



## Feel Good Festival Brings Wellness, Energy and Community Together in Louisville

### Event Highlights

- Interactive wellness experiences including family activities, sauna and cold plunge and community bike rides.
- 500 Food Hall Passports distributed in under one hour
- Educational Talks & Tools sessions featuring health and wellness experts
- Family-friendly activities that welcomed participants of all ages
- Estimated 250,000–350,000 promotional impressions across regional media and partner networks

### Attendee Insights

- 2,000+ attendees
- 38 local vendors and wellness partners
- 75+ attendee survey responses
  - 97% want the festival to return next year
  - 60% Louisville residents attended
  - 40% traveled from surrounding communities
  - 60% were first-time visitors to Relish Food Hall
  - Nearly half the audience had never attended a Chamber event before

---

### What This Means

The Feel Good Festival successfully expanded the reach of Chamber programming by welcoming many first-time participants.

Survey responses show the festival is:

- **Expanding the Chamber's audience**
- **Introducing new residents to Chamber events**

- **Driving new visitors to local businesses and venues**
  - **Strengthening community connections through wellness, food, and local partnerships**
- 

## **Additional Event Highlights**

- **8,000+ food samples distributed through the Food Hall Passport**
- **Hundreds participated in sauna and cold plunge sessions**
- **Thousands explored wellness activities, talks, and family programming throughout the day**

The inaugural Feel Good Festival brought a vibrant day of wellness, education and community connection to Louisville this winter, drawing approximately **2,000 attendees** to Relish Food Hall and Pickleball for a celebration focused on health, wellbeing and local businesses.

Hosted by the Louisville Chamber of Commerce, the festival introduced a new concept for the community by combining wellness experiences, educational talks, interactive vendor activities and food tastings into one dynamic event. The response from both attendees and participating businesses exceeded expectations, with the festival quickly establishing itself as a standout new community gathering.

One of the most popular features of the day was the **Food Hall Passport**, with **500 passes distributed in under an hour**. The passport program encouraged attendees to explore Relish's food vendors while visiting wellness exhibitors and participating in activities throughout the venue.

Throughout the day, visitors experienced everything from wellness demonstrations and educational sessions to interactive exhibits and unique experiences such as Nordic sauna sessions, cold plunges and a community bike ride.

---

## **A Festival Focused on Wellness**

Unlike traditional vendor fairs, the Feel Good Festival centered specifically on health, wellness and lifestyle services. Businesses ranging from medical providers and chiropractors to fitness studios, wellness practitioners and local service providers were represented.

Organizers encouraged vendors to create **interactive experiences**, helping create a lively environment that kept attendees engaged throughout the day.

Participants highlighted the strong sense of energy and community throughout the event.

"The Feel Good Festival was one of the most engaging and well supported community events I've participated in. The energy, collaboration and thoughtful cross promotion made it a

meaningful and impactful experience for both vendors and attendees.”

— Jen Boyd, AIS Medicare & More – Louisville

The event also featured a series of **Talks & Tools sessions**, where experts shared insights on topics ranging from preventative health to lifestyle and wellness practices.

---

## Strong Vendor Participation

**Thirty-eight wellness and lifestyle businesses** participated in the inaugural Feel Good Festival, creating a diverse marketplace of services, experiences and demonstrations for attendees.

Survey feedback from participating vendors reflected extremely positive results, with the event receiving an **overall rating of 4.85 out of 5**. Vendors praised the strong attendance, vibrant atmosphere and the event’s clear focus on wellness services.

Operational feedback was also very strong:

- Advance information rating: **4.92 / 5**
- Event support team: **4.92 / 5**
- Venue rating: **4.77 / 5**
- Tear down experience: **4.85 / 5**

**Every sponsor surveyed also indicated interest in supporting the festival again in future years.**

---

## Sponsors Power the Festival

The Feel Good Festival was made possible through the support of local sponsors and community partners.

