programs, and television news programs, including CP24 Breakfast. We successfully promoted awareness about the Festival to target audiences through native content and partnerships with local social media influencers, including TikTok. As a result, our total reach extended to nearly 30 million, and we achieved a remarkable 76 media hits, well beyond our goal of 15. Moreover, web traffic increased by an astounding 500% over the Festival weekend, indicating a renewed interest in Cabbagetown. We also leveraged partnerships with local community groups to also host their nearby events on the same weekend, including the Cabbagetown Arts & Crafts Fair, the St Jamestown Festival, a community-wide yard sale, and Blair's Run (which would start in and run through our Festival footprint in the early morning), even going so far as to include them in our press release. We don't see these events as competing; rather, they enhance the Festival by attracting new audiences and announcing to tourists that Cabbagetown is THE place to be in Toronto the weekend after Labour Day. These combined efforts led to a substantial increase in foot traffic to Cabbagetown and the Festival. Compared to an estimated 30-40,000 visitors in previous years, we welcomed approximately 65,000 visitors over the Festival weekend, marking a remarkable 100% increase.

Our next goal was to ensure that the Festival offered an unparalleled experience, characterized by non-stop entertainment, addressing a longstanding issue from previous years. We would be remiss if we did not admit to ourselves that the City of Toronto already has a multitude of street festivals, from the Polish Festival to Taste of Little Italy to BIG on Bloor; it was essential, from day one, that we were constantly thinking of ways to outshine, to innovate, to perfect, and ensure that fun was always top of mind. We

introduced roaming performers, including circus acts, stilt walkers, balloon artists, jugglers and music throughout the entire Festival. Across five stages, visitors were treated to over 36 captivating performances, featuring rock bands, jazz ensembles, individual singers, and drag performers representing the diversity of our downtown-east community. The introduction of DJs stationed throughout the festival, eliminating gaps in performances, ensured that entertainment was accessible from every corner. Exciting games for all ages, such as giant billiards, volleyball "beer pong," and a skate park, contributed to the lively atmosphere. The Cabbage Patch Kids' Zone expanded significantly from previous years, providing an engaging space for children and families while parents enjoyed shopping and dining at their favorite businesses. All activities remained free, unlike at many other street festivals in Toronto. The festival was transformed into a vibrant and engaging space with *no dead zones*.

The Cabbagetown Festival was also particularly special in that kicked off with an Opening Ceremony featuring a performance by All-Star Big Band and the annual cabbage cutting by community representatives and elected officials - a tradition since 1976. This year, we invited and were honoured to be joined by Toronto Mayor Olivia Chow and all three of our elected officials from each level of government, who each spoke about the importance of the Festival to the history and community of Cabbagetown and its businesses (see supplemental materials). We then closed the Festival with our Closing Parade and Dance Party.

We also prioritized accessibility, wayfinding, safety, and cleanliness. For the first time, we introduced three new areas for accessible washrooms across the Festival footprint. We expanded the seating options with Muskoka chairs at all entertainment locations and picnic tables throughout the Festival. As one Festival attendee expressed, "I really appreciated the increased number of picnic tables & seating on the street. They made for a much more comfortable experience & kept me on the street longer."

Wayfinding maps were strategically placed and shared in advance across socials/our website to prevent confusion. Maps were also printed and available at Info Booths and from volunteers. Wayfinding maps provided a visually impactful way of helping attendees find the Kids Zone, various stages, first-aid, washrooms, water, patios, and merch - it was also a great opportunity to overdeliver to high-level sponsors by adding their booths.

We worked closely with police to identify particular challenges (for example, when hosting drag performers) and had police, auxiliary police, or security available at all times. Extensive investments in security and increased communication with law enforcement led to the Festival's lowest recorded crime and first-aid incidents, making it our safest festival yet.

We invested over \$10K more in waste management, which was certainly noticeable. We've seen how large amount of litter at other Festival can lead to poor guest experience, and if we want to change the perceptions that Torontonians and tourists alike have about the Downtown East regarding cleanliness and safety, we needed to show Cabbagetown in its best light. Members of our board shared that they've never seen the street so clean during a Festival.

