

Once upon a time...

Gourds vs Goliath

A Cinderella Story



Turning a Onetime Program into a
Community Festival



Agenda



- ❧ It Started with a Seed of an Idea
- ❧ Watching it Grow
- ❧ Adapting to your Library Needs
- ❧ Advertising Tips and Tricks
- ❧ Questions Anyone?

Sault Ste. Marie



- Population 67,646 as of the 2011 Canadian Census.
- Centennial Library plus 2 branches
- Library established in 1890



Be Open To New Ideas



Algoma Farmer's Market



Has been in
existence since
1901 and is
classified as a
historical
market



Results of the 1st Year



- ≈ Approximately 30 people attended with 6 people bringing their pumpkins to be weighed at the Algoma Farmer's Market.
- ≈ Local Shaw TV provided coverage of the weigh off.
- ≈ Prizes were awards to 1st, 2nd & 3rd which were donated by local businesses



From Program to . . . a Festival



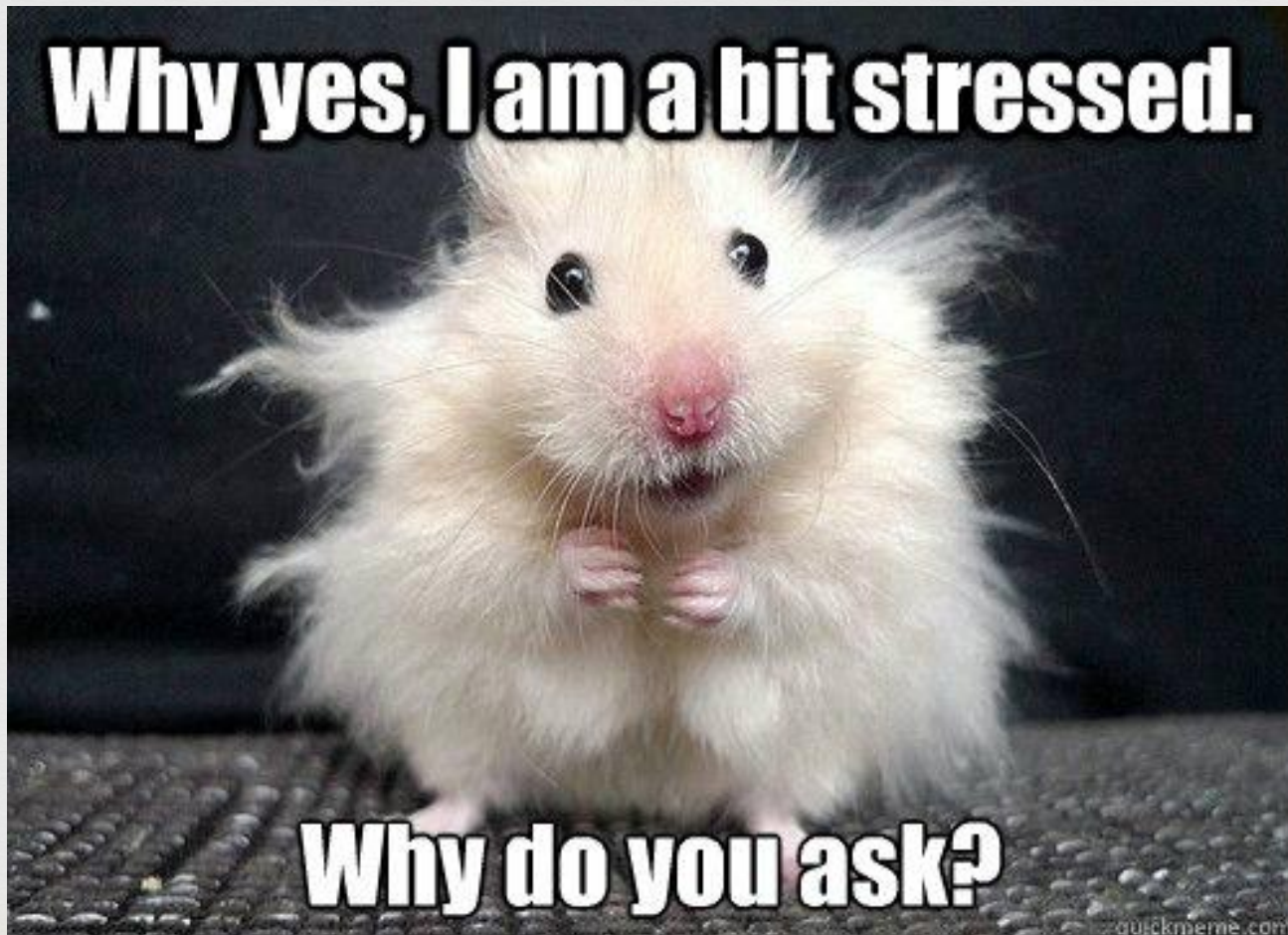
- ❧ April – expanded to two seminars
- ❧ June – October - photos of the participant's pumpkins were posted on the library Facebook page
- ❧ June – October - Local Shaw TV provided ongoing coverage of Jeff Marshall at his farm
- ❧ Early July - restaurants were invited to participate in taste testing event at the weigh off



