

HARVEST

FREDERICTON · NEW BRUNSWICK

PRESENTATION TO
LIVABLE COMMUNITY
COMMITTEE
HARVEST MUSIC
FESTIVAL

DECEMBER, 2025



QUICK INTRO - OUR 2026 TEAM

Board of 14 local leaders

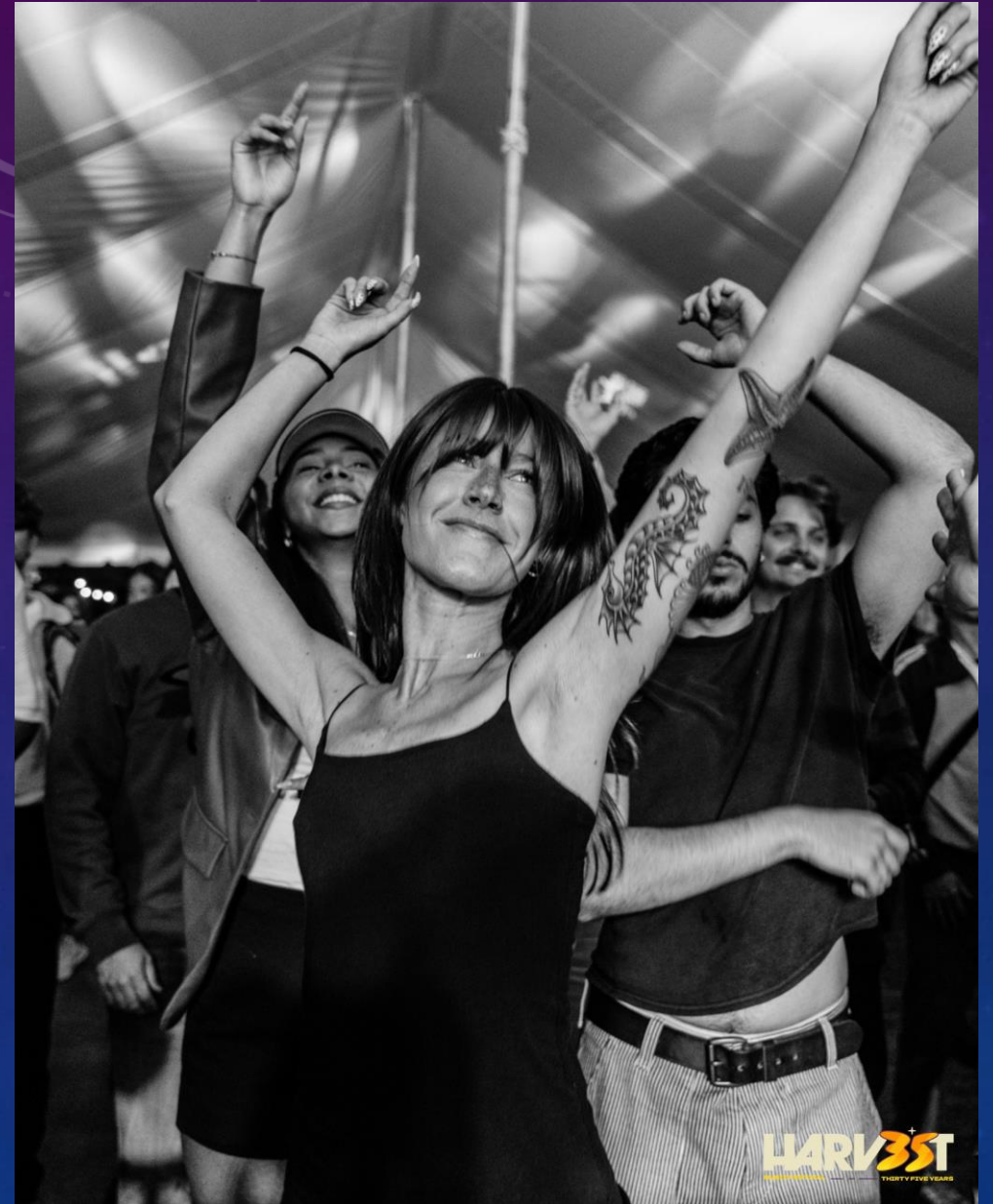
- **Ken Critchley, Chair- my 16th year of Board involvement**
- **Our Core (year-round) Volunteer team is more than 70 now**
- **Our total number of volunteers in 2025 was more than 800**