Thanks to these combined efforts, the visitor experience surpassed all expectations. Anecdotes from community members who had previously attended confirmed that this Festival far exceeded anything they had ever experienced in Cabbagetown. One Festival attendee succinctly captured the sentiment, saying, "It was a fantastic event. Every person I know in the neighborhood was blown away by the festival. It was by far the best Cabbagetown Festival ever. Well done!"

As you know, it is essential with such a significant investment that we are able to measure success and ROI. For the first time, we collected hard foot traffic data using traffic counting. This was the first step in understanding our audience and look forward to exploring partnerships with cell phone data collection companies, like Geomarketing Solutions or Environics, to better realize where attendees are coming from, compare foot traffic to other time periods, and demographic information. Full details of how we measure success are outlined below. As we do when completing any large-scale project, we presented a comprehensive Final Report to the Board and all stakeholders. The report includes any operational successes/challenges; the reach of the marketing efforts, including social media analytics and public relations; the demographic and economic impact results of performance measures; ROI; recommendations for future success; and confirmation of the delivery of sponsorship/partnership agreements.

Ultimately, our paramount objective was to reintroduce the Festival on a grander and more remarkable scale than ever before, drive increase day-of and longterm business, and enhance the public perception of Cabbagetown; there is no doubt that we achieved this goal.

BUDGET (+HST)

- Festival Production Expenses, inc commissions:** \$38,103
- Marketing and Communications Expenses:** \$14,874
- Street Closure Expenses:** \$12,731
- Entertainment Expense:** \$40,898
- Security Expenses:** \$9,975
- Permit Expenses:** \$1,194
- TTC Closure Expenses:** \$1,400
- Volunteer Expenses:** \$3,562
- EMS Expenses:** \$2,300
- Waste Management Expenses:** \$17,545
- Photography and Videography Expenses:** \$1,600
- Rentals Expenses:** \$22,202
- Foot Traffic Tracking Expenses:** \$4,888
- Other General Expenses and Admin:** \$5,239
- TOTAL EXPENSES:** \$176,511

- Sponsorship Revenue:** \$33,659
- Grant Revenue:** 46,319
- Vendor Revenue:** \$75,937
- TOTAL REVENUES:** \$155,915

BIA Contribution: \$20,596

RESULTS

Objectives	Outcomes
Economic impact of \$4.6M with an average spend of \$65 per person.	Economic impact of \$5.98M with an average spend of \$92 per person.
Foot traffic of 50-60,000 attendees	Foot traffic of 65,000 attendees.
At least 60 participating member businesses and 100 external vendors.	We were successful in getting 85 member businesses to participate in the Festival and secured 150 external vendors.
Support over 200 Canadians artists and local jobs.	Upwards of 300+ quality jobs supporting those who have been hit hardest by the pandemic, including entertainers and performers; musicians, bands, and Djs; artisanal vendors; event planners and dozens of suppliers and contractors; and local staff for participating business members.
For at least 90% of attendees to indicate they would recommend the Festival to family/friends and would like to see the Festival return.	96% of visitors/residents were likely to recommend the Festival to family and friends, and 99% of respondents, including residents and business owners, expressed a strong desire for The Cabbagetown Festival's return next year.
To attract at least 15 media hits about the Festival with a reach of 20M people.	76 total media hits about the Festival and a reach of 28.4M.
To add at least 500 new digital followers for The Cabbagetown BIA.	Social media followers increased by 377 and email subscribers increased by 277 from the start to the end of the marketing campaign, totalling 654 new followers.

Other Success Highlights:

1. Visitor Experience
 - a. Visitor’s overall experience visiting the Festival was rated very highly, with the most popular activities being purchasing food from businesses and vendors; watching live music performances; and purchasing retail goods from businesses.
2. Support for Local Businesses

- a. Over 3/4 of attendees visited or discovered Cabbagetown businesses at the Festival.
 - b. 96% of Cabbagetown businesses felt that the exhibition brought increased exposure to their business and 84% are interested in returning next year.
3. Enhanced Public Perception of Cabbagetown
- a. Thanks to the Festival, total engagement of our social media was up 67.8% from previous months with a total reach of nearly 200,000.
 - b. 100% of users were new to our website. Increase in web traffic up 500% over Festival weekend.
 - c. Top performing news articles were BlogTO (3,459,000), BlogTO 10 Things to Do (3,459,000) and The Toronto Star (1,563,000). The Festival was featured and interviewed on multiple multiple television news programs, including CP24 Breakfast (825,600), 6pm City News Toronto (642,000), and CTV News Toronto 6pm (542,000).
 - d. Received a [Certificate of Recognition](#) from MP Marci Ien's office for our successful contribution to fostering unity, cultural enrichment, and joy in the downtown core; and the TABIA Events Award at the 11th Annual City of Toronto Recognition Awards.

