



Neptune Festival

Celebrating the Beach Life

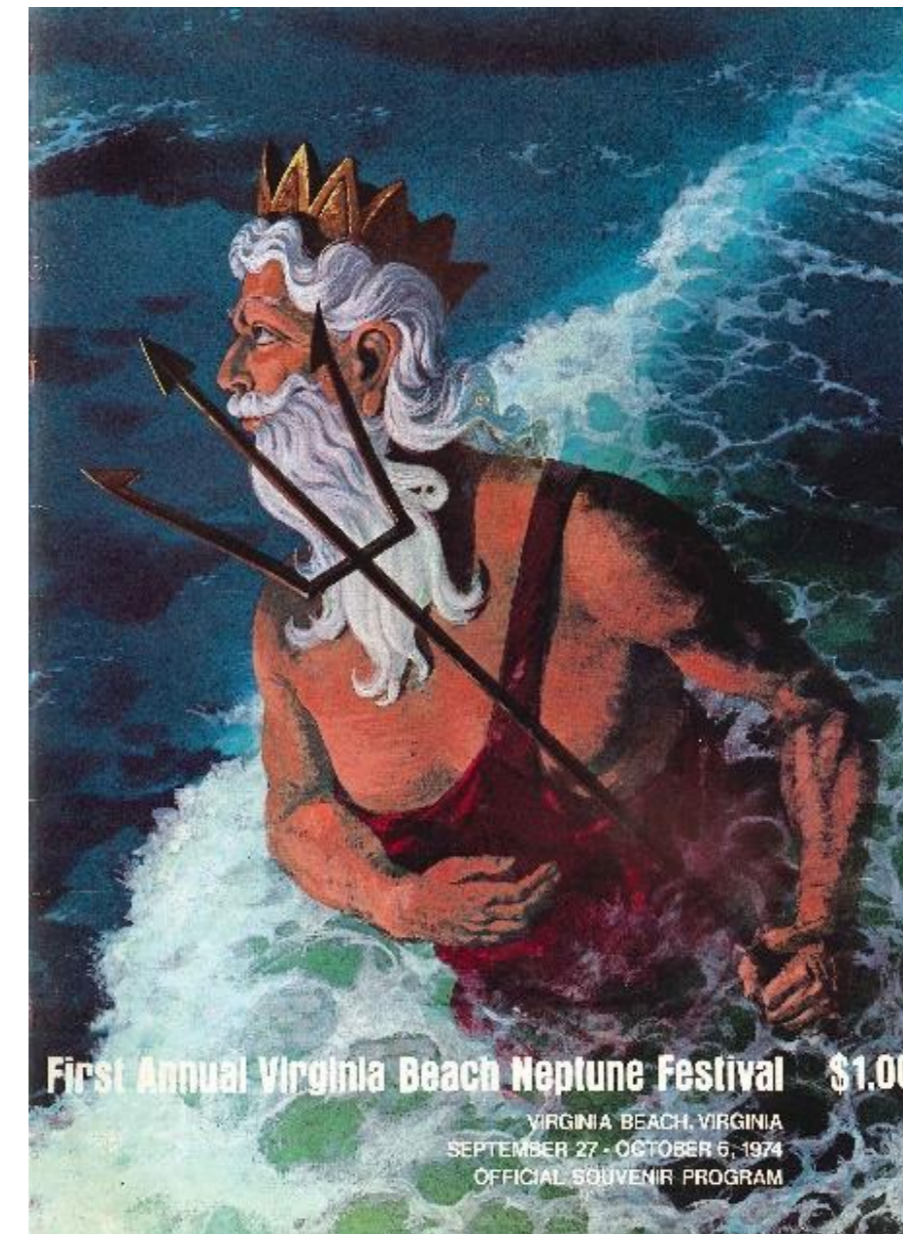
Since 1974

OCTOBER 30, 2023

History



- Independent 501(c)(3) non-profit organization
- First Neptune Festival took place in September 1974
 - Entering our 50th Anniversary celebrations
- Official Celebration of City of Virginia Beach
- Raised all funds for and built Statue of King Neptune
 - Dedicated to the City of Virginia Beach in 2005



