

## WakamatsuFest150 Results

Hosted by American River Conservancy, this four-day festival on June 6 to 9, 2019 celebrated 150 years of Japanese American heritage, arts, and cuisine at landmark Wakamatsu Farm, site of the first Japanese Colony in America established June 6, 1869. Event planning began in May 2016.

### By the Numbers

#### Financials

**\$218,000**

##### Festival Proceeds

Money from sponsors, tickets, booths, merchandise, etc.

#### Income & Earned Value

**+\$60,000**

Ticket Sales

**+\$135,000**

Monetary Sponsorships

**+\$49,000+**

Value of Essential Festival Gifts

**+\$50,000+**

Value of Community Support

2000+ volunteer hours @\$25/hr (CA rate)

**-\$20,000**

ARC's Investment in Site Improvements

#### Expenses

**-\$71,000**

Operating Costs

**-\$147,000**

Personnel Costs (ARC Staff)



#### Counts

**4000+**

##### Visitors

3600+ guests, 100+ performers, 100+ vendors, 200+ volunteers

**3221**

Event & VIP Tickets Sold

**712**

ARC Sponsored Tickets

**72**

Monetary Sponsors

**72**

Hours of Entertainment

**52**

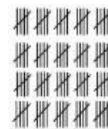
Vendors/Booths

**50**

In-Kind (Gift) Sponsors

**0**

Serious Injuries/Accidents



### Bottom Line

**WakamatsuFest150 achieved a balanced budget.**

Festival revenue of \$218K matched \$218K operating and personnel costs.

The calculation does not include cost of site improvements (minus \$20K), nor monetary values of essential gifts and community support (plus \$99K). Thanks to our community and contributors for their strong support!



## Media

### Print Media

- *Sacramento Bee* – Front page 6/4/19
- *Mountain Democrat* – 4 articles Feb to June 2019; 6 ¼ page ads March to June
- *Rafu Shimpo* Los Angeles Daily News – 10 articles January 1 to July 2019
- *Nichi Bei Weekly* – 2 articles May to June, front page 7/4/19
- *Style Magazine* – article 4/30/19
- *Bayspo* – article 3/22/19
- *JCCNC News* – article Jan/Feb 2019 issue
- *The ARK Newspaper* – article 6/19/19
- *Los Altos Town Crier* – article 7/10/19
- Headline Japanese news
- Countless print calendars

### Television

- KTVU Fox 2 Bay Area – Story 6/8/19
- KXTV ABC 10 Sacramento – Story 6/8/19
- SCA TV2 – Filmed duration of the festival; highlight videos forthcoming

### Radio

- *The Travel Guys* – 3 shows 2018 to 2019

### Social Media

Countless online calendars

ARC/Wakamatsu Farm Campaign

- Facebook Reach: 8,600
- Instagram Followers: 361

El Dorado County Visitor's Authority Campaign

- Impressions: 86,344
- Reach: 38,242
- Page engagement: 6,282
- Event responses: 1,499

web: [www.ARConservancy.org/wakafest150](http://www.ARConservancy.org/wakafest150)

email: [wakamatsu@ARConservancy.org](mailto:wakamatsu@ARConservancy.org) call: 530-621-1224

## Feedback

### 388 Responses

online & written surveys – approx. 10% response rate

### 4.2 Enjoyment

5-pt scale

### Helped you understand Farm history?

69% A lot

28% Some

### Return to Wakamatsu Farm?

60% Yes

36% Maybe

### Recommend Wakamatsu Farm?

86% Yes

10% Maybe

### Volunteer at Wakamatsu Farm?

13% Definitely Will

48% May

### Will you support ARC?

45% Definitely

50% Maybe

### Testimonials

- *"This event deepened my appreciation of ARCs benefits to the community."*
- *"Great event, lots of hard work was put into it and it showed!"*
- *"I've been telling the story of the Wakamatsu Farm to everyone that will listen."*
- *"Very enriching. Outstanding."*
- *"The play Gold Hill Samurai brought the farm's history alive for me. I knew nothing prior to that."*
- *"Good food/drink. Super friendly docents and volunteers. Nice shuttle system."*
- *"I think you are doing a great job educating people. You just need to improve the facility. But it has huge potential."*
- *"Learning about the Japanese people at the Festival was fulfilling."*
- *"I was not even aware of the early Japanese Colony in California until my visit!"*
- *"My eyes were opened."*