Success was measured through various avenues:

- Post-Event Survey: Using the email addresses collected, social media, and our community mailing list, we issued a post-event survey to residents, visitors, vendors, and local businesses, designed to collect critical data and measure successes and challenges. Some information included the source of information, the rate of new visitors to the area, reasons for visiting, the likelihood of returning, average spend, immediate economic impact, personal anecdotes, and demographic information.
- QR Code Tracking: The use of the QR Code on all window posters allowed us to track the visitors who use it to jump to our website.
- Social Media and Google Analytics: Our marketing team collected social media and Google analytics - impressions, engagements, followers, new web traffic - connected to Cabbagetown and The Cabbagetown Festival before, during, and after the event.
- Media Interviews and Mentions: Our publicist tracked the number of impressions on all media mentions.
- Foot Traffic counting with Accutrafic, counting all those entering the Festival from 3 key entrances.

Opportunities for Future Growth of the Festival:

- Extended hours: Extending the hours of the Festival to 9 or 10 pm would be particularly beneficial to food vendors and local bars and restaurants, while also turning the late evening into a "street party."
- Expanded footprint: Expanding along Carlton St. to Sherbourne St. would allow us to invite more vendors and entertainers while accommodating for member businesses in this section of the BIA. This is also a major gateway for the neighbourhood and will attract more visitors travelling down Sherbourne.
- Explore partnerships with various media sponsors to provide us with complimentary advertisements to connect with audiences locally and across Ontario through print, billboard, and on-air mentions.
- Attract many more tourists to Toronto/Cabbagetown through enhanced marketing techniques, including a pivot away from CNW and toward targeted native content placements out of the GTA and popular influencers with Ontario-wide engagement, as well as those focusing on travel; a large billboard; radio advertisements; and a wide range of tourism sites.
- Enhance accessibility through translation/ASL services for event materials and purchasing ramps to ease travel between the sidewalks & road.
- Make the Festival more sustainable by offering reusable water bottles for attendees, using biofuel in our generators, and adding a sustainability-focused activity to the Kids' Stage.
- Enhance cell phone data collection on attendees to determine home locations, allowing us to track our investments in tourist attraction.

1. **The Cabbagetown Festival Final Report:**
https://drive.google.com/file/d/15d2le4RW4n_sDoG5XfilNegWtnPpypT/view?usp=sharing
2. **Post-Event Promotional Video:**
<https://drive.google.com/file/d/1VInMpNccg-A7HiBXXVYoaMu5XAdUyNwT/view?usp=sharing>
3. **Attracting tourism, CP24 Breakfast Television Segment with reach of 826K province-wide (this type of press never before received for the Festival):** <https://www.cp24.com/video?clipId=2762990>
4. **Attracting tourism, BlogTO News Article about the Festival, with a reach of over 3.4M across the GTA:**
<https://www.blogto.com/radar/2023/08/cabbagetown-festival-2023/>
5. **Volunteer Training Presentation:**
<https://drive.google.com/file/d/1gWReWaeYI5UNIYHmFk3RalBl0oPjGR0G/view?usp=sharing>
6. **Member Sign-Up Flyer, handed out to make it as simple as possible for members to signup:**
<https://drive.google.com/file/d/17FVpvnYrD5UkqiXAV2Ik-ZIXS1FfnkXa/view?usp=sharing>
7. **Call for Members info page and list of marketing ideas for members:**
<https://www.cabbagetownto.com/festival-call-for-members>
8. **Speeches by Elected Officials about the significance of the Festival:**
https://drive.google.com/drive/folders/1npHATgeHX39_mMs9I8mdfCFHTUacB8vD?usp=sharing