

## **Northeast Coffee Festival Post-Festival Report**

It was an honor to host the Northeast Coffee Festival in Concord, NH on May 10-11, 2024 - and overall it was a great success!

From our ticket data (approximately 500 of our overall attendees), the Northeast Coffee Festival drew attendees from at least 8 states outside of NH, including Vermont, Maine, Massachusetts, Connecticut, Rhode Island, New Jersey, Wisconsin, and Oregon.

We had the pleasure of hosting coffee producers from Peru, Guatemala, and Colombia to further highlight the growing coffee industry and its impact locally and globally.

The festival hosted and provided lodging for 40 industry professionals (business owners, cafe owners, roasters, importers, film producers, coffee producers) for 2 nights in downtown Concord in 5 different hotels. Many of the individuals shared that they added an extra night so they could explore the city even more and attend the Cars and Coffee event on Sunday. Many of our attendees shared that they happened upon the festival after attending the Concord Farmers Market, so having multiple events happening the same weekend only increased our overall attendance.

The expanded educational programming (40 workshops!), outdoor community market, and live music for two full days drew approximately 2-3k on Friday and 4-5k on Saturday. Vendors and local businesses alike said they were so busy even on Friday night and had to restock for the next day when we had a greater attendance. Our culminating event was a free and open to the public live Latte Art Throwdown at the Bank of NH Stage. This venue was packed!

The free and open to the public Outdoor Community Market featured 30 vendors (industry and community), 3 food trucks, live music all day, a beer tent, and a kids play zone (with puppies available for adoption!), making the festival a free family friendly event for the entire community to come and enjoy all weekend!

Approximately 500 attendees purchased passes for the event and we saw packed classrooms in the Hotel Concord, Red River Theatre, and Bank of NH Stage.

The greater Concord community truly embraced this event and contributed greatly to its success. Keeping this event accessible and affordable and being able to offer all of the outdoor activities at no cost is only possible due to the generosity of our 21 contributing sponsors and grant funding. We are excited to bring it back to Concord on May 2-3, 2025, and can't wait to continue to elevate the offerings, the professionalism, the community connections, and the overall experience year after year!

Thank you for your investment into these types of city-wide events that help make Concord a destination for coffee professionals, festival lovers, enthusiasts of craft food and beverages, and supporters of local small business.

Karen Bassett  
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