Mission



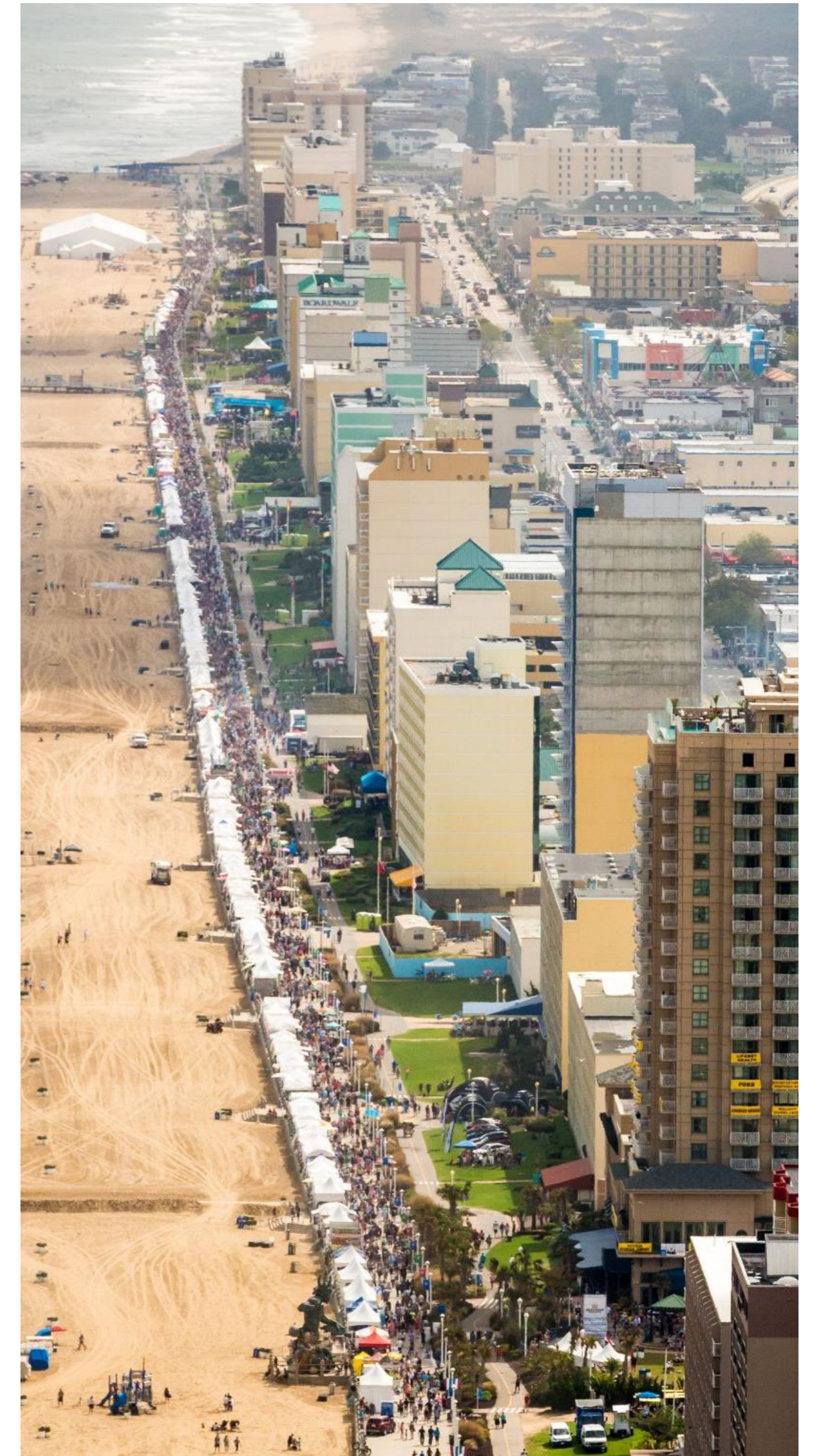
MISSION

To provide a quality, safe, and diverse series of events and activities that...

- Enhance family values and togetherness
- Create a positive economic impact
- Showcase the unique location of Virginia Beach as a city by the sea

BUDGET

- \$2.8M annual budget raised through sponsorships and event revenue (*tickets, vendors & concessions, t-shirt & poster sales, etc.*)
- Investing in and partnering with other regional businesses whenever possible, the Neptune Festival spends more than \$2M with local businesses, service providers, vendors, and suppliers annually.



