

FACT SHEET: OSWEGO HARBORFEST 2008 AT A GLANCE



4-time winner!



DATES: Thursday, July 24 through Sunday, July 27, 2008
LOCATION: Oswego, New York along the shores of Lake Ontario and the Oswego River
EVENT ATTENDANCE: 2001 - 2007 200,000 to 300,000 people

WELCOME TO HARBORFEST!

From opening to closing, there's something for you to enjoy!

- 5 stages provide nearly continuous entertainment for every musical taste from national level to local acts
- Children's Parade and Children's Stage & Activity Area with puppets, music, magic & more
- Salute to Seniors Concert & dancing
- Unique artisans at the Juried Arts & Crafts area
- Commercial vendors and Harborfest souvenirs available in most venues
- Pride of New York Farmer's Market provides wine and agricultural product sampling
- Over 60 festival food vendors at all Harborfest venues
- Harborfest Midway-games & rides in a traditional American midway setting
- Battle of the Bands event for musicians under age 21
- Saturday night Fireworks Spectacular-the only world-class fireworks exhibition in Central New York
- Park & Ride areas with central city shuttle bus and festival trolley service
- Many site sponsor attractions and sampling opportunities

DEMOGRAPHICS:

- 61% (171,000) visitors from outside Oswego County, 83% of whom agreed Harborfest was a strong influence to visit ¹
- Visitor spending supports 637 local jobs ¹
- \$32 million overall economic benefit ¹
- Over 77% of respondents visited Harborfest previously ²

¹ Harborfest Consumer Demographics and Market Analysis; Cornell University Program on Applied Demographics, October 2005

² Harborfest '99 Economic Impact on Oswego County; TAC-SUNY Plattsburgh State University of New York, March 2000

AFFILIATIONS & AWARDS:

- International Festival and Events Association-- Ten "Pinnacle" awards and Marcus Photography-2004 Golden Pinnacle Award for Oswego Harborfest Fireworks photo
- New York Festival and Events Association
- Seaway Trail, Inc.
- Oswego County Tourism Advisory Council
- Greater Oswego/Fulton Chamber of Commerce
- Lake Ontario Bird Fest
- WSTM-TV3-- Voted Best Festival in Central New York
- Oswego County Press Club-- Golden Quotes Award--2004 Festival Brochure
- American Bus Association-- Four times named "A Top 100 North American Event"

FESTIVAL PROMOTION:

- Over \$285,000 in combined television, radio, and paid newspaper and magazine advertising in Central New York in 2007
- Widespread distribution of Harborfest Information/Schedule
- Over 2.5 million hits September 2006-August 2007 on www.oswegoharborfest.com