

St. Andrew Society of Greater St. Louis
Games Feasibility Report

Study Committee:

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Purpose: To determine the feasibility of a Scottish Games to be hosted by our Society.

Scope: The following games were visited by some of the committee members. Springfield Missouri Celtic Festival, Springfield Illinois Highland Games, and the Highland Games at Carrolton, Kentucky, and The Wentzville Celtic Weekend. All these games were visited this year. However this committee has the experience of visiting over approximately 30 games across the nation over the past five years.

Observations: Ticket prices have ranged from free admittance for a one day first time event, to a four-day event with a ticket price of \$150.00 to \$250.00, hosting over 60,000 visitors. Together we have attended, and or participated in one way or another, every range of games/festival you can imagine.

We are looking at a one-day event. It is felt that in order to draw people to a games the following will be necessary. Pipe bands, solo piping, and drumming and dancer competitions. All the rest, Scottish product vendors, Scottish foods vendors, Clan Information tents, etc; in our consideration are extraneous, to the event, but provides variety for the public thereby making "a good event".

The monetary cost of the games when taken from Springfield, Missouri to Springfield, Illinois will range from \$3,000.00 to \$60,000.00. (I do not currently have the Springfield IL. profit figures.)

The man-hour cost will be approximately 640 hours. (One day training for volunteer workers, one day working at games. = 16 hours x 40 volunteers, Committee would require 4 weekly meetings for three months prior to the games.
(12 meetings for 4 hours x 18 people)

Organization: The Games administration committee is seen to be from 4-6 persons who would be responsible for Acquiring a location, monies, insurance, and provide oversight for the sub-committees. Insurance is available through the National Highland Games Association but no follow-up has been undertaken to ascertain cost. The sub-committee required would be approximately 18-20 individuals.

Committees: Pipe Band Competitions/Judges
 Dance competitions/Judges
 Clans/Vendors
 Food/Beverage Vendors
 Entertainment
 Ticket/Advertising
 Accommodations (Lodging)
 Tents, tables/chairs
 Volunteers
 Sponsorships
 VIP Tent (Sponsorships/Committee/Dignitaries)
 Athletics
 Parking
 Sanitation
 Security

Ms. Beth Stokes, Chairperson of the Springfield, Illinois Games has agreed to visit with us for the purpose of presenting their game plans. Other assisting organizations are The National Highland Games Association, the Association of Scottish Games, the Mid-West Consortium (formed by Beth Stockes, Springfield, IL).

Committee Recommendation: An event could be held within the Metro Area with the resolution of three factors that will determine the hosting of this event; Money, Location, and the availability of Volunteer Man-hours. This committee sees the availability of society volunteers as the biggest detriment, however these services can be purchased from boy scouts, civil air patrol; etc. but will reduce our return.

Recommended TARGET DATE for a Metro games/festival: No earlier than the Saturday of the Columbus Day holiday in 2000.

Recommended TARGET LOCATION for event: Riverfront park in St. Charles.

The St. Charles Tourist Center is generally favorable to these types of events.

The site, is easily accessed, and well known to the Metro public.

The hotel situation is favorable; having four moderately priced hotels within a two-mile radius.

Level of Interest: In order to determine the level of interest as well as the availability of volunteers, the committee purposes that the September 1999 meeting include a Highland Games Presentation. Usually the largest number of members turn out for this meeting and the agenda is quite light. We can even go so far as to assign committee positions.

Respectfully submitted,

Peter W. Geery