



# SPECIAL EVENT ANNUAL REPORT 2015

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## Executive Summary

The Wheaton Park District prides itself on bringing special events to the Wheaton community. Through the efforts of staff, community partners, and hundreds of volunteers we are able to provide fun, engaging, and impactful special events to the area such as runs, parades, fireworks, fests, cultural arts, and more. Each year our special events are attended by over 55,000 residents of Wheaton, DuPage County, and beyond.

The Wheaton Park District Special Event Team handles each special event with a sustainable business approach which we refer to as our Special Event Model. The model seeks to meet several goals and objectives:

- Aim to break even prior to the day of an event to ensure profit, and day of sales/income is revenue to the bottom line.
- Support themselves through sponsorship, registration or ticket sales, vendor fees, or other revenue sources unless otherwise identified in the event goals and objectives.
- Operates on its own individual budget in an effort to be self-sustaining.
- Events are often a partnership with a local not for profit or organization. Potential partners meet with the Executive Director who discusses concepts and impact of potential partnership before handing off to staff to for their thoughts on logistics, profitability, and assessment of event calendar. The partnering organization must share in the workload of the event, division of responsibilities are specified within each event partnership.
- Account for the labor hours of the *Park Services Department*, part-time event labor, but due to our commitment to the community do not account for full time salaries in individual special event budgets.
- Increase traffic to our facilities, parks, and the city of Wheaton through the marketing and execution of these large scale events. Allowing the district to better promote our brand (*Create.Discover.Play*), increase awareness of the district, and to fulfill our park district mission.

According to the DuPage Convention & Visitors Bureau, Executive Director, Beth Marchetti, the average day tripper or event participant in our area (DuPage County) spends on average \$129 per day. The economic impact for our special events within the City of Wheaton can be calculated using this figure.

In 2015, the Wheaton Park District event schedule showcased 10 large special events. This year the Wheaton Smooth Jazz Fest was removed from our schedule as our partner elected to host the event outside the City of Wheaton. The schedule of events is listed below:

### Special Event Schedule 2015

- **April 11** | *Fun Run in Color* (partner: Central DuPage Rotary AM)
- **May 2** | *Go Fly A Kite*
- **June 4-7** | *Taste of Wheaton* (partner: Wheaton Chamber of Commerce)
- **July 3 & 4** | *Wheaton Fireworks & Fourth of July Parade* (partner: City of Wheaton)
- **July 6, 13, 20, 27** | *Music Mondays*
- **August 1** | *Wheaton Brew Fest* (partner: CASA of DuPage County)
- **August 28 & 29** | *Shakespeare in the Park* (partner: Wheaton College Arena Theater)
- **September 19** | *Wheaton's Wine & Cultural Arts Festival* (partner: Downtown Wheaton Association)
- **September 25** | *Light the Torch Night Run* (partner: FT Cares Foundation)
- **December 5** | *Lions Club Reindeer Run* (partner: Wheaton Lions Club)

While the ultimate goal of these events is to raise money to contribute to the operating budget of the district, the benefits of these events go beyond fiscal contributions. The Wheaton Park District Special Events:

- Develop community partnerships through sponsorship program, capitalizing on valued promotion and marketing opportunities for local supporting businesses and organizations.
- Contribute to the commerce of downtown Wheaton, bringing thousands of additional people to downtown Wheaton before, during, and after special events exposing them to the Wheaton community, its restaurants, and commerce.
- Generate revenue for our event partners which aids in their operating budgets and charitable endeavors.
- Generate revenue for our park district foundations and facilities (i.e. Cosley Zoo Foundation, DuPage County Historical Museum Foundation, Parks Plus Fitness Center, Play for All Sensory Garden Playground).
- Generate revenue to offset labor hours incurred to execute special events for our Park Services Department.
- Generate revenue for the Leisure Center, as the building is used during special events that take place in Memorial Park. A rental fee of \$200 per day is paid to the facility.
- Create additional marketing opportunities for the Wheaton Park District and its various facilities.
- Fulfill the district's mission *"to enrich the quality of community life through a diversity of healthy leisure pursuits and heightened appreciation for our natural world"*.