2014 Program



Prepare for Fun Times!



New Events Added



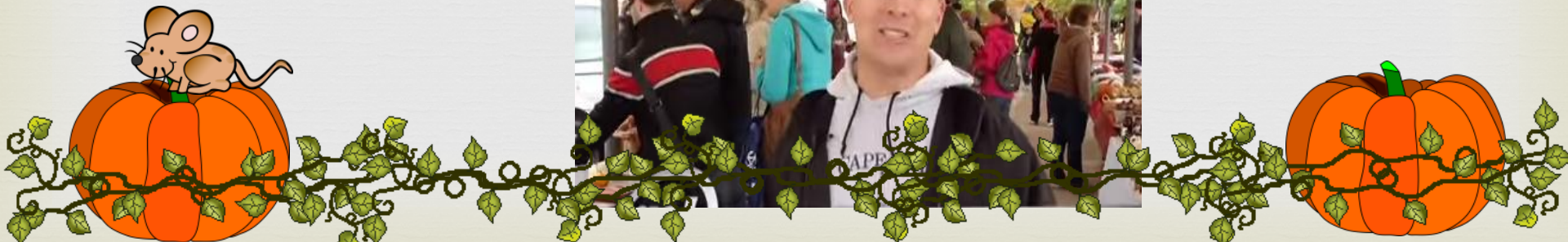
By September

- Children's storytime and craft activity by library staff was approved
- Local musicians booked
- Public Health forms submitted
- Guess the weigh of the pumpkin contest
- Media Promotion

Early October – Pumpkin Weigh Off occurs



Growing Attendance



Results of the 2nd Year



- Close to 300 people attended the program
- 8 pumpkins were weighed that year
- A junior division for kids 16 and younger was introduced



Partnerships



Original Partners

- ❧ Algoma Farmer's Market
- ❧ Corporation of Sault Ste. Marie
- ❧ Sault College (provides weigh scale)

2014 Partnerships added

- ❧ Local restaurants for taste-testing

2015 Partnerships added

- ❧ A third seminar was added at a National Historic Site (Ermatinger Old Stone House)
- ❧ Downtown Association
- ❧ RAIN (Rural Agri-Innovation Network)



2015 Weigh Off



Taste Testing



- ☞ Taste Testing was divided into 2 categories - appetizer and dessert. Restaurants could enter one or both categories.
- ☞ Public Health Forms were issued in advance



Taste Testing



2014 Taste Testing Winner:
Trio Pumpkin Soup



2015 Taste Testing Winner: Pumpkin
Risotto Balls & Pumpkin Cheesecake

Results of 3rd Year



- ❧ Total cost to the Library
\$160
- ❧ We had a total of 14
pumpkins entered
- ❧ Our 2015 Pumpkin
Weigh-Off received a
great deal of media
coverage including print,
television and online.