### Presenting Sponsors

AdventHealth Avista  
Colorado Concierge Functional Medicine

### Gold Sponsors

Relish Food Hall & Pickleball  
Radiance Medspa

Ascend Orthodontics  
T-FiberMeritrust Credit Union  
Restore  
Dr Jay Barta DDS  
AIS Medicare & More – Louisville

Meritrust Credit Union

## **Silver Sponsors**

NoCo Community AdSpace  
The Simon  
Yellowscene Magazine  
Three Leaf Catering  
Daily Camera  
Instant Imprints

These sponsors helped support the programming, vendor participation and promotion that brought the event to life.

---

## **What Attendees Loved**

Attendee survey responses showed overwhelming enthusiasm for the event, with nearly every respondent saying they would like to see the Feel Good Festival return as an annual community event.

Visitors came from Louisville as well as neighboring communities including Westminster, Superior, Broomfield, Lafayette, Erie, Boulder, Longmont and Denver, demonstrating strong regional interest in the event.

When asked about their favorite parts of the festival, several experiences stood out:

### **Wellness Village**

The wellness vendor area was one of the most frequently mentioned highlights, giving attendees the opportunity to meet local health providers and explore new services.

### **Food Hall Sampling**

Food tastings and the passport program were consistently named as a favorite activity.

### **Sauna and Recovery Experiences**

The Nordic sauna and cold plunge experiences added a unique wellness element that many visitors appreciated.

### **Active Lifestyle Activities**

Pickleball, the community bike ride and other movement based activities resonated strongly with participants.

### **Family Friendly Programming**

Kids activities helped attract families and broaden the festival's audience.

Educational sessions through **Talks & Tools** were also appreciated by attendees interested in learning more about health and wellness topics.

---

## **What “Feeling Good” Means to the Community**

One of the most meaningful questions in the attendee survey asked participants what “feeling good” means to them.

Responses reflected a strong connection between wellness, lifestyle and community.

Common themes included:

- Staying active and exercising
- Eating healthy food
- Mental and physical wellbeing
- Spending time outdoors
- Feeling relaxed, energized and confident

Many responses also reflected why residents love living in Louisville.

Attendees frequently mentioned the **small town feel, welcoming neighbors, outdoor lifestyle and strong community events** as some of the things that make the city special.

---

## **Regional Media and Community Promotion**

The Feel Good Festival was supported by a coordinated regional marketing campaign that combined traditional media, digital advertising, community communications and partner promotion.

Promotion included:

- Daily Camera Friday Magazine print advertisement
- Daily Camera digital advertising
- Coverage through MacKid Boulder
- Digital coverage through Yellow Scene Magazine

- Promotion in the City of Louisville newsletter
- Sponsor recognition in the Louisville Lantern mailed to residents
- Regional digital billboards across **40 locations through NoCo Community AdSpace**
- Louisville Chamber email newsletters and social media outreach
- Cross promotion from participating sponsors and vendors through their own social media and email channels

Together, these coordinated efforts generated an estimated **250,000–350,000 promotional impressions across Boulder County and surrounding communities**, helping attract attendees from Louisville and neighboring cities across the Front Range.

---

## Looking Ahead

Following the success of the inaugural event, there is strong interest from vendors, sponsors and attendees to see the Feel Good Festival return.

The February timing provided a unique opportunity to bring the community together during a quieter season for events while offering residents an engaging experience focused on health, learning and connection.

Survey responses reinforced the importance of community events like this in Louisville. Many participants said what they love most about the city is the **sense of community and the opportunity to connect with neighbors through events like this**.

With strong attendance, enthusiastic feedback and broad participation from local businesses, the Feel Good Festival has already laid the foundation to become a signature wellness event for Louisville in the years ahead.