The Special Event Team is a collaborative effort of the Marketing and Special Facilities Departments. The following staff members comprise our team:

- **Director of Marketing, *Margie Wilhelmi*** (Marketing, Public Relations)
- **Director of Special Facilities, *Andy Bendy*** (Partner Relations)
- **Superintendent of Marketing & Special Events, *Kristina Nemetz*** (Lead Event Coordination & Management, Partner Relations, Marketing)
- **Superintendent of Special Facilities, *Dan Novak*** (Permitting and Logistics)
- **Administrative Assistant & Event Coordinator to Special Facilities, *Sherry Krajelis*** (Accounts Payable, Accounts Receivable, Budget Management, Entertainment)
- **Parks Plus Fitness Center Manager, *Ryan Miller*** (Race Director)
- **Marketing & Special Event Coordinator, *Nicole Kapala*** (Sponsorship Coordination and Recruitment, Social Media, Administrative Support & Planning)
- **Superintendent of Trades, *Nic Novak*** (Event Maintenance & Signage Coordination)



The Special Event Team works closely with the City of Wheaton Officials, City of Wheaton Police Department, City of Wheaton Fire Department, City of Wheaton Public Works Department, and the City's Liquor Commission to ensure all proper permitting and safety measures are followed. The team would like to thank the City of Wheaton for its support in city permitting and approval, operational planning, and event support.



**Fun Run in Color**  
 Saturday, April 11 | 9:00A

**Event Summary**

Back for its second year, the Wheaton Park District partnered with the Central DuPage Rotary AM to host the 2015 Fun Run in Color. The race features four color stations and a lot of family fun. Runners and walkers weave through the streets of downtown, Northside Park and ends at Memorial Park for a final color party on Karlskoga Avenue. The Wheaton Park District coordinated the marketing, event logistics and execution, permitting, and budget, while the Central DuPage Rotary AM recruited sponsors and volunteers for the event.

The Fun Run in Color is a more casual, untimed running event that people of all abilities can enjoy; even non-runners and young children can join in the fun. The “color” is food grade cornstarch that is 100% natural, non-toxic, safe and biodegradable. By the end of the race, participants were covered in different colors, dancing to the DJ and enjoying the spring weather.

**Event Highlights**

- 1,208 runners participated, with an estimated attendance of more than 2,000.
- \$21,400 in sponsorship was raised for this event, an 18% increase from 2014.
- 11 sponsors were onsite to interact with the runners offering giveaways promoting their organizations.
- A DJ station was added to Northside Park to enhance the runner experience based on feedback from volunteers the previous year.
- A misting station was added before the first color station to enhance the colors hue when adhering to the runners’ shirts.
- The After Party on the street featured a DJ, continuous color throws, and a cleanup station offered by ServePro.
- A portion of the proceeds benefited the Play for All Playground & Garden Foundation, in support of the Sensory Garden Playground.

**Financial Impact**

	2015	2014
REVENUES	\$54,750.00	\$46,816.00
EXPENSES	-\$25,346.44	-\$23,216.35
<b>EVENT PROFIT</b>	<b>\$29,403.56</b>	<b>\$23,599.65</b>
CENTRAL DUPAGE ROTARY AM	\$14,701.78	\$11,799.83
WHEATON PARK DISTRICT	\$14,701.78	\$11,799.82





**Go Fly a Kite**  
 Saturday, May 2 | 10A-2P

**Event Summary**

This event originated in April of 2009 as the City of Wheaton was celebrating its sesquicentennial and Wheaton Park District has continued the event. Each year our events are registered with IAPD for the Flying 4 Kids Kite Events which raise awareness of the Park District Youth License Plates, in which \$25 from each license plate goes towards a special grant fund for beyond school programming for youth at local park and recreation agencies. In 2015, Go Fly a Kite event took place for the 6<sup>th</sup> time (2013 was cancelled due to the excessive rains and flooding). The event is hosted at Graf Park, adjacent to Monroe Middle School. The event runs from 10am to 2pm, and is offered free to the community. The event features a demonstration by the Chicago Fire Kite Team as well as a presence by local business vendors, kite sales and food concessions. The goal of this event continues to be to provide a free spring event for families to encourage them to get outdoors and enjoy the Wheaton Park District parks system.

**Event Highlights**

- This year's event attendance was estimated at 800 (same as 2014).
- For the last three years we have had the same presenting sponsor.
- The event featured a Kids Candy Drop and a contest for the highest flying kite.
- The Gift of Wings (kite sales) gives 15% of the kite sales generated at the event back to the district.
- Over 400 kites were registered to be flown all at once during the "Grand Launch".
- An increase in expenses (parking staff, marketing, concessions) accounts for the decrease in profit for 2015. In addition, due to the cancellation of the 2013 event, some expenses were prepaid for 2014 resulting in lower than expected expenses in 2014.
- The increase in revenue is due to having more business and premium business vendors in 2015.