Season of Events: More than Boardwalk Weekend



King Neptune's Invitational Golf Tournament
May 13

Neptune's 18th Annual Spring Wine Festival
May 18

12th Annual Symphony By The Sea Concert Series
July 11 – September 5 (6 concerts)

Neptune's 8th Annual Coastal Craft Beer Festival
August 24

Seniors' Gala
September 4

Neptune's 26th Annual Fall Wine Festival
September 13-14

End Of Summer Bay Bash
September 20



50th Annual Neptune Festival Boardwalk Weekend



Friday, September 27 – Sunday, September 29, 2024

International Sandsculpting Championship

Grand Parade

Art & Craft Show (200 artists)

8K Race

Surfing Classic

Volleyball Tournament & Collegiate Beach Challenge

Atlantic Regatta

Youth Art Show

Healthy Haven: Free Beach Yoga + Fitness Experience

Poseidon's Playground: Free Family Fun Zone

Dock Dogs

Touch-a-Truck

Hometown Heroes: Neptune's Final Toast

Live Music on 2 stages from 20+ bands

More than 200 additional food and shopping vendors on the boardwalk



Economic Impact



405,400 attendees over Boardwalk Weekend

52% attendees are out of town visitors

26,500 room nights generated

- 34,000 individuals stayed in hotels
- Occupancy rates for Fri and Sat nights averaged 90%

\$170 per day spent by overnight hotel attendees

1 in 4 residents visit the Neptune Festival at least 1 day

4 in 5 visitors came to VB specifically for Boardwalk Weekend

80% attendees have visited Festival in the past

98% attendees will or may return next year



Economic Impact



\$23.5 Million Total Economic Impact in just three days during Boardwalk Weekend

\$16.9 Million Spent by Boardwalk Weekend Attendees

Neptune Festival Boardwalk Weekend visitors generate \$1.19 Million in Direct Tax Revenue

- \$596,000 into the Tourism Investment Program
- \$422,000 into the General Fund
- \$175,000 into the Tourism Advertising Program



