

What is Michigan Festivals & Events Association?

- Founded in 1992, with a charter membership of 40 members.
- 2014 membership of over 800
- Publishes and distributes over 1 million printed promotional publications annually.
- The largest State Festivals, Fairs, Events, & Destinations Association in the Nation.
- Website, michiganfun.com, averages over 1,000,000 hits per month.
- Weekly 'Party @ MI Place' podcast reviews numerous MFEA members and guests from all around Michigan throughout the year.
- Created 'The ABC's of Event Planning - The Event Gatekeepers' Guide' - a.k.a. The BGG - educational manual for our community volunteers.
- Has volunteers of all ages.
- Provides education to over 1,000 volunteers through educational workshops annually.
- Hosts Spring Educational Seminars with over 200 attendees.
- Educational convention with over 800 attendees and volunteers.
- Michigan's largest tradeshow of the industry, featuring member vendors.

A Major Element of the Michigan Lifestyle

Michigan's community festivals, fairs, special events, and attractions are a major element of the Michigan lifestyle and the entire tourism economy throughout our great state. At MFEA, our charter is to provide membership, training, and resources to make community functions fun, profitable, and a valuable development tool for our smaller communities.

These events are invariably sponsored by local government entities and major community contributors, who continue to support them because of their inherent value to the state and local economy.

50% of MFEA's membership reporting in 2014 contributed a total of 1,610,424 volunteer hours. Based on today's minimum wage of \$8.15, our gift back to the state of Michigan was \$13,124,956.

Question:

What do a blueberry festival, farm market, wagon ride, winery tour, dude ranch, farm vacation, picking your own fruit, baby animals, and the International Cherry Pit Spitting contest have in common?

Answer:

They are all examples of the meshing of two of the leading industries of many states: Agriculture and Tourism!

Economic Benefits of Festivals, Fairs, Events, Attractions and Tourism

- Have a significant impact with minimum local expenditure
- Stimulate the economy and bring capital investment to a community
- 35% of U.S. adults attended a festival or event while away from home in 2014
- Festival travelers are younger, have children, extend their stays, and have higher annual income...everything is new and exciting to them
- Provide a major tourism activity
- Attract new customers to local businesses
- Promote business year round
- Employ thousands of artists
- Promote and celebrate Michigan grown commodities



MFEA members offer leisure, adventure, amusement and family entertainment through Michigan's natural, cultural and historical values.

Did You Know? MFEA...

- Provides an opportunity for members of the community to discover, develop, and display their skills and talents by encouraging self-expression.
- Provides a showcase for new ideas in music, art, drama, crafts and sports.
- Increases community spirit and pride, while at the same time, broaden the cultural and recreational resources of the locality and emphasize its unity with the rest of the state and country.
- Provides an opportunity to celebrate our history, culture, harvests, heritage and vast array of unique waterways.
- Stimulates travel to a community and the surrounding region, thereby helping to correct regional disparities.
- Encourage the community to grow and prosper by attracting dollars to it in the form of tourism and, in some cases, new industry.
- Brings a community together through both the planning of, and the attendance at the event, and will help to give the town a more "people" oriented identity.

MFEA & Community Celebrations

There's a special skill to hosting a party... planning, shopping, decorating, food prep, setting up entertainment...the list is endless! And, when the party is a community-sized celebration, you've really got your hands full!

That's where the Michigan Festivals and Events Association comes in: membership in the MFEA is one of the best investments your festival, fair, event or business can make!



MFEA Mission Statement

To support and promote festivals, fairs, events, attractions, suppliers and tourism through education, marketing and networking for the success of our members.



**Over 35 million guests
attended Michigan Festivals,
Fairs and Events in 2014.**

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JOIN OUR PARADE



PARTY AT MI PLACE™

michiganfun.com

MI Festivals & Events Association

Ideas Shared...

Visions Formed...

A New Level