**Financial Impact**

	2015	2014	2013*
REVENUES	\$4,570.00	\$4,076.25	\$ 0
EXPENSES	\$-2,896.62	\$-1,503.75	\$ -1,027.50
<b>EVENT PROFIT/LOSS</b>	<b>\$1,681.28</b>	<b>\$2,572.50</b>	<b>\$ -1,027.50</b>
<b>WHEATON PARK DISTRICT</b>	<b>\$1,681.28</b>	<b>\$2,572.50</b>	<b>\$ -1,027.50</b>

*\*In 2013, the event was cancelled due to excessive rains and flooding.*



**Taste of Wheaton**  
 Thursday, June 4 | 4-9P  
 Friday, June 5 | 4-10P  
 Saturday, June 6 | 7A-10P  
 Sunday, June 7 | 12-6P

**Event Summary**

The Taste of Wheaton event is presented in partnership with Wheaton Chamber of Commerce. This partnership began in 2009 as Wheaton Park District was looking to grow the scope of the current Cream of Wheaton (1 day event) and Wheaton Chamber looked to dissolve their annual Autumn Fest event. The two partners came together to create Taste of Wheaton, an event that would encompass a “taste” of our local business and community. The park district coordinates the event, marketing, logistics and permitting, craft fair, beer garden, ticket sales, budgeting, entertainment, sponsorship recruitment, food vendors, carnival, Art in the Park activities, and schedule of events. The Wheaton Chamber assists with sponsorship recruitment, business expo, and coordinates volunteers.

The event has grown to span over four days over the first weekend in June. It takes place in Memorial Park and includes food vendors (19), craft show vendors (40), carnival rides, beer garden, live entertainment, business expo vendors (64), Art in the Park, and the Cosley Zoo Run for the Animals 5k/10k. In 2015, Taste of Wheaton enjoyed another successful year. The carnival, park, and vendors saw traffic from the Wheaton community and beyond. Over \$28,000 in sponsorship (7% decrease from 2014) and over 100 volunteers are secured each year to make this event possible.

**Event Highlights**

- Estimated attendance in 2015 was 25,000.
- The committee increased the entertainment budget for the weekend by over 30% this year in an effort to draw larger crowds at slower times such as Thursday evening and during the day on Saturday and Sunday.
- This year, Memorial Park benches were painted white and featured “Create.Discover.Play”. Children and families were encouraged to sign the benches which were left on display all summer long.
- This year the hours on Sunday were extended by two hours based on the large crowds that attended in 2014.
- The carnival net revenue was \$54,216.46 (17% increase from 2014) which was due to our largest Carnival Wristband Pre-Sale yet, with over \$18,000 in wristbands sold prior to the fest.

**Financial Impact**

	2015	2014	2013*
<b>REVENUES</b>	\$161,060.50	\$158,458.00	\$117,248.75
<b>EXPENSES</b>	\$-84,947.36	\$-90,557.65	\$-74,771.32
<b>EVENT PROFIT</b>	<b>\$76,113.14</b>	<b>\$67,900.35</b>	<b>\$42,477.73</b>
<b>WHEATON CHAMBER</b>	\$38,056.57	\$33,950.17	\$21,238.87
<b>WHEATON PARK DISTRICT</b>	\$38,056.57	\$33,950.18	\$21,238.86

\*Friday & Saturday evening rains attributed to the lower revenue collected in 2013.





**Wheaton Fireworks**  
Friday, July 3 | 4-10P

**Fourth of July Parade**  
Saturday, July 4 | 10A

### Event Summary

2015 was the sixth year the Wheaton Park District hosted the fireworks and parade for Independence Day, with support from the City of Wheaton who provides \$30,000 in funding to make these events possible each year. While this event does not follow our traditional Special Event Model since it is not a revenue generating event, it does greatly support the community by continuing the long standing tradition of Wheaton's Independence Day celebrations. The fireworks show takes place on the evening of July 3 and is held in Graf Park and the DuPage County Fairgrounds. Since then, the fireworks show has also evolved into a family fun night which includes DJ entertainment, food concessions and carnival rides. The parade takes place on July 4 and continues through the streets of downtown Wheaton along the traditional route south on Main Street and ending on Front Street at Martin Plaza. The parade boasts over 90 entries (a decrease of 10% from 2014). Each year, the celebration carries a theme we incorporate into marketing, selection of the Grand Marshall, and guides our participants in decorating their parade entry. This year's theme was All American Picnic. Marketing showcased traditional gingham patterns and picnic baskets. It was estimated approximately 20,000 people attend the Wheaton firework show and parade; making us one of the largest parades in the state of Illinois.

