

CASE STUDY

THE TENNESSEE RENAISSANCE FESTIVAL

THE SITUATION

If you're looking for mermaids, pirates, royalty, jousting, and jesters, then the Tennessee Renaissance Festival is the place to be. Taking place every weekend in May for the last 39 years, the festival is a spring staple in Arrington, Tennessee.

Run by the Williamson County Parks and Recreation Department, the festival typically attracts around 90,000 visitors each season. But as an outdoor event, it is always susceptible to rain, which can leave the county responsible for refunding ticket holders, vendors, and entertainment professionals.

Devon Russell, the events manager, was initially hesitant about purchasing rain insurance, as past policies required a minimum of one inch of rainfall – far too high for an event that could be disrupted by much less rain. However, clear communication and a more tailored policy from Vortex helped ease Russell's concerns.

THE POLICY

Russell selected a policy that covered 9 days with lower payout thresholds of 0.75 inches per day that still fit the county's budget.

THE OUTCOME

The policy was triggered twice during the event's run, giving Russell peace of mind, even as the skies darkened and the rains fell.

Because parametric rain insurance pays out once a threshold is met with no need to prove damage, payment is quick. And that quick payout makes a difference. "The check was here so fast," Russell said. "That was fantastic." After switching to Vortex, the county is planning to purchase another policy for 2026.



It was just flawless execution. The way Vortex communicated with us was fantastic. The rainfall information came to me—I didn't have to seek it. It was one more thing I could take off my plate.



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