---

## Feel Good Festival Vendors & Partners

*(Alphabetical Listing)*

Abide Health

<https://www.abidehealthdpc.com/>

AdventHealth Avista

<https://www.adventhealth.com/hospital/adventhealth-avista>

AIS Medicare & More – Louisville

<http://www.aismedicareandmore.com>

Ascend Orthodontics

<https://www.ascend-orthodontics.com>

Axis Integrated Mental Health

<https://axismh.com/>

Be Brilliant Network LLC

<https://bebrilliantnetwork.com/>

Biodesix

<https://www.biodesix.com/>

Blue Oak Chiropractic LLC

<https://blueoakfamilychiro.com/>

BrennanBodywork

[add website]

Colorado Concierge Functional Medicine

<https://cocfm.com/>

CorePower Yoga

<https://www.corepoweryoga.com/yoga-studios/co/boulder/louisville>

Dr Jay Barta, DDS

<https://thedentistinlouisville.com/meet-dr-barta/>

East West Wellness by Dr. Donna Sigmond

[www.ewwellness.com](http://www.ewwellness.com)

Elite Dance Academy

<https://elitedanceacademy.net/>

Emerge Aesthetics

[www.emergeradiant.com](http://www.emergeradiant.com)

Entrepreneurial Earth LLC

<http://entrepreneurialearth.com/>

FLEX Stretch Therapy

<https://www.flexstretchtherapy.com/>

FYZICAL Therapy & Balance Centers

<https://www.fyzical.com/east-louisville-co>

Girls Rugby, Inc.

<https://girlsrugby.org/colorado/>

Habit Nordic Sauna  
[www.habitsauna.com](http://www.habitsauna.com)

High Point Chiropractic  
<https://highpointofhealth.com/>

Koru Chiropractic  
<https://koruchiropractic.com/>

Louisville Cyclery LLC  
[www.louisvillecyclery.com](http://www.louisvillecyclery.com)

Louisville Recreation / Senior Center  
[www.louisvillerecreation.com](http://www.louisvillerecreation.com)

Meritrust Credit Union  
<https://www.pmcu.org/>

NoCo Community AdSpace  
<https://nococommunityadspace.com/>

Pampered Chef  
<https://www.pamperedchef.com/pws/elayne>

ProMD Health  
<http://promdhealthlafayette.com>

Radiance Medspa  
<http://www.radiancemedspalouisville.com>

Relish Food Hall // Pickleball  
<https://www.visitrelish.com/>

Renewal by Andersen  
<https://offers.renewalbyandersen.com/>

Restore  
<https://restorechc.com/>

Rocky Mountain Day Camp  
[www.rockymtndaycamp.com](http://www.rockymtndaycamp.com)

Studio Pilates International Superior  
<https://www.studiopilates.com/studios/superior/>

T-Fiber  
<http://fiber.t-mobile.com>

Tesla Inc.

<https://www.tesla.com/findus/location/store/Superior>

The Exercise Coach Louisville

<https://exercisecoach.com/louisville/>

Wild Blue Acupuncture & Wellness

[www.wildbluesportsacupuncture.com](http://www.wildbluesportsacupuncture.com)

Yellow Scene Magazine

<https://yellowscene.com/>

---

Photo Gallery [Link](#)

Please use photo credit of Adam Brester Photography and Reference Louisville Chamber Feel Good Festival

PRESENTING SPONSORS

**AdventHealth**  
Avista

COLORADO CONCIERGE  
FUNCTIONAL MEDICINE

**LouisvilleChamber.com**

**Wellness Village**  
**Talks & Tools**  
**Kids Fun**  
**Community Bike Rides**  
**Sauna & Cold Plunge**  
**Sample & Sip Passport**  
**Pickleball**

**FEEL GOOD FESTIVAL**

**FEBRUARY 28th**

**relish**  
FOOD HALL & PICKLEBALL

FREE EVENT | ALL WELCOME  
555 McCaslin Blvd Louisville, CO

**PROGRAM**

SPONSORED BY

raDiance  
The Dentist  
ASCEND  
Meritrust  
Fiber  
YS  
COMMUNITY  
Daily Camera  
Hometown Weekly  
HABIT  
City of Louisville  
RESTORE  
AIS  
MEDICARE & MORE  
THREE LEAF  
INSTANT IMPRINTS  
THE SHOOTY