



Fort Worden Hospitality

210 Battery Way

Port Townsend, WA 98368

LTAC Grant Final Report Field Day 2023

Field Day at Fort Worden celebrates the nostalgic traditions of summertime Americana. This family-friendly festival features games, activities, and live music kicking off the summer vacation season at Fort Worden. In 2023, we chose to highlight local youth talent. We had Ember Brighthouse singing with her family's band, and a pair of dancers showcasing a new act.

In 2023, we expanded the number of games, and made them the central feature of the event. We created a bounce zone for kids. We had a similar zone in 2022, but for 2023 we made it free and accessible to all. We contracted with individuals in the community to provide face painting, mini golf and juggling and hooping materials and support.

DJ Adaptogen set the tone for the festival with great music while everyone was arriving and getting signed up for games. After the games, Ember Brighthouse and the Shift performed, and the musical headliner was Global Heat.

We estimated that 1200 people attended Field Day, and we tracked information from 483 participants. We found that 15% were from out of state, 29% were from a county outside of Jefferson County, and 56% were from Jefferson County. If you extrapolate that out to 1200 participants, 180 would be from out of state, and 348 were from outside Jefferson County.

Based on occupancy at Fort Worden that weekend, the vacation rentals were 73% occupied and camping was 100% sold out, indicating a share of overnight stays from attendees of the event.

Overall, the event, is the right mix of attraction for out of state visitors kicking off the summer season, a marketing opportunity to promote the activities at Fort Worden during the summer and a chance for local vendors and artists to be showcased – really driving home the balance, of local support and driving tourism from 50+ miles outside of Port Townsend.

Budget

Revenue		
Donations	\$2,360	
Government Grants-FWH	\$1,500	
Government Grants-TPA	\$3,000	
Food & Bev Vendor Fees	\$775	
Event Sponsorship	\$2,500	
TPA Season Sponsorship	\$2,000	

Fort Worden Hospitality budget	\$3,000	
Total Revenue	\$15,135	
Expenditures		
Permit Fees		\$50
Event Coordination & Marketing Management		\$5,000
Event Staff		\$3,000
Street Team		\$125
Graphic Design		\$500
Advertising		\$600
Print Materials		\$700
Photographer/Videographer		\$440
Musicians/Performing Artists		\$2,400
Sound Engineer		\$500
Game Trophies		\$270
Bounce Zone		\$1,200
Mini Golf		\$150
Equipment Rentals		\$1,500
Food & Beverage		\$685
Misc Supplies		\$250
Total Expenditures		\$17,370
Total Revenue	\$15,135	
Total Expenditures	\$17,370	
Net Loss	(\$2,235)	