



# PrairieFest Economic Impact

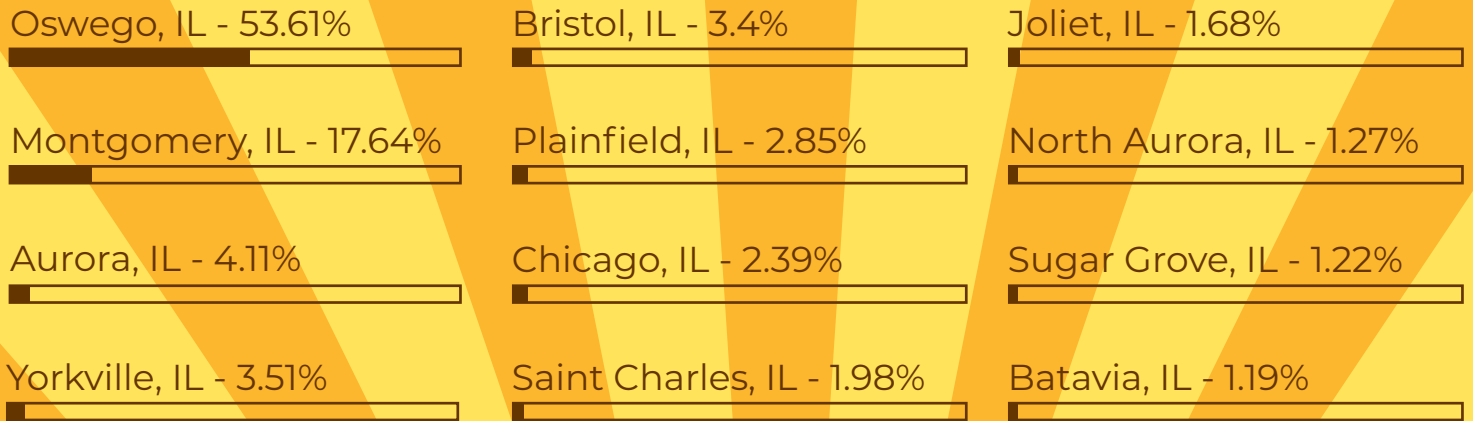
PrairieFest averages  
**\$2.65 million**  
 in economic impact for  
 the Oswegoland area



of PrairieFest guests head to  
**Downtown Oswego**  
 during their festival visit

# Your Customers Are At PrairieFest

Visits by City



# PrairieFest Top Guest Demographics

