



In 2016, representatives of local government and the local United Auto Workers wanted to celebrate the 75th anniversary of Jeep. With only three months of planning, a small, nimble team created, managed and marketed the event, which grew to include a 1,100+ Jeep parade and car show, a rare all-Jeep exhibit, and vendor displays.

What happened surprised everyone. More than 40,000 people attended the one-day event in a driving rain, which was the highest attendance for any event in Toledo since the end of World War II, and double the expected number of attendees. The event generated between \$2.7M and \$3.4M in economic activity.

Everyone recognized that Toledo was onto something. So, the team set out to transform a one-time celebration into an annual event, which would showcase Toledo as the HOME of the Jeep, stimulate the region's economy, promote the city, and become one of the leading Jeep events in the U.S.

In 2018, 2019, 2021, 2022 and now 2023, Toledo Jeep Fest (TJF) brought 72,000+ attendees to the region each year, including Jeep enthusiasts from 40 states, Canada, Mexico, and beyond. **The estimated economic impact was \$5.1 million**, and 1,300+ news stories each year launched TJF into a nationally recognized, unrivaled celebration of the Jeep brand and the all-American workforce that – for over eight decades – have been making it all possible.

Event Results Summary - Three Key Areas

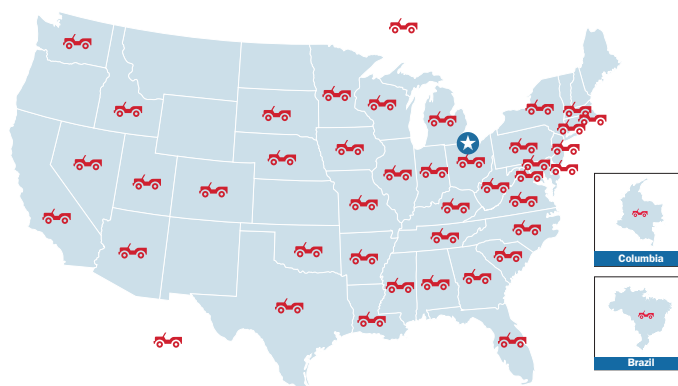
Again, we have created an event with nationwide appeal drawing 72,000+ attendees in 2023 and generating over \$5.1 million in economic impact. Starting from nothing seven years ago, TJF is now one of the largest Jeep-related events in the U.S. Planning is underway for a seventh event in 2024 due to the unqualified success achieved over the past several years.

We are counting on the City of Toledo to lead the way in Toledo Jeep Fest's next chapter, which will involve embracing the role as the region's most well-attended large-scale event that is going to be an economic driver for years to come.



1. We are creating a sustainable, multi-day event with broad appeal and strong visitor experiences.

- 72,000+ attendees from 40 states, Washington D.C., Canada, Mexico, Brazil, and Columbia



- \$5.1 million economic impact
- 6,800 attended the Friday night kick-off concert
- 6,600+ pounds of recyclables were collected
- 6,500+ children participated in the RC Course and Kids' & Family Zones.
- 1,500+ Jeeps were part of the All-Jeep Parade throughout downtown Toledo
- 1,500+ people attended the Adams Street Invasion, and 350+ Jeeps lined the streets
- 1,300+ people participated in the 4-Mile Run and 1-Mile Walk
- 1,000+ people attended the concert in Hensville Park on Saturday night
- 500+ Jeeps traversed the obstacle course at the Welcome Party
- 300+ attended the movie night at Fifth Third Field
- 24 community partnerships
- 110+ local and national vendors
- 60,000 ducks were distributed during the three-day festival



2. Shared compelling TJF and Toledo stories through traditional and digital media.

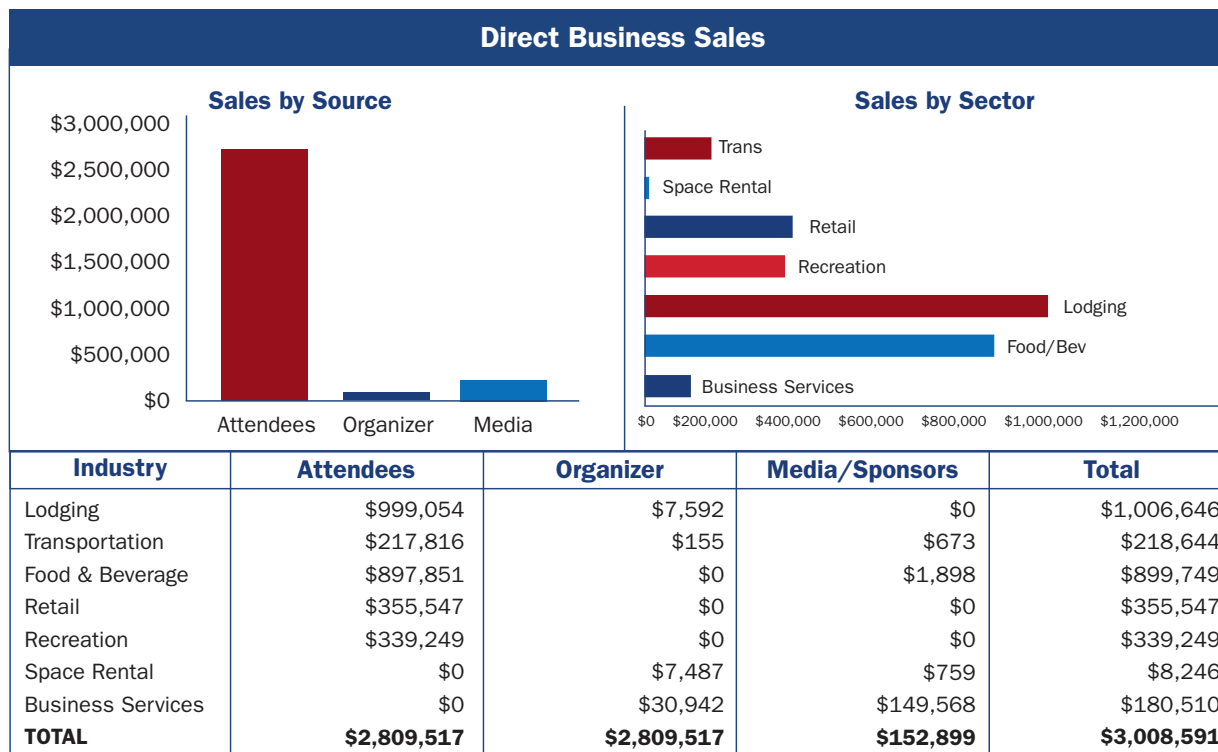
- 400+ news stories, 393M reached, \$755K+ advertising equivalent publicity value
- \$290,000+ of in-kind media support donated from 7 independent media partners
 - 400K+ impressions generated by digital advertising campaigns
 - In-depth coverage for localized human-interest stories
- Facebook follower growth to 43,500+
- 122,619 total annual website page views



3. Continued to drive economic activity to the region.

Event impact summary and results provided by Destination Toledo Convention & Visitors Bureau.

Event Parameters		Key Results	
Event Name:	Jeep Fest 2023	Business Sales (Direct):	\$3,008,591
Organization:	Jeep Fest	Business Sales (Total):	\$5,141,027
Event Type:	Other cultural (commemorations, religious, heritage, special interests, parades)	Job Supported (Direct):	2,185
		Job Supported (Total):	2,539
Start Date:	8/4/2023	Local Taxes (Total):	\$159,068
End Date:	8/6/2023	Net Direct Tax ROI:	\$146,701
Overnight Attendees:	16,380	Estimated Room Demand:	5,877



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