Our Year-Round Staff

- **Josh Steeves – General Manager**
- **Nicole McLaughlin – Operations Manager**
- **Cassidy Mainville - Marketing Lead**

**THE GOAL OF EVERY
FESTIVAL**

**HAPPY, REPEAT
CUSTOMERS,
ATTENDING FROM
HOME AND AWAY**



The background features a dark blue gradient with faint, light blue circular patterns and numbers. The numbers, including 140, 150, 160, 170, 180, 190, 200, 210, 220, 230, 240, 250, and 260, are arranged in a circular fashion, suggesting a scale or a clock face. The circular patterns consist of concentric circles and dashed lines, some with arrows indicating a clockwise direction.

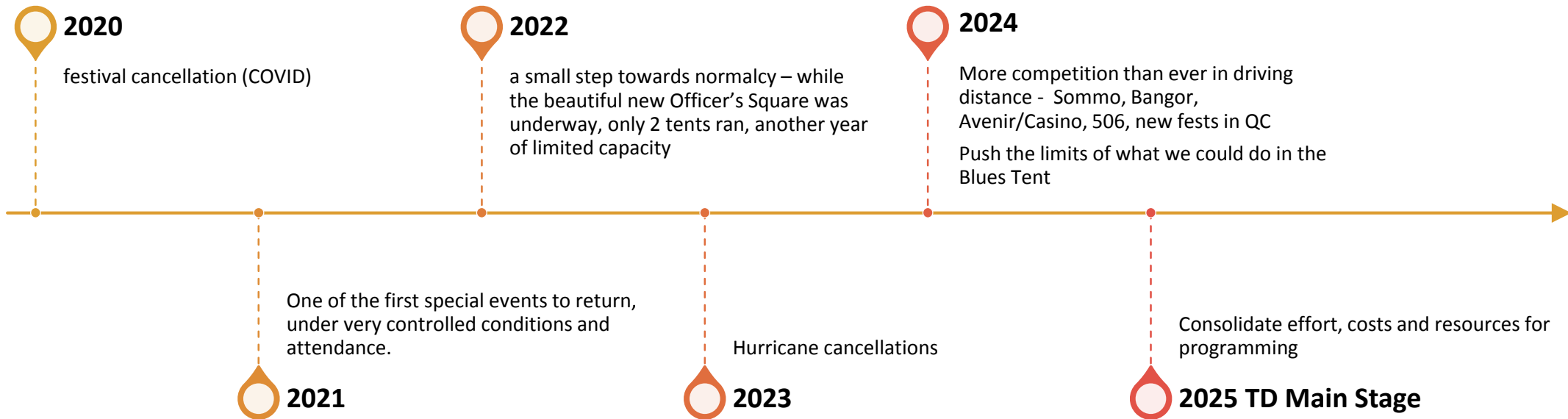
THE FOUNDATION OF THAT GOAL
“CREATE UNIQUE MUSICAL MEMORIES
THAT LAST A YEAR AND KEEP YOU
COMING BACK.”

MARK MONAHAN, OTTAWA BLUESFEST

The top portion of the image features a dark purple background. On the right side, there are faint, light-colored technical graphics, including a circular scale with numerical markings (150, 160, 170, 180, 190, 200, 210) and several concentric circles with arrows indicating rotation. The text 'TO OUR LARGEST PARTNER' is centered in the upper half of this purple section.

