

## CASE STUDY

# LAWRENCE BUSKER FESTIVAL

### THE EVENT

In Lawrence, Kansas, Memorial Day weekend means it's time for the Lawrence Busker Festival, a four-day event with "Buskers" or street performers in multiple locations throughout the college town. At the end of every performance, the Buskers pass their hat around the crowd to collect donations. If it rains that day, less people show up to the festival, which negatively affects their wages. The same is true for vendors at the festival whose profit margins drop if the event receives poor attendance due to rain.

### THE POLICY

Richard Renner, founder of the Lawrence Busker Festival, partnered with Vortex Weather Insurance to build a custom rain insurance policy that would keep the vendors and performers (some of whom had traveled from other countries) from going home empty-handed if it were to rain.

### THE RESULTS

The festival went off without a hitch and drew more people than in years past. "It was big," Renner said. "And that was good for the performers and vendors. One performer, a unicyclist, said he had a record-breaking hat pass after one of his shows. Renner felt that rain insurance was important for the festival to have for other reasons besides protection. "We look a little bit more professional," he said. "It's rather unusual for a festival like ours to have something like that to offer performers and vendors. It gave us some esteem with them. There's always value in that." After several years of working with Vortex to have a rain insurance policy in place, Renner plans to maintain that coverage each year going forward.



*In terms of having weather insurance this year, it was about peace of mind. I determined that if we did have rain, the payout money would be distributed to those who were impacted most—the vendors and performers.*

*– Richard Renner, Founder of the Lawrence Busker Festival*



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