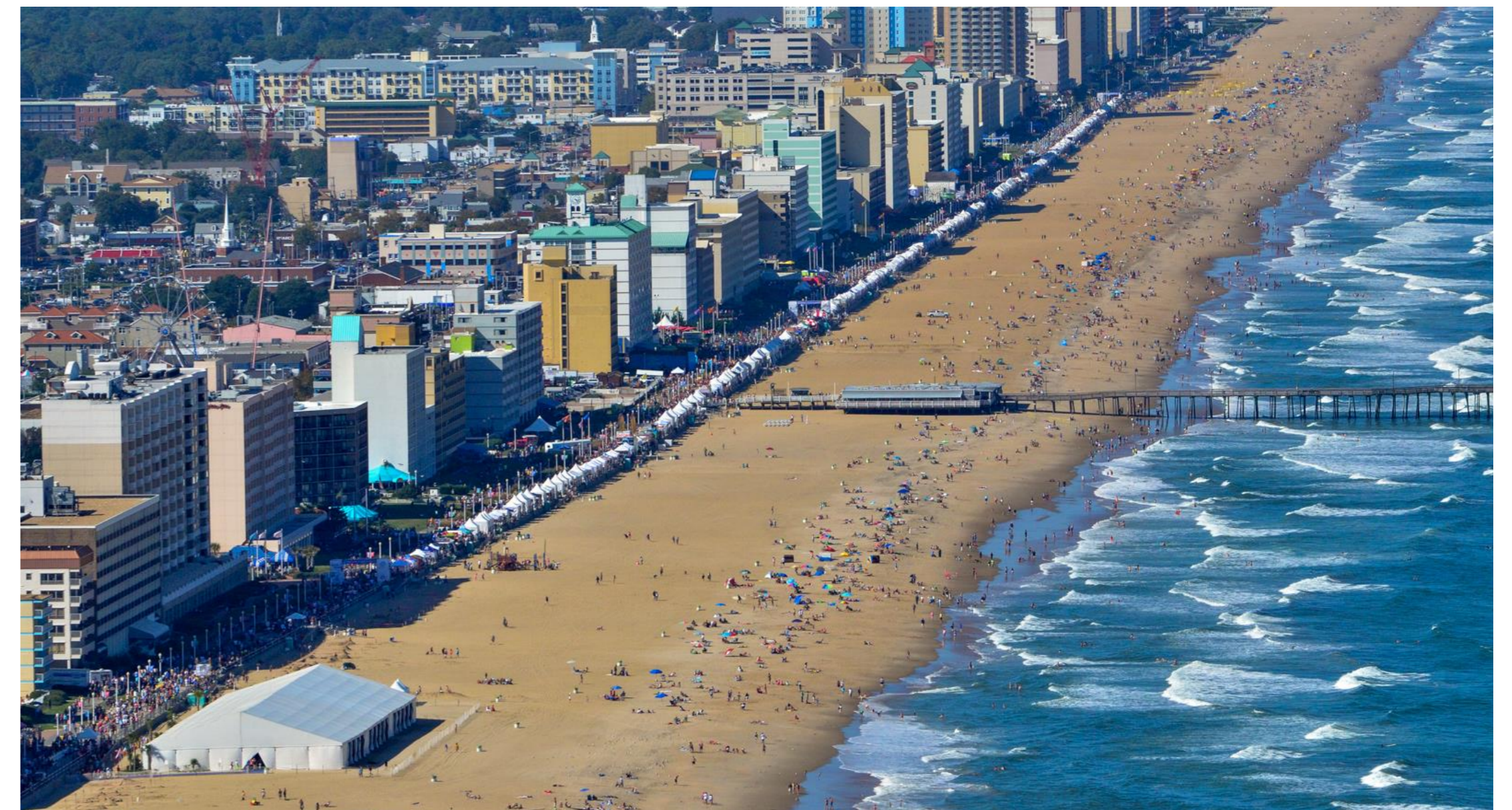
Community Impact: Beyond the Boardwalk



The Neptune Festival has established and maintained a distinctive program of cooperation with local charitable organizations - acting as a force multiplier for good by providing unique exposure and fundraising opportunities.

Each year, participating non-profits earn much needed funds (~\$50K) and awareness through their direct affiliation with the Neptune Festival. In 2023, the Neptune Festival is proud to partner with:

- EQUI-KIDS, EQUI-VETS
- Governor's School for the Arts
- Toby's Dream Foundation
- Virginia Beach Lifesaving Service
- Virginia Beach Police Foundation
- Town Center Kiwanis Club
- Virginia Beach Rotary
- Virginia Musical Theatre
- LIFT Fitness Foundation
- Virginia Beach Surf and Rescue Museum



Community Impact: Beyond the Boardwalk



The Neptune Festival helps other non-profit organizations promote their cause to more than 400,000 attendees by providing booth space free of charge during Boardwalk Weekend. Organizations given space on the boardwalk have much to gain - animals adopted, donations received, and awareness raised!

The Neptune Festival is proud to share space with:

- Asian Community Service
- Autoamuseme's Rising Up
- Big Brothers Big Sisters Hampton Roads
- Boy Scouts of America Tidewater Council
- Boys & Girls Clubs of Southeast
- Children's Harbor
- Childs Foundation
- Disabled American Veterans
- Eggleston
- For This Purpose
- Girls on the Run Hampton Roads
- Give Thanks for Life
- Hampton Roads Community Action Program
- Judeo-Christian Outreach Center
- L.E.A.D.
- Marine Corps League
- Meals on Wheels Chesapeake
- NAMI
- PIN Ministry
- Planting Shade
- Resiliency Fund
- Salvation Army Norfolk, Salvation Army Suffolk
- SEALKIDS
- Seed of Hope
- Seton Youth Services
- Simon Family JCC
- Southeastern Virginia Golden Retriever Rescue
- Teens With A Purpose
- The Children's Health Investment Program SHR
- The Up Center
- Tidewater Commissioned Officers Assn
- Tidewater VFW Post 4809
- Virginia Beach Court Appointed Special Advocates
- Virginia Beach Rescue Squad Foundation
- Virginia Turfgrass Foundation
- YMCA of South Hampton Roads
- YWCA South Hampton Roads
- Trails of Purpose
- US Army Recruiting
- Virginia African American Cultural Center

Looking Ahead



Deepening relationships and involvement with city and regional partners

- Force multiplier
- “Better Together”

Enhancing our events and venues to increase and broaden appeal to all stakeholders

- What / Whose needs are not being met?

Furthering diversity, equity, and inclusion in all aspects of our organization

- Reflective, Relevant, Responsive

Celebrating our 50th Anniversary in 2024

