



The Dangers of Being a “One Hit Wonder”





Definition:

- **Having one event, facility, or operation that the public or stakeholders recognize you for.**



The Main Event

- Fair
- Rodeo
- Festival
- Rink
- Hall



Victims of our success

- **Attract people to our Success**
- **Focus begins to narrow**



Results

- **Isolated**
- **Singular in focus**
- **Turn away opportunity**
- **Defensive/Protective**
- **Lose relevance**



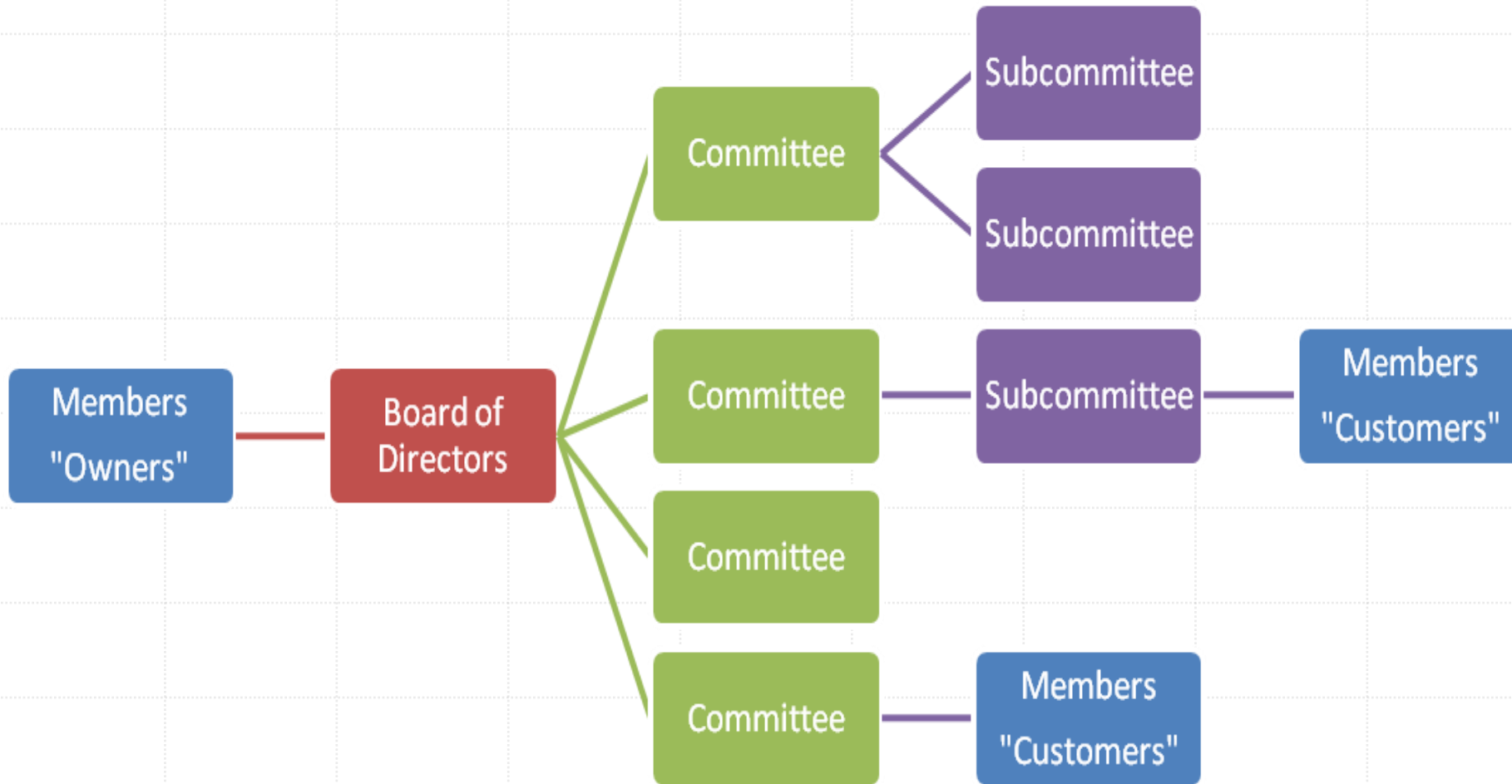
Diversification

- Revenue generation
- Increased Volunteer base
- Increase options for corporate engagement



Let's talk


Setting Up For Success






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