### Event Highlights

- On July 3, the pre-firework event featured 6 food vendors, carnival, and DJ entertainment. This year's firework show was 22 minutes in length.
- This year was the celebration of the 100<sup>th</sup> parade. To celebrate, 100 picnic blankets were dropped along the parade route with a note from the park district. This expense (approximately \$2,000) along with the increased firework expense accounted for the larger loss in 2015.
- The Grand Marshall for 2015 was Ken Carlson of the Carlson Family. Ken's relatives were in the original parade in 1916. Ken's co-marshall was Ryne Stolarz Illinois Special Olympics Soccer Team that represented American at the World Cup in Los Angeles, California.
- In addition to the business, political, and community organization entries, we also contract a variety of entertainment to be showcased throughout the parade: Tunes of Glory, Four Star Brass Band, Medinah Big Wheels, and a stilt walker, to name a few.
- The park district showcases many of our departments. Parade entries from Park Services Department, Arrowhead Golf Club, Cosley Zoo, and Wheaton Wings Soccer. The Park Services Department won the Mayor's Spirit Award for their float in the parade.

### Financial Impact

	2015	2014	2013
REVENUES	\$44,258.50	\$44,888.50	\$ 42,300.00
EXPENSES	\$-47,813.18	\$-45,878.87	\$-42,567.40
EVENT LOSS	<b>\$-3,554.68</b>	<b>\$-990.37</b>	<b>\$-267.40</b>
WHEATON PARK DISTRICT	<b>\$-3,554.68</b>	<b>\$-990.37</b>	<b>\$ -267.40</b>

# MUSIC MONDAYS IN THE PARK

**Music Mondays in the Park**  
 Monday, July 6 | 6:15-8:15P  
 Monday, July 13 | 6:15-8:15P  
 Monday, July 20 | 6:15-8:15P  
 Monday, July 27 | 6:15-8:15P

## Event Summary

For the second year in a row, the Special Event Team assumed responsibility for the summer entertainment series in Memorial Park. The Special Event Team rebranded the event as Music Mondays and focused the Monday entertainment on both families and adults. This event also has become the Special Facility and Marketing intern project for the summer. This year the interns worked on the event logistics under the guidance of the event team. They were tasked with budgeting, planning, marketing, and running the concession. The goal of this event is to provide free entertainment to the community as a recreational service.

## Event Highlights

- On average, over 200 people attended each week for the four free Music Mondays in July, for a total estimated attendance of 1,000.
- The concession stand, managed by interns, sold popcorn, soda, and ice cream. Sales increased each week, revenue totaled \$407.
- This year we secured a \$2,000 sponsorship to help cover the cost of the event.
- WDCB.fm was a media sponsor and provided entertainment for the first and last week, which accounts for the lowered expenses in 2015. In addition, they helped with promotions of these two weeks and were onsite as well.
- Entertainment spanned generations and featured Roy McGrath (jazz), Neverly Brothers (rock & roll), Niche Band (British 60s), and Brother John Kattke (blues).
- Each week was hosted by a Wheaton Park District facility to cross promote our offerings to the attendees. Prior to each performance the facility offered an activity for children to participate in. The participating facilities were: DuPage County Historical Museum, Cosley Zoo, Lincoln Marsh, and Wide Horizons Preschool.

## Financial Impact

	2015	2014
REVENUES	\$2,707.00	\$1,540.00
EXPENSES	-\$2,229.16	-\$4,033.00
EVENT PROFIT/LOSS	<b>\$ 477.84</b>	<b>-\$-2,493.00</b>
NET TO DISTRICT	\$477.84	<b>-\$-2,493.00</b>





**Wheaton Brew Fest**  
 Saturday, August 1 | 12-4:30P

**Event Summary**

For the fifth year, Wheaton Park District has partnered with Court Appointed Special Advocates (CASA) of DuPage County to bring the Wheaton Brew Fest to town. The staff continues to work closely with the Illinois Liquor Commission to make sure all rules and regulations are being followed for the safety of our event patrons. Volunteers receive training prior to the event to go over pour guidelines and event details. In addition, drinking responsibly reminders are added to ticket pages, websites, and in the event program along with local cab phone numbers for attendees to use. This is a ticketed event offering four ticket types as follows: VIP (\$75), VIP Designated Driver (\$35), General Admission (\$45), and General Admission Designated Driver (\$20).

