The Bruce Telecom Lighthouse Blues Festival

An Award-Winning Destination Experience
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 firmly established as the major regional festival and tourist attraction every year in Bruce County!

- Established in 2010, the Lighthouse Blues Festival has been recognized as a Top 100 Festival and Event by the Ontario tourism industry for the last five years!
Independent third-party Economic Impact Studies consistently indicate the importance of this community event on the local economy and tourism:

- Festival and Events Ontario (2011)
- RT07 (2013)
- Celebrate Ontario (2015)
- Celebrate Ontario (2018)
The Quick Facts:

- Total attendance averaging 6000+
- 45.6% attendees were Locals while 54.4% were Tourists (traveled more than 40K)
- 69.2% attended the festival before
- 68% of all tourists stayed overnight; of those 83% stayed 2 or more nights
- Of those who stayed overnight, 55% stayed in some form of paid accommodation (37% hotels/motels; 16% campgrounds, 4% rental cottages)
- Average spend per tourist party was $389
- Over 86% dined or intended to dine in one of our local restaurants and 66% shopped or intended to shop in Downtown Kincardine
- 65% of downtown retailers experienced increased traffic; 70% increased sales

“The Blues Festival is an amazing event that has become a staple event for our downtown and an event that we definitely hope to see back every year. The event definitely has a positive impact on our business specifically, our downtown and the overall town as a whole. The foot traffic to our downtown was great to see!”
The Research says...

- To host festivals and events at local communities is a typical tourism development strategy. They attract tourists into the tourism destination, create tourism related jobs, and disseminate economic benefits throughout the tourism destination. Additionally, festivals and local events provide recreational opportunities and pleasant visitor experiences for local residents, affecting local residents' quality of life.

- By definition, festivals attract visitors. And visitors spend money, which boosts the local economy both on and off the festival site. Off-site spending can include accommodations, stopping at local gas stations, souvenir shops, and restaurants—the list goes on.

- Festivals also provide free marketing and advertising for local businesses as visitors talk about their fun experiences when they go back home. If visitors post comments and photos about their experiences on Facebook or other social media, so much the better.

- Festivals promote community pride by celebrating things that make a town special and evoke good feelings.

"The best thing about being involved with festivals and events is the opportunity to help build a community, foster a sense of pride within a community, and engage a community;"
The Festival Gives Back to the Community

- As an incorporated not-for-profit organization, the Lighthouse Blues Festival, which is entirely volunteer staffed, has designated the Kincardine and District Lions Club as its primary community organization and has donated over $43,000 for their service projects.

- Additionally, the Festival has contributed over $1,000 a year to the Bruce County Blues "Blues in the Schools" educational program.
The 2020 Lighthouse Blues Festival

- Feature over 35 artists during the three days
- A ticketed Friday and Saturday night Main Stage in the rear parking lot of The Bruce
- A free Sunday Morning Gospel Revival in Victoria Park
- A free Saturday Street Festival that will include:
  - Five free stages on Saturday afternoon from Victoria Park to Durham St./Queen St.
  - A Street Market for downtown merchants
  - An outdoor Art Exhibit
  - A Children’s Art Experience
  - Free family friendly activities such as petting zoo, children’s zipline, LEGO Castle
  - Expanded Youth Showcase
  - A Motorcycle Show and Shine
  - A British Vintage Sports car display
  - Music workshops by artists

Approximately 22% of our total budget is spent on providing the free family-friendly entertainment offered on Saturday and Sunday

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