TO OUR LARGEST PARTNER

THE INSTRUMENTALITY OF CITY SUPPORT SINCE 2019...



HOW YOUR SUPPORT CREATES REAL IMPACT



TAL

That little bit extra we have needed to differentiate ourselves, and the help we could turn to after the hurricane.



City Staff

Flexibility and safety first make it possible

Partner in promotion
Gracious with your space



City grants

Cover costs that make it possible for free programming, engaging pubs, clubs, restaurants, planning and coordinating with hotels, and Tourism stakeholders



Our Staff & Volunteers

And then we share knowledge, assets, resources with other events that are part of the City's tourism and events strategy

EXCLUSIVE LOOK AT CURRENT OPPORTUNITY BEING EXPLORED...AS EARLY AS 2026

Phase 2 in 2026

- Plan is to bring back a third venue such as the old Hoodoo House and add seating throughout the site

SEEKING INPUT ON NEW COLLABORATIVE OPPORTUNITIES



The time is right for Harvest to explore how it can leverage working with other special events that use the same space



Shared assets/technology

Criteria:

- Remove barriers to attending (additional costs, physical accessibility)
- Improve the product and/or the experience
- Enhance safety
- Reduce waste/cleanup
- Draw even more visitors to the City and more Frederictonians downtown

WHY DID WE CHANGE OUR MODEL AFTER 34 YEARS?

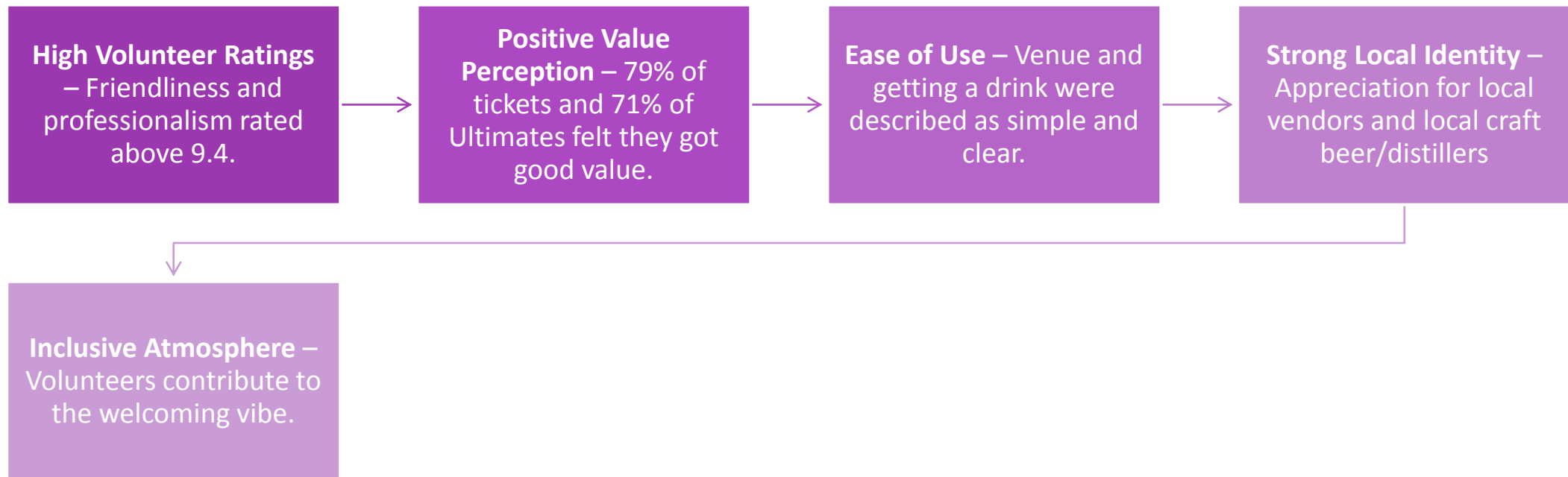
Evolution/Consolidation/Sustainability = Ambition

- What if we could do more with less work?
- What if we could start over and rebuild this from the bottom up?
- What if we could reduce our costs and invest that into bigger bands?
- What could we accomplish and offer patrons with a bigger, better, beautiful Officer's Square?