Video clip from Shaw TV
SSM



Looking Forward to 2016



- ❧ Reduce taste-testing to 90 minutes (from 3 hours)
- ❧ See if we can incorporate more new events
- ❧ A local company was so impressed they decided to sponsor the entire program



Adapting it to your Library

- ❧ Try to make the program relevant to your library community
- ❧ Look at your own community and see if there is a niche to fill.
- ❧ Promote local business & economy, health & green living - everything that is news-worthy right now
- ❧ People want to promote themselves, so give them that chance - partner with them and invite them to hold seminars at your Library



Planning



Successful Festivals



- ❧ Traverse City Cherry Festival (Traverse City)
- ❧ Powassan Maple Syrup Festival
- ❧ Veg Fest (Ottawa)
- ❧ Peach Festival (Niagara on the Lake)



Have Deadlines!!!



BRACE YOURSELF

**THE DEADLINES ARE
COMING**

DIYLOL.COM

- ☞ Meet with your local municipal government, Chamber of Commerce or Downtown Association.
- ☞ Give your partners deadlines and then follow up!
- ☞ Contact your local Public Health Unit for guidelines involving any handling of food!



Evaluate!!



- ❧ **LISTEN & LEARN** - talk to your vendors at the event (and afterwards) - listen to any criticism and make appropriate adjustments
- ❧ Don't Coast - Keep building to attract new and fresh interest.
- ❧ Ensure it is staffed appropriately



Why Advertise?



⌘ *Know Your Rights: Broadcasting Act, 1991*

⌘ <http://www.crtc.gc.ca/canrec/eng/guide1.htm>

Value Of Advertising

⌘ Mobile: multi-camera coverage of event \$15,000

⌘ Studio: multi-camera interview \$ 2,000

⌘ Single: camera coverage of event \$ 1,500- \$3,000



Paper Media



☞ For a smaller budget library: focus on free advertising options.





Television Media



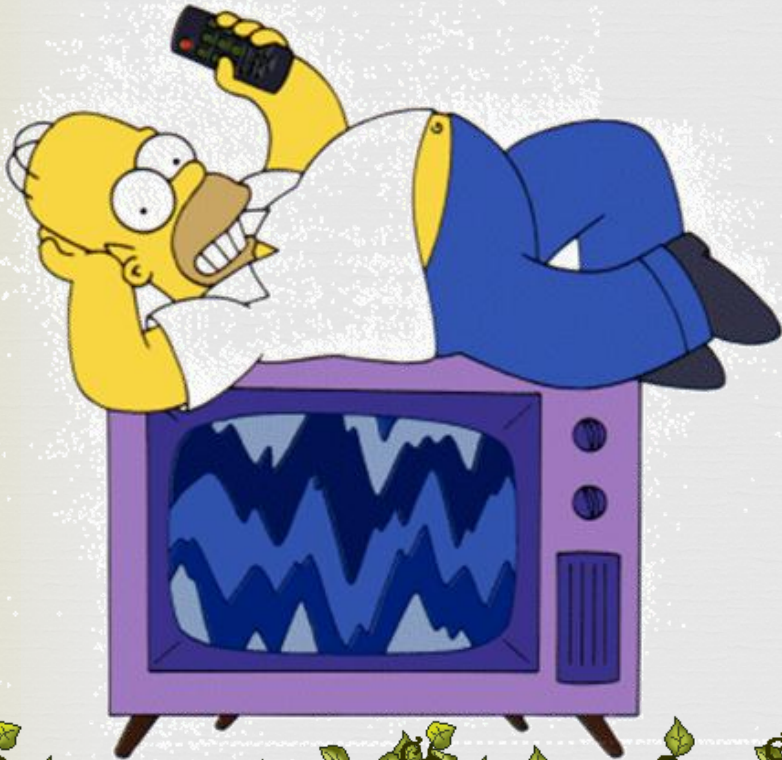
Know the difference
between your community
cable channel, independents
and the major networks



Television Media



∞ Make yourself available



Create a Sound Bite



“Persuade, Negotiate or Sell”



**Forbes Magazine article
How to Speak in Sound Bites by John Baldoni**

<http://www.forbes.com/sites/johnbaldoni/2014/05/14/how-to-speak-in-sound-bites/>



Don't be Overlooked!



- 1) Solve a problem
- 2) Meet a need
- 3) Fulfill a dream or desire



*...and they all lived
happily ever after!*

