2026 BOONERANG MUSIC & ARTS FESTIVAL

POST-MORTEM REPORT

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2026 HIGHLIGHTS AND GENERAL FEEDBACK

The fifth annual Boonerang was a success, with beautiful weather, no major incidents, and generally positive feedback. Some highlights included:

- Boone's Got Talent and Boonerang Battle of the Bands events leading up to the festival.
- Boonerang Documentary by Bradley Pearce premiered with a screening at the Appalachian Theatre
- New App developed by volunteer coordinator, Dona Dowlan, leading to the most robust volunteer crew yet, with around 150 workers contributing 1,000 hours!
- Parking shuttle partnership with Elevation Chevrolet, helping ensure guests had a place to park.
- Continued Boonerang International celebration on Sunday, with more than double the participation in the Parade of Nations.
- Continued partnership with ASU's Zero Waste crew – diverting most festival recycling and compost from the waste stream.
- Extra space created in Doc and Merle mural lot and picnic tables in "food court"
- Artist Mural Rodeo exhibition on Friday; Flash mob on Saturday; Roving mariachi band on Saturday; Improv performance in the Theatre on Saturday; special projection lighting on Friday and Saturday nights; extra Saturday night silent disco line DJ; extended Dance Lot hours – all part of special fifth-year celebration.



FESTIVAL BUDGET

Expenses (not including Town staff time or resources, such as vehicles, barriers, etc)

Entertainment –	$ 71,440
Production -	$ 38,000
Advertising/Marketing -	$ 38,550
Alcohol Expenses	$ 34,310
Staffing/Documentation -	$ 32,300
Supplies -	$ 6,000
Hospitality -	$ 7,500
TOTAL	$228,100

Pre-festival Income (brought in and committed pre-festival to support 2025 festival)

$ from 2024 festival -	$120,000
ToB Cultural Resources -	$ 30,600
Agency support (TOB, TDA, DBDA)	$ 35,000
Lead Sponsors	$ 35,000
Other Sponsorships	$ 7,500
TOTAL	$228,100

Plus thousands of dollars on in-kind support from lodging partners, advertising partners, restaurants, parking lot and space donations, and more.

2026 Festival Income and Philanthropy: (generated from the 2026 festival from art vending fees, beer sales, and merchandise sales):

$100,000 – for the 2027 Boonerang Music & Arts Festival

$ 18,300 – $11,800 to Watauga Arts Council for fiscal agency partnership, plus $6,500 funding for local arts teachers to help train the next generation of Boonerang artists ($13,600 currently in fund).

$ 7,700 – to other non-profit groups who partnered with the festival, including:

ASU Coaching Club; Back 2 School Fest; Dawn Fund; Harmony Lanes; Legal Aid of Boone; WAMY; Watauga Arts Council; Watauga Education Foundation









BOONERANG VENDORS SUMMARY

Applications 203 applications submitted
(170 applicants in 2025)

Vendors 61 arts *(57 in 2025)*
15 food/dessert/beverage *(15 in 2025)*
35 nonprofits/sponsors/information *(28 in 2025)*
2 vendors in Vintage Market lot *(2 in 2025)*

SURVEY RESULTS

32 Responses *(23 arts, 4 nonprofit/sponsor, 5 food/beverage)*

- Sales (Arts)
  Range: $540 - $5,000
  Total Reported: $45,839
  Average: $1,993
  Extrapolated Sales: $121,573 *($1993 x 61)*
- Sales (Nonprofit)
  Range: $0 - $1,500
  Total Reported - $1,650
  Average: $413 *($825 – 0's excluded)*
  *(**Most nonprofits provided services, with little to no sales)*
- Sales (Food)
  Range: $1,200 - $9,200
  Total Reported: $12,500
  Average: $4,120
  Extrapolated Sales: $61,800 *($4120 x 14)*

- Satisfaction Survey

Pre Festival Communication	97% Very Satisfied, 3% Satisfied
Booth Location	84% Very Satisfied, 16% Satisfied
Setup	97% Very Satisfied, 3% Satisfied
Breakdown	91% Very Satisfied, 9% Satisfied
Access to Parking	94% Very Satisfied, 6% Satisfied
Experience with Attendees	94% Very Satisfied, 6% Satisfied
Volunteer Support	97% Very Satisfied, 3% Satisfied
Return to Festival	94% Yes, 6% Maybe

Select Feedback Quotes

- Boonerang is an event I look forward to all year long. It's something that brings the community together in ways that I find it hard to experience otherwise. For me, each year is just as wonderful, if not more, than the last. – *Kali Mullins, Gold Dust Creative*

- The community culture Boonerang has cultivated is so special! Thank you for letting me be a part of the event! – *Alex Allen, Allen Creative*

- One of our favorite events to be a part of, we look forward to it every year. The planning and execution of the festival is top notch. Always a great show of support from our community, and the curation of music and activities is amazing!
  – *Parkins Davis, Davis Dyes*

- I do a lot of festivals. Boomerang is, by far, my favorite. Every step in the process of wonderfully organized. Everybody (the organizers, the volunteers, security) are delightful, tremendously helpful and complimentary. – *Gina Williams, GALA Crafts*

- You guys were fantastic as always. The volunteers were super kind and helpful and the organization/logistics of the festival was great! Really easy to set up and break down. And the festival attendees seemed to be having a lot of fun (which is so nice for us, because we've done lots of shows that feel boring to be at, but this is definitely not one of those). – *Brian Freirch, Forested Way*

- I always felt Boone could throw an amazing festival, and wow has Boonerang exceeded expectations every year!! Thanks to all the folks involved in making this happen. Can't wait for 2027!! – *Jamie Goodman, Festival Attendee*

- I came all 3 days, and it was the best Boonerang ever!! The film highlighting Boonerang was incredible...other highlights: The Junaluska gospel choir, the Lazy Birds, Supatight, Jacoozy, Martha Spencer, Liam Purcell, Rock Steady, and everything on Sunday! The Boone Latin dance group was phenomenal as well as the parade of Nations. And visiting with family and friends, shopping local vendors and artists, making new friends, everything was so well organized! Thank you to all the people who brought this phenomenal event together. So much fun!!! – *Diana Donovan, Festival Attendee*

- Been to all 5 and it gets better every year! Love seeing favorite bands and meeting new ones. The food, volunteers and vendors never disappoint! This year's addition of the Women's Songwriters in the theater was a highlight and I really hope it is a new tradition!!! - *Emily Fern Hunt Burgess, Festival Attendee*

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