



Wizarding World of Okotoks 2017 - Report





Report

- The Wizarding World of Okotoks saw 18,000 people
- Overall we received a 4.33 rating from attendees and 4.75 from the businesses
- People spent on average \$78 downtown (If we say a family is 5 people and this number is per family that would be almost \$300,000 spend downtown in one day)
- 41% of people who took our survey said the had never been to Okotoks for an event before, 99% of people said the would return.

What this means for the arts?

- We hope that council agrees that the arts are a huge draw to our community. This event shows the importance that the arts plays in a healthy economy and community.
- The Wizarding World of Okotoks came from a celebration of one of the greatest pieces of art created in the last century, Harry Potter. This event shows the amount of passion that can surround this sort of art and the importance it can have to individuals.
- The number one compliment we got was the amount of participation we had from the community: Costumes, shows, decorations. These are all art. The businesses we encouraged to participate said their favorite thing was the chance to be creative and have fun with the event, the chance to become artists...we include council, transforming into actors, among these artists.
- Thank you for participating in, understanding the importance of, and continuing to support arts ventures in Okotoks



Next Year

- The Wizarding World 2018 will be returning to Okotoks in October of next year.
- We hope we can count on the continued support of the town in this event as we move forward to be even bigger next year.
- The Okotoks Arts Council has other event ideas and arts related activities to support the Arts in Okotoks. For these ideas we hope we can count on the same level of enthusiasm we have already seen for the Town and Council.
- Thank you for being a part of the Wizarding World of Okotoks

