Eventeny Helps CultureFest NC Increase Attendance by 800%

Festival organizer Cathy Anna says moving off spreadsheets and email onto Eventeny saves her about 100 hours a festival.

ATLANTA, GA, UNITED STATES, September 16, 2026 /EINPresswire.com/ -- Key Takeaways:
-CultureFest NC grew from 600 attendees to 7000+ in three years under organizer Cathy Anna, an 800% increase.
-Vendor participation grew from about 60 to more than 100 vendors in a single year.
-Cathy Anna runs the festival's vendor communication, event maps, scheduling and check-in through Eventeny, and estimates it saves her about 100 hours of work per festival.

CultureFest NC, a cultural festival in Oxford, North Carolina, has grown from 600 to 7,000+ attendees in the three years since Cathy Anna took over the event from the nonprofit that had run it before her. Cathy Anna runs CultureFest largely on her own, with contract help and volunteers, and moved the festival's vendor communication, event maps, scheduling and check-in onto Eventeny after the event software she'd been using for smaller events couldn't keep up. She says the switch saves her roughly 100 hours of work per festival.

Key Details
-Attendance grew from 600 a year before Cathy Anna took over to 3,500 in her first year, about 5,100 in her second, and 7,100 this year, an 800% increase over three years.
-Vendor participation grew from about 60 vendors to more than 100 this year.
-Cathy Anna estimates Eventeny saves her about 100 hours per festival, work she previously spent on spreadsheets and individual vendor emails.
-CultureFest NC runs off a single live event map in Eventeny, which Cathy Anna also shares with local police, fire and the sheriff's department to coordinate barricades and road closures.
-Two other Granville County organizations, the Bee Jubilee and Granville Gardeners, switched to Eventeny on Cathy Anna's recommendation.

"The mapping and the layouts, having all of this in one place, it's the Holy Grail for an event planner. I don't know of any other software that does what you do," said Cathy Anna, coordinator of CultureFest NC. "I probably save about 100 hours by using Eventeny."

Quick Facts
How did CultureFest NC grow attendance 800% in three years?

Cathy Anna took over CultureFest NC from a nonprofit that no longer had the bandwidth to run it, then rebuilt its operations, from vendor recruitment to the day-of event map, on Eventeny. Vendor participation grew alongside attendance, from about 60 vendors to more than 100 this year, and Cathy Anna coordinates festival-day logistics with local police, fire and the sheriff's department off a single shared map.

How does one person run a 7,000-person festival?
Cathy Anna manages CultureFest NC with contract help and volunteers rather than a dedicated events team. She runs vendor communication, festival maps, scheduling and check-in from Eventeny instead of spreadsheets and email, work she estimates would otherwise take about 100 additional hours per festival.

About Eventeny
Eventeny is an event management platform that connects ticketing, vendor management, scheduling and guest logistics into one system, replacing the stack of disconnected tools most organizers piece together on their own. Its founders built Eventeny after watching their sister, an event planner, wear herself out under the manual chaos of the job, with a goal of making event planning feel less like a grind. Eventeny has processed more than a million applications from vendors, artists and exhibitors and says it saves organizers up to four months of manual work a year. Its customers include GalaxyCon, Fanatics Fest, the Florida Renaissance Festival and CultureFest NC.

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