



THE BRUCE TELECOM

LIGHTHOUSE BLUES FESTIVAL

CELEBRATING 14 YEARS!



OUR MISSION

The Lighthouse Blues Festival is an incorporated not-for-profit organization that seeks to establish a premier blues festival to promote both local and nationally touring artists while becoming a dynamic economic engine for our Kincardine businesses.



OUR GOAL

To have the Lighthouse Blues Festival be firmly established as a major Canadian music festival.





ABOUT US

Our three-day celebration of the blues presents over 35 international, national, regional, and local musicians proudly sharing their talents on seven stages. In addition, to make the weekend a truly great community event, we also have several ancillary family entertainment features being offered. Our line-up of performers over these three days is incredible and a testament to the talent "Keeping the Blues Alive!"





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LIGHTHOUSE BLUES FESTIVAL

BRINGS OVER TWO MILLION
DOLLARS INTO OUR COMMUNITY
EVERY YEAR IT RUNS.

With an estimated to date lifetime contribution to the Municipality of Kincardine's economic well being of approximately 24 million dollars, the importance of festivals like the Lighthouse Blues Festival cannot be understated.





The Lighthouse Blues Festival

VALUE OF THE FESTIVAL TO OUR LOCAL BUSINESSES

3/4 saw an increase in sales

80%

WILL RETURN TO KINCARDINE
The majority of respondents planned to return to Kincardine on a non-festival weekend.

98%

LIKELY TO RETURN
Attendees whether their 10th year or 1st year, almost unanimously shared the sentiment that they would return next year to LBF.

42%

ATTENDED 6+ YEARS
Respondents to the 2021 LBF survey had attended the festival 6+ years, and 26% were first time attendees.



2021 PATRONS WERE
PREDOMINATELY VISITORS,
WITH 61% TRAVELLING MORE
THAN 40KM TO ATTEND.



RETURN ON INVESTMENT

While the festival relies on financial support from sponsors and community partners, the dividends it repays back to the town are huge. Events such as the Saturday Street Shuffle including entertainment and vendors, and Sunday Gospel are free to the public to enjoy.



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IN THE COMMUNITY

Once the festival has been successfully staged, we are able to return proceeds to the community. Our primary designated charity for 2023 and until it's completion is the Kincardine and District Lions Club's "All Wheel Park".





The 2023 Lighthouse Blues Festival



FIVE STAGES

- On Harbour Street
- At Bar Down
- The Kincardine Legion
- Dunsmoor Park
- Walker House



CHILDREN'S ZONE

Free family entertainment will be held in beautiful MacPherson Park

ARTISANS

Will showcase their wares in Dunsmoor Park and along the boardwalk

MUSIC WORKSHOP

- The Bruce Patio

SUNDAY MORNING GOSPEL REVIVAL

- Victoria Park



QUICK FESTIVAL FACTS

1

Festivals create tourism related jobs by creating a destination.

2

They disseminate economic benefits throughout the community.

3

Off-site spending includes hotels, gas stations, restaurants. It's a long list.

4

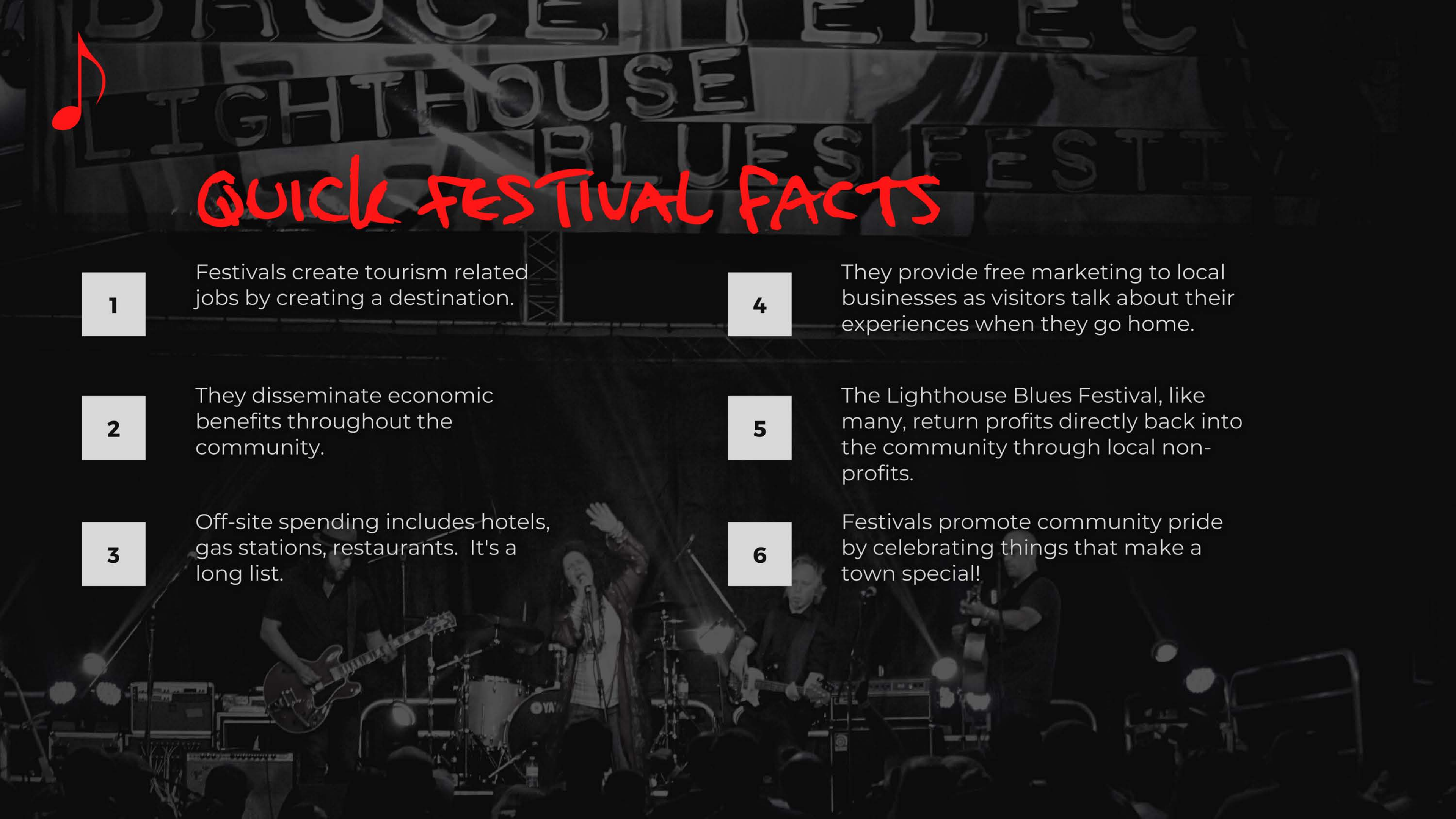
They provide free marketing to local businesses as visitors talk about their experiences when they go home.

5

The Lighthouse Blues Festival, like many, return profits directly back into the community through local non-profits.

6

Festivals promote community pride by celebrating things that make a town special!





The Lighthouse Blues Festival

CONTACT US

Want to get involved?



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