



NEWSLETTER – DECEMBER 2016

Article 3: What's Changing?

What's Changing?



In the previous article, it was reported that the festival community places importance on continuing the festival's traditions for generations to come.

And, the most crucial first step is to assure the festival operations are sustainable.

What's Changing?

The KFFF staff developed and analyzed a range of changes to festival operations. Cumulatively, the changes brought the projected net annual income for KFFF just a bit “north” of break-even.

The strategies ask more of every festival constituency:

- Ticket buyers,
- Campers,
- Presenters,
- Volunteers,
- Advertisers,
- Crafters, and
- Office staff.

What's Changing?

These changes are being done with great care and concern. However, it is clear, changes must be made.



The choice is clear:

- ❑ Either stay the course and let the festival dwindle away, or
- ❑ Proactively make these changes so this celebration may continue for generations to come.

What's Changing?

Following are the operational changes being made:

Ticket Price Increases

- On average, 2017 ticket prices are increased by 15%.
- A 50% discount ticket will be offered for kids ages 12 to 17 to keep the festival affordable for families.
- Of course, we will continue to admit children under the age of 12 for free.

Even with this price increase the Kerrville Folk Festival ticket prices remain lower than most other festivals.

What's Changing?

- ❑ Campground parking rules will be STRICTLY enforced. This will improve income from Parking and Sleeper Vehicles, as well as free up space for more camping.
- ❑ New RV sites will be constructed on the Lamb Creek property owned by the Festival which is located across Hwy. 16. (It is the overflow parking land.)

What's Changing?

- Songwriting School, Ukulele, Blues Guitar, and Harmonica workshops - prices are increased and a registration deadline has been set with a minimum enrollment for the workshop to "make."
- "Established Camps" are asked to sponsor raffle guitars so these business sponsorship dollars may be diverted into operations.

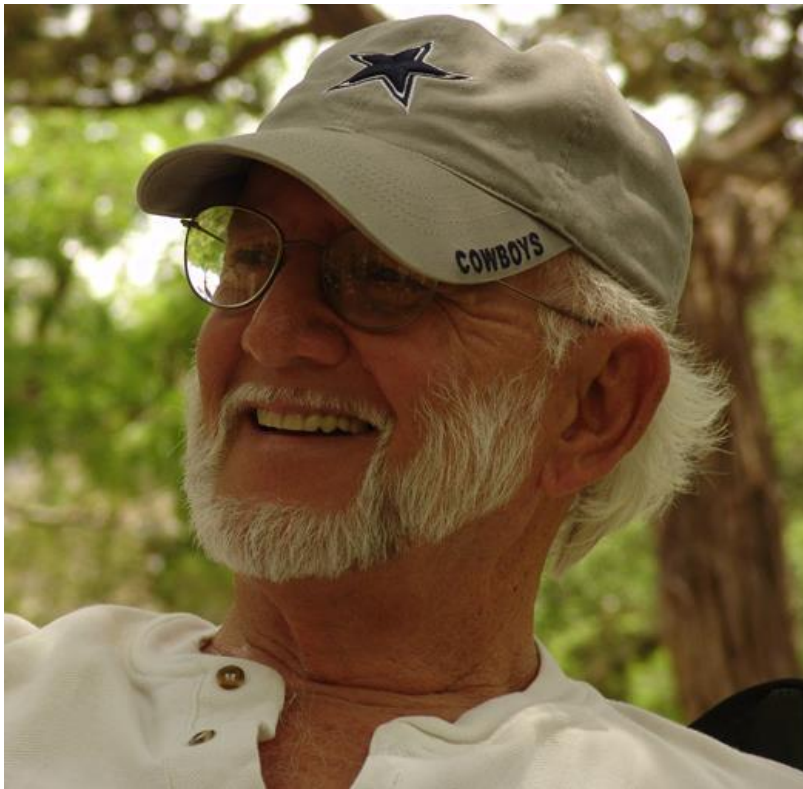


What's Changing?

- Grants! As a non-profit corporation, the festival operations may qualify for a number of public and private funding sources. A number of grant applications are underway.
- "Targeted asks" will be made to members of the festival community who are financially able. ***(Expect your phone call any time, or better yet, call the KFFF Office and make a pledge!)*** The request will be to help cobble through the next 3 to 5 years with an annual gift until the festival is able to stand firmly on a sustainable business model.

What's Changing?

□ Increase the number of foundation members.



This festival was built by Rod Kennedy as a sole proprietor operation. That means, its success or failure was solely up to him. He was a marine, and his motto was, ***"Failure is not an option."*** In the face of that, he was challenged by a number of consecutive years of rains that killed the festival's attendance. When it became time for Rod to retire, the festival went through a number of tumultuous years before landing on a model that put the festival oversight into the hands of its community in the form of a non-profit organization. *For those who care about its future, it is both a privilege and a responsibility to support it through service, money and ideas.* That is what it means to operate as a 501 c 3 non-profit agency.

What's Changing?

Following are some of the specific plans to grow the Foundation's membership:

- Ask all Lifetime ticket holders to be members, and require membership for Lifetime ticket holders who want special processing in order to give their tickets away to others.
- Ask QVR board members and Kerrvivors who want to exercise their stake privileges during Land Rush to be Foundation members .
- Invite all volunteers to be Foundation members.
- Invite all past and current performers to be Foundation members.

What's Changing?

More changes (continued...)

- ❑ Change the staff discount for beer from 50% to \$2 off any beer purchased.
- ❑ Eliminate free beer at individual staff parties
- ❑ Eliminate free soft drinks for volunteers.
- ❑ Start program advertising sales earlier and increase the number of ads sold
- ❑ Increasing the cost of craft booths for Big Folk

What's Changing?

More changes (continued...)

- Substantially reduce the number of brochures printed and delivered - launching a "go green" download option for festival brochures
- Make the chemical treatment of the potties in-house rather than paying for that service
- Set a strict budget for the number of carts rented for festival support and stay with it
- Continue improving our beer delivery system
- Substantially reduce the number of phone lines servicing the ranch
- Eliminate free wi-fi access to campers

What's Changing?



Meanwhile, our volunteer community has generated some amazingly brilliant ideas which are being reviewed and analyzed. Some include new programming which will generate more revenue and create more fun and enjoyable ways for the Kerrville festival family to get together. Stay tuned for more announcements.