



2025 VALLEYFEST

ANNUAL REPORT

THANK YOU FOR MAKING VALLEYFEST EXTRAORDINARY!

Your partnership helped us deliver another record-breaking year for the Spokane Valley's premier community celebration. This report demonstrates the significant impact and exposure your investment generated.



VALLEYFEST: A THREE-DECADE TRADITION

INTRODUCTION

Valleyfest, Spokane Valley's premier community festival, celebrates three decades of bringing fun, entertainment, and vibrant community spirit to Spokane Valley. This beloved annual tradition actually predates the city of Spokane Valley, which was incorporated in 2003, making

Valleyfest a foundational piece of the area's identity and heritage.

What began as a modest neighborhood gathering has evolved into one of the region's most anticipated end of summer events, drawing families and visitors from across the Inland Northwest.



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COMMUNITY GROWTH

As the event expanded and attracted thousands of attendees annually, it outgrew its neighborhood park home of 15 years. In 2004, Valleyfest moved to the scenic Mirabeau Point Park, where growth could be accommodated while maintaining its intimate, family-friendly atmosphere.

Today, Valleyfest represents more than just weekend entertainment—it embodies the collaborative spirit and community pride that defines Spokane Valley, creating lasting memories and strengthening bonds across the Valley.

NON-PROFIT PROFILE

MISSION & DIVERSITY STATEMENT

The Valleyfest mission is to showcase the talent that enriches the community. To give exposure to the visual and performing arts, education, science, and recreation to those children and families who might otherwise not have the means to experience them.

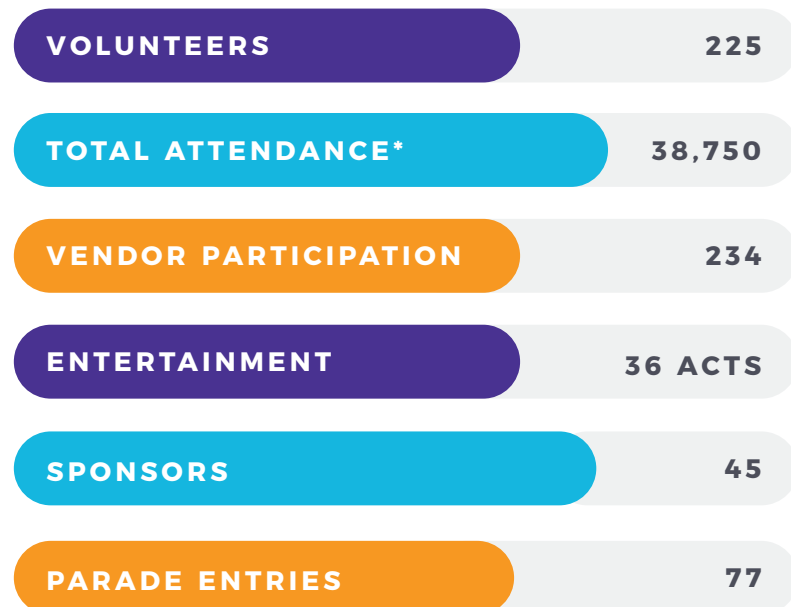
We acknowledge and honor the fundamental value and dignity of all individuals. We pledge ourselves to creating and maintaining an environment that respects diverse traditions, heritages, and experiences.



ORGANIZATION OVERVIEW

Valleyfest, a 501(c) (3) non-profit organization that began in 1990, produces a 3-day community festival in September. A volunteer-driven work force strives to plan, produce, and advocate the finest cultural event in the City of Spokane Valley.

EVENT OVERVIEW



PLACER.AI TRACKING

*This year Valleyfest leveraged Placer's location analytics to unlock real-time attendance based on cell phones in the area. This is an approximate estimation based of that data taking into account young children and repeat visits. Spending on average 2.5 hours.

