

# Business Plan for Walkerton Homecoming 2026

## Executive Summary

**Event Name:** Walkerton Homecoming Event 2026

**Date:** Thursday, July 30, 2026 – Monday, August 2, 2026

**Location:** Walkerton, Ontario

**Mission Statement:** To commemorate Walkerton's 155th anniversary through a vibrant homecoming weekend that celebrates our community's history, fosters connections among residents, and attracts visitors to showcase the spirit of Walkerton.

## Goals and Objectives

1. **Host a Successful Event:** Attract at least 10,000 attendees over the weekend.
2. **Raise Funds:** Generate at least \$100,000 in revenue for community projects and initiatives.
3. **Promote Community Engagement:** Foster connections among residents, local businesses, and visitors.
4. **Celebrate Walkerton's Heritage:** Create a platform to share and celebrate Walkerton's history and culture.

## Target Audience

- **Primary Audience:** Walkerton residents (past and present), families, and local community members.
- **Secondary Audience:** Visitors from surrounding communities and former residents of Walkerton.

## Event Activities and Programming

### Proposed Activities

1. **Parade:** Kick off the weekend with a festive parade featuring local organizations, schools, and community groups.
2. **Entertainment:**
  - Live music and performances by local artists and bands.
  - Cultural showcases highlighting Walkerton's history.
3. **Children's Zone:** Family-friendly activities, games, and crafts for children.
4. **Senior Events:** Activities, social hours, and entertainment for seniors.

5. **Teen Programming:** Sports tournaments, pageants, scavenger hunts for adolescents and teenagers
6. **Food and Beverage Vendors:** Partnerships with local restaurants and food trucks to provide diverse dining options.
7. **Historical Exhibits:** Display artifacts from Walkerton’s history to educate attendees.
8. **Reunion Areas:** Designated spots for groups to reconnect and share stories.
9. **Fireworks or Drone Show:** Commence or close the festivities with a fireworks or drone show that illuminates the sky to celebrate Walkerton’s spirit.

## Marketing and Promotion Strategy

### Marketing Channels

1. **Social Media:** Utilize Facebook, Instagram, and TikTok for regular updates and engagement.
2. **Local Media:** Partner with local newspapers, radio stations, and community blogs for coverage.
3. **Flyers and Posters:** Distribute promotional materials in local businesses, schools, and community centers.
4. **Email Campaigns:** Use newsletters to keep the community informed about planning progress and volunteer opportunities.
5. **Collaborations:** Work with local businesses and organizations to promote the event.

## Budget Overview

Expense Bucket	Expense Category	Estimated Amount
Advertising	Website/Advertising/Promotions	\$8,500
	Signage	\$10,000
	Tickets/Information	\$1,500
Events	Parade	\$14,000
	Children’s Events	\$10,000
	Teen Events	\$2,500
	Senior Events	\$2,500
	Special Events	\$5,000
	Day Time Entertainment	\$8,000
	Fireworks	\$40,000
	History	\$3,000
Setup/Tear Down	Sanitation/Cleanup	\$10,000
	Security/EMS/First Aid/Buses/Parking	\$30,000
	Decorations	\$5,000
	Setup/Teardown	\$15,000
Food	Food Vendors/Meals	\$15,000
Contingency Fund	Contingency Fund	\$10,000
<b>Total Expenses</b>		<b>\$190,000</b>

## Revenue Sources

Revenue Source	Description	Estimated Amount
Sponsorships/Donations	Different tiers of sponsorship packages for local businesses.	\$100,000
Fundraising	5 fundraising events between 2024-2026	\$70,000
Ticket Sales – Dances	Hosting Friday/Saturday/Sunday dances	\$30,000
Bar/Licensing	Daily beer gardens and nightly dances	\$65,000
Souvenirs	Event related merchandise	\$45,000
Vendor Fees	Charges for food vendors who set up food trucks/booths	\$2,000
<b>Total Revenues</b>		<b>\$312,000</b>

## Funding Strategy

- **Initial Funding Request:** \$40,000 in seed funding from Brockton Council, to be repaid from revenue generated through the event.
- **Sponsorship Packages:** Establish a tiered sponsorship system encouraging local businesses to invest at various levels.
- **Community Fundraising Events:** Organize fundraising events leading up to the homecoming to generate additional revenue.

## Organizational Structure

- **Steering Committee:** Composed of community volunteers and appointed committee chairs for various subcommittees:
  - **Event Planning**
  - **Marketing and Promotion**
  - **Sponsorship and Fundraising**
  - **Volunteer Coordination**
  - **Logistics and Operations**

## Timeline

<b>Date</b>	<b>Milestone</b>
<i>October 2024 - March 2025</i>	Form the Steering Committee and appoint subcommittee chairs.
	Secure initial permits and venue arrangements.
	Finalize the event budget and initial funding requests.
	Begin outreach for sponsorships and community partnerships.

<i>April 2025 - September 2025</i>	<p>Launch marketing and promotional campaigns.</p> <p>Confirm entertainment acts and vendors.</p> <p>Finalize the detailed event schedule and programming.</p> <p>Open volunteer recruitment and training sessions.</p>
<i>October 2025 - December 2025</i>	<p>Confirm logistics such as transportation, caterers, and supply orders.</p> <p>Finalize all event details, including layouts and schedules.</p> <p>Distribute promotional materials, focusing on social media and local outreach.</p> <p>Hold final meetings with all committees to coordinate efforts.</p>
<i>January 2026 - May 2026</i>	<p>Conduct ongoing communication with volunteers and subcommittees to ensure preparations are on track.</p> <p>Implement community engagement activities to maintain momentum (e.g., local previews of event programming).</p> <p>Finalize vendor contracts and confirm final details with entertainers.</p> <p>Continue promoting the event through social media, community flyers, and local media.</p> <p>Secure final sponsorships and donations.</p> <p>Host pre-event community meetings to keep the public informed and engaged.</p> <p>Conduct training sessions for volunteers regarding their roles and responsibilities.</p> <p>Finalize logistics, including the setup schedule and inventory checks.</p>
<i>June 2026</i>	<p>Finalize logistics and confirm all vendors and entertainment.</p> <p>Conduct a pre-event meeting with all volunteers.</p> <p>Start physical setup of the event venue.</p>
<i>July 27 – August 2, 2026</i>	<p>Ensure all aspects of the event are in place and functioning smoothly.</p> <p>Execute the event with ongoing evaluations and adjustments as necessary.</p>
<i>August 2026</i>	<p>Evaluate event success through feedback surveys and committee debriefing sessions.</p> <p>Thank volunteers and sponsors publicly for their contributions.</p> <p>Report back to the community regarding funding raised and future initiatives.</p>

### Monitoring and Evaluation

- **Feedback Surveys:** Distribute surveys to attendees to gather feedback on their experience.
- **Financial Analysis:** Conduct a review of the budget vs. actual expenses and revenues.
- **Post-Event Meeting:** Hold a debriefing with the steering committee to discuss successes and areas for improvement.

### Conclusion

The Walkerton Homecoming Event 2026 aims to bring the community together in celebration of our rich history while supporting local initiatives. With the commitment of dedicated volunteers, a well-structured plan, and the backing of the Brockton Council, we envision a successful and memorable weekend for all who attend.