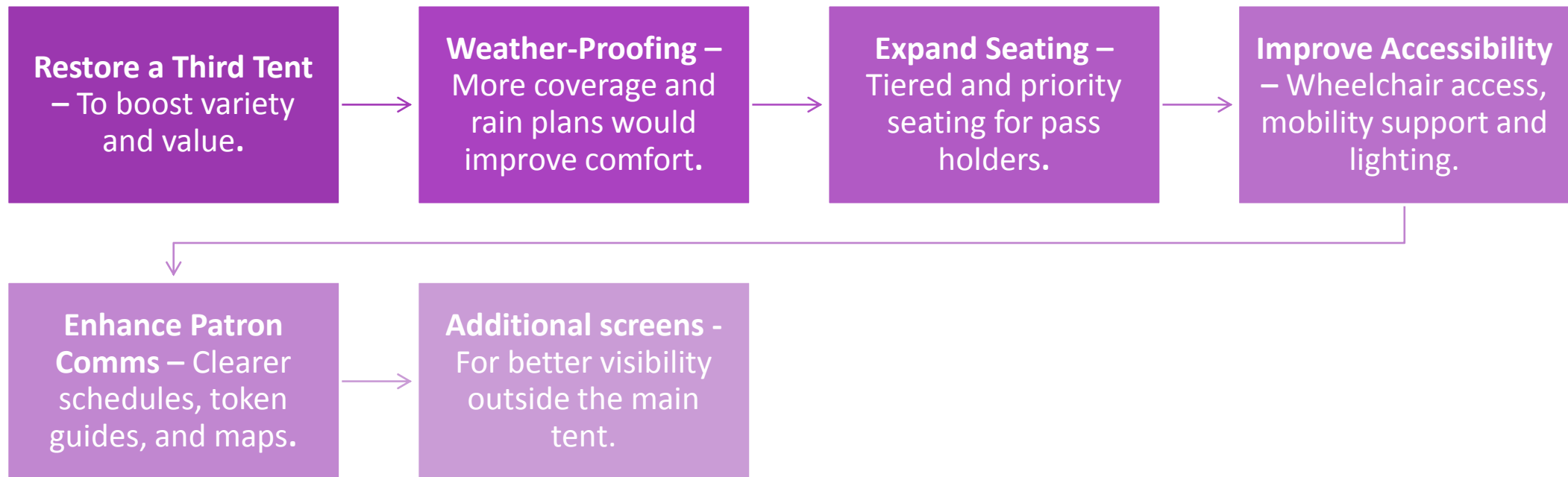
2025 - IT WAS A VERY GOOD START.

And we continue to listen to our Patrons....

PATRON SURVEY – STRENGTHS



PATRON SURVEY – OPPORTUNITIES



ADDITIONAL - PATRON SURVEY STRENGTHS

1. **Outdoor Bars** – Helped reduce congestion and improved flow.
2. **Expanded Drink Menu** – Noticed and praised by patrons.
3. **Improved Bar Service** – Patrons noted better access, layout, and variety.
4. **Loyalty to Ultimate Pass** – Many plan to repurchase.
5. **Festival Legacy** – Long-time patrons value uniqueness and traditions.

ADDITIONAL - PATRON SURVEY OPPORTUNITIES

1. **Additional screens** - For better visibility outside the main tent.
2. **More offerings from Local Breweries** – Create a craft beer garden or rotating taps.
3. **Introduce Loyalty Perks** – Early-bird discounts, t-shirts, tastings.
4. **Simplify Bar Token System** – Unified or color-coded tokens with signage.
5. **More food options** - Both inside and outside Officer's Square