BRAND REACH AND WEBSITE EXPOSURE

Our Valleyfest website performance for 2025 broken down by our most visited pages and the end user to the website.



PAGES

32.95%	Home
31.37%	Events
6.27%	Parade



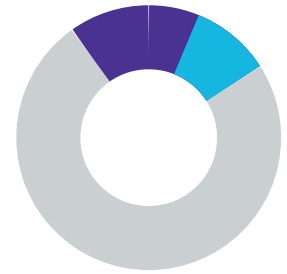
LOCATION

27.09%	Seattle
20.61%	Spokane
19.81%	Sp. Valley



AGE

79.71%	Unknown
5.53%	35-44
5.03%	25-34

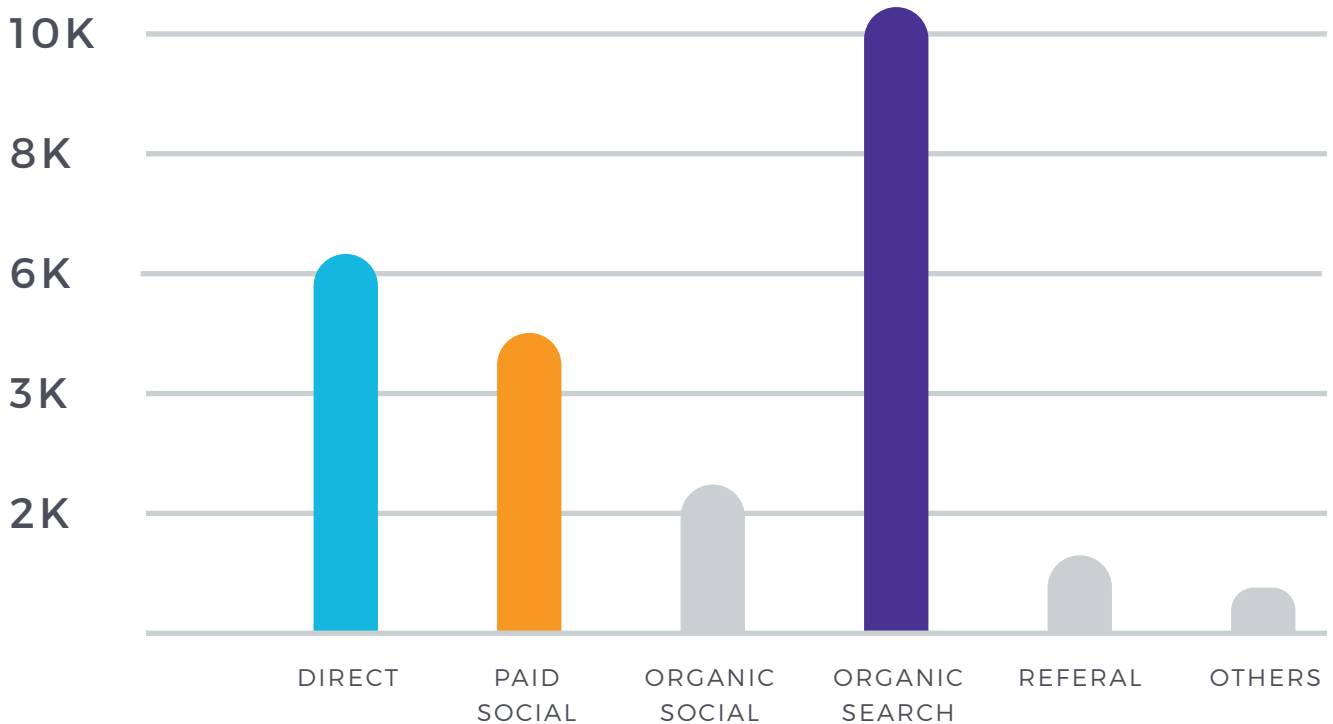


GENDER

78.6%	Unknown
13.9%	Female
7.5%	Male

In 2025 Valleyfest had **over 16,000 active users to the website in September**. And a total of 26,000 users from October 2024 to September 2025. By combining both traditional and digital strategies we have created a powerful marketing mix that drives organic growth.