With the increase in popularity of brew fests and the growth specifically in the Chicago suburban market, the Wheaton Brew Fest team works hard to market the unique features, such as the shaded park setting, of the event so attendance can be maintained. This year the team promoted the 5 year anniversary of the event and an 80's theme to try to appeal to not only craft beer enthusiasts, but also people who would enjoy a fun adult day out.

**Event Highlights**

- Attendance for this year's event was 1,734 (VIP, General Admission, Designated Driver), which is very comparable to last year.
- This year's event featured an additional hour of sampling time for VIP guests for the 2<sup>nd</sup> year. VIP guests also enjoyed a food buffet sponsored by Whole Foods. With added lounge furniture, tenting, and tables, the VIP area was well received and allowed for more space in the park for tasting tents.
- The event features local breweries such as Dry City of Wheaton, Exit Strategy of Forest Park, and Two Brothers of Warrenville.
- Over 100 volunteers plus brewery reps are required to make this event happen. Our partner, CASA, handles the recruitment and coordination of these volunteers.
- A portion of the proceeds benefited the DuPage County Historical Museum Foundation.

**Financial Impact**

	2015	2014	2013
REVENUES	\$82,740.64	\$86,954.61	\$ 74,511.97
EXPENSES	\$-44,675.36	\$-48,773.78	\$-46,292.21
<b>EVENT PROFIT</b>	<b>\$38,065.28</b>	<b>\$38,108.83</b>	<b>\$ 28,219.76</b>
CASA OF DUPAGE	\$19,032.64	\$19,090.42	\$ 14,109.88
WHEATON PARK DISTRICT	\$19,032.64	\$19,090.41	\$ 14,109.88



**Shakespeare in the Park**  
 Friday, August 28 | 7P  
 Sunday, August 30 | 7P

**Event Summary**

For the third year, the Wheaton Park District partnered with the Wheaton College Arena Theater to bring Shakespeare in the Park to Memorial Park. The district continues to feel that this is a great opportunity to develop our involvement in the arts and its impact on the community as well as build on our relationship with Wheaton College. Andy Mangin, Wheaton College Staff and Director of Shakespeare in the Park, worked closely with staff to establish the logistical needs for outdoor theater including sound, light, set design, transport, security, concessions, etc. The event continues to draw about 2,000 people in each year to view the free theater in Memorial Park.

This year, the performances of *Midsummers Night's Dream* were well received and the partnership was seamless as the Wheaton Park District focused its efforts on marketing, park logistics, concessions, security, lighting and sound. The Wheaton College handled actors, set design, rehearsals, and costuming.

**Event Highlights**

- One \$5,000 sponsor and a few smaller were secured (15% decrease from 2014).
- Marketing staff used creative approaches to promote the event and to cut marketing expenses by over 50%, spending only \$960 of the original \$2,000 planned.
- Since this event is offered to the public for free, the DuPage County Historical Museum Foundation is onsite collecting donations. This year the Downtown Wheaton Association donated gift certificates to DWA businesses. Participants who contributed over \$20 received a gift certificate for a downtown Wheaton business.
- Park Services Department has a huge role in this event with the need to transport and store the set from Wheaton College, the electrical needs required for bringing an indoor production to the outdoors, and the security required between rehearsals and shows to ensure production equipment safety.
- Due to Saturday's rain out, a performance was rescheduled for Sunday which resulted in increased expenses over 2014: security (up \$1,600), park services (up \$1,000), sound and light (up \$800).

**Financial Impact**

	2015	2014	2013*
REVENUES	\$10,313.00	\$11,250.00	\$12,000.00
EXPENSES	\$-14,905.00	\$-11,584.00	\$-12,000.00
EVENT PROFIT	<b>\$-4,592.00</b>	<b>\$ -334.00</b>	<b>\$0.00</b>
NET TO DISTRICT	<b>\$-4,592.00</b>	<b>\$-334.00</b>	<b>\$-6,000.00</b>

*\*First year event (2013) was funded in partnership between the Wheaton Park District and Wheaton College. The 2014 event and beyond are funded through sponsorship, donations, and grants obtained by the Wheaton Park District and Wheaton College. Both entities maintain their own budget revenues and expenses.*



**Wheaton's Wine & Cultural Arts Festival**  
 Saturday, September 19 | 1-6P

**Event Summary**

2015 marked the 3<sup>rd</sup> annual Wheaton's Wine & Cultural Arts Festival made possible through the partnership of Downtown Wheaton Association and the Wheaton Park District. The purpose of the event at its 2013 inception was to bring a wine and art fest to downtown Wheaton in an effort to drive commerce to downtown Wheaton and expose the area to a new event and audience.

