



# Moving from a Free to Paid Event

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<https://vimeo.com/manage/videos/690762465>

- About Us
- Mission, History, Financial State, Revenue Streams
- The Facts of Life
- Q&A

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Born in 1980. From This ...



\_\_\_\_\_

To this...



Scan and get  
your tickets today

# IRISH FAIR

OF MINNESOTA



## ▶ RESUME SHENANIGANS

August 13th - 15th, 2021  
Harriet Island, St. Paul  
MORE THAN 500 PERFORMERS INCLUDING

**Gaelic Storm • Eileen Ivers • Young Dubliners**  
**The Ashley Davis Band • Wild Colonial Bhoys • Belfast Cowboys**  
**The Inland Seas • The Langer's Ball**  
**The Northerly Gales • Sweet Colleens**

Daily Pass	Weekend Pass
\$15 Advance   \$20 Gate	\$35 Advance   \$45 Gate

   IRISHFAIRMN



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From this...





To this...





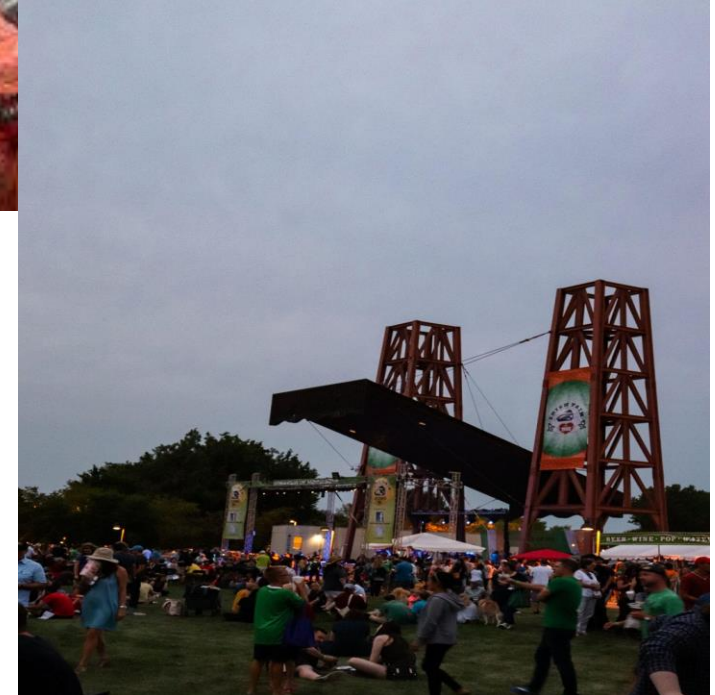
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# The hand we were dealt

2019 = rainy red numbers  
2020 = furloughed exec dir.  
and cancelled Fair

Had to climb out of the hole

With only one option...





**Hope is not a strategy!**



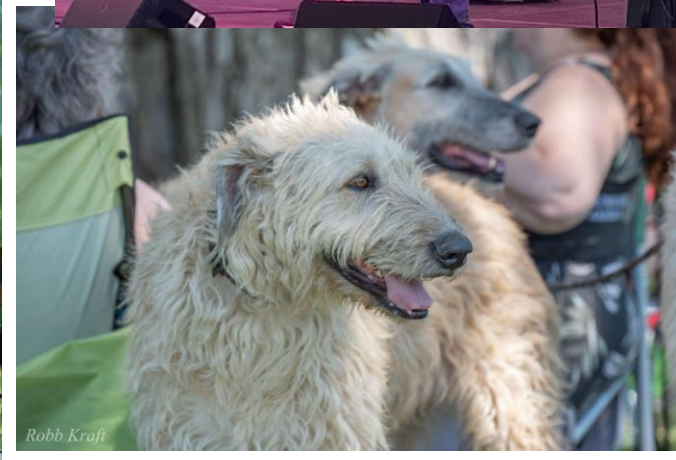
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# You can't just flip a switch

- What are the Right Prices?
- How do we tell our story?
- Stakeholder Involvement – Who could help us get this done
- Logistic Issues? Ticket Vendor Selection, Fencing and other security issues
- Creating Value for Customers
- More Communication/Messaging











One question remained...

**If we build it, would they come?**

# How Did Our Guests Respond?





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# Attendance



- Approximately 18,000 paying guests; kids not counted
- 5,200 online streaming
- 550 Volunteers filling 1,000 + volunteer shifts

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# Post Fair Observations

Incredible amount of feedback!

## Sample

*Thank you for putting on the fair. It was wonderful being able to gather to celebrate Irish culture and community.*

*All of it was great. It is now going to be a family tradition.*

*Favorites? Music, Activities, and food/drinks. Bringing my adult children to show them their Irish Heritage was very helpful.*





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# Lessons Learned

- Hard to begin to plan a *NEW* Fair in the spring
- Flipping the Island didn't bring automatic satisfaction
- Charging admission was absolutely the right thing to do!
- COVID still hovered.
- There are lots of things we can do to improve a vastly improved product and process.
- Vast majority of guests were encouraging; Not everyone is going to be happy.
- There were plenty of roses to smell!