Valleyfest.org website’s domain has been registered for over 25 years providing amazing domain authority. Companies and organizations who sponsor Valleyfest are provided with a high-quality backlink that will improve their search engine rankings, increase their brand awareness, and establish trust with both users and search engines.



MEDIA

Valleyfest 2025 wasn't just an event—it was a conversation with our community. Through every post, commercial, and poster, we invited Spokane Valley to be part of something bigger. The result? Our most engaged audience yet.

SOCIAL MEDIA IMPACT

Our digital community showed up in a big way. Facebook brought 134.9k people into the Valleyfest family in September alone, with 331.1k views and 257 new followers who wanted to stay connected beyond the festival.

Instagram told our story through 77.4k views and reached 15.3k people—real faces in our community who engaged with our content. We welcomed 68 new followers who chose to join our year-round journey.

TRADITIONAL MEDIA (TV, RADIO, PRINT)

We met people where they are. 96 television commercials on KHQ and KXLY brought Valleyfest into living rooms across the region. 204 radio spots on Big 99 Coyote and Hot 96.9 rode along on morning commutes and afternoon drives. We also had 276,768 digital ad impressions across KXLY and KHQ websites.

Our print presence in Fig Tree, Out There Outdoors, Inlander, The Current, and City Parks Recreation Guides meant someone planning their weekend or flipping through their favorite local magazine discovered us exactly when they needed inspiration.

EMAIL MARKETING

We didn't just send emails—we started conversations. Our 4,150+ subscribers opened messages at a 37.7% rate (industry average? We blew right past it). When we spoke directly to our cyclists, runners, car enthusiasts, and vendors, 60% opened up to see what we had to say. That's trust. Those 900+ click-throughs? People taking action, getting excited, making plans.

Only 0.27% unsubscribed. The rest stuck around because they wanted to.

COMPREHENSIVE OUTREACH INITIATIVES

On the ground: Posters at Spokane Valley Mall caught eyes during shopping trips. Handbills found their way into hands at coffee shops and community centers. We showed up where our neighbors gather.

Visual storytelling: A fresh parade float banner turned heads. Updated signage guided people not just to the event, but through the experience. Every sign said "you're in the right place."

Gratitude in action: Our sponsors weren't just logos—they were partners we celebrated between performances, on t-shirts, across every channel. This year's volunteer shirts carried a simple word: "Kindness." Because that's what Valleyfest is really about.



A WORD FROM OUR EXECUTIVE DIRECTOR, PEGGY DOERING

As Executive Director of Valleyfest, I want to personally thank you for your partnership in 2025. Your investment became a cornerstone investment in the heart and soul of the Spokane Valley community.

For 36 years, Valleyfest has celebrated who we are as a community - the longest-running festival in Spokane Valley. Your support helped make memories possible for 38,750 attendees across our diverse, multicultural celebration featuring 234 vendors and 36 performing acts representing the rich tapestry of our valley.

Your investment generated an estimated \$1.6 million in local economic activity while

supporting our STEAM education initiatives that inspire young minds through hands-on learning. This celebration is only possible through the dedication of our volunteers and partners like you who believe in bringing our community together across cultural boundaries.

When families see your logo at Valleyfest, they see a company that shares their values: community, diversity, family, and education. Without sponsors like you, this beloved tradition simply wouldn't exist. That's authentic brand association that builds lasting customer loyalty.

Thank you for being a true community partner and making Valleyfest possible.

THANK YOU!



WEBSITE

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SOCIAL

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SUPPORT VALLEYFEST 2026

Early support through sponsorships and donations ensures we can secure top-tier entertainment, expand activities, and continue delivering the exceptional community experience that has defined Valleyfest for three decades. Contact us today to get your name on the list for next year!



THANK YOU!

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