This year's event featured over 60 varietals of wine, 4 food vendors, as well as 12 fine artists. This is a ticketed event (\$25-30 Advance, \$35 At the Door) and includes sample wine tastings or a designated driver ticket (\$5 Entry Only). This event admits children under 21 at no charge. Entertainment fills the stage throughout the five hour event, and wireless speakers located throughout the park allows guests to enjoy the entertainment while perusing the art and sampling wine and food.

A majority of the tickets for this event were sold on the day of the event. If the weather had not been favorable (selling close to 500 tickets the day of) we would have experienced a large loss on this event.

**Event Highlights**

- \$8,500 in sponsorship was obtained in 2015 (28.8% decrease from 2014).
- Famous Liquors of Lombard assisted in recruitment of wine vendors, and was able to take orders from guests for those who wanted to purchase their favorite wines.
- Ticketholders were able to vote for their favorite "Wine of the Year". This year Lynfred Winery's Oktoberfest Wine was the winner.
- It was estimated approximately 700 people were in attendance.

**Future of the Wheaton's Wine & Cultural Arts Festival**

This event has not met our Special Events Model goal for the last three years in which we aim to breakeven prior to the event. In 2015, we were fortunate the weather played in our favor. With the decrease in sponsorship, a minimal increase in attendance, and the large number of competition wine events in the area the Downtown Wheaton Association and Wheaton Park District have decided that the 2015 event was the last year this event will be held.

**Financial Impact**

	2015	2014	2013
<b>REVENUES</b>	\$31,173.05	\$32,085.00	\$ 31,604.25
<b>EXPENSES</b>	\$-26,179.92	\$-31,230.67	\$-30,710.73
<b>EVENT PROFIT</b>	<b>\$4,993.13</b>	<b>\$ 854.47</b>	<b>\$ 893.52</b>
<b>DOWNTOWN WHEATON ASSOCIATION</b>	\$2,496.57	\$ 427.24	\$ 446.76
<b>WHEATON PARK DISTRICT</b>	\$2,496.57	\$ 427.23	\$ 446.76



**FT Cares Light the Torch Night Run**  
 Friday, September 25 | 7P  
 Pre-Party start 5:30P

**Event Summary**

In 2015, the FT Cares Foundation and Wheaton Park District hosted the FT Cares Light the Torch Night Run for the 2<sup>nd</sup> year in a row. A bright orange pickup truck lead the race filled with runners decked out in glow necklaces and other accessories, reflector shirts, and costumes. This lively night run is met with open arms from the community in which many homeowners located along the race route sit on their front porches to watch the run or light up their houses in participation. Four luminary lanes feature luminaries to light the way, a water station, and an after party complete with a carnival slide, inflatable, and DJ.

We had 699 runners (an increase 38% over 2014) and new this year we featured 2 food trucks for runners to enjoy snacks/dinner after the race. FT Cares Foundation supports a variety of charities throughout the year; their mission is to make a difference locally, nationally, and globally. In addition, a few of the non-profits who benefit from the race were onsite to promote their cause.

**Event Highlights**

- \$29,250 in sponsorship was obtained for this event.
- Each runner received a reflector run shirt that glowed in the dark, neon bracelet, and flash pin. Runners added their own flair and one young runner even dressed as a torch.
- The run attracted racers of all ages, as strollers and wagons were invited to participate as it was not a certified race.
- Over 600 luminaries lined 4 lanes throughout the course.
- Runners also received glow necklaces at the first luminary lane (near mile 1.0).
- New this year! The event awarded gift certificates to the top decorated homes along the route.
- A portion of the proceeds benefited the Play for All Playground & Garden Foundation, the Cosley Zoo Foundation, and the DuPage County Historical Museum.

**Financial Impact**

	2015	2014
REVENUES	\$49,105.00	\$41,335.00
EXPENSES	\$-23,474.34	\$-20,370.51
<b>EVENT PROFIT</b>	<b>\$25,630.66</b>	<b>\$20,964.49</b>
FT CARES FOUNDATION	\$12,815.33	\$10,482.25
WHEATON PARK DISTRICT	\$12,815.33	\$10,482.24





Lions Club Reindeer Run  
 Saturday, December 5 | 8:30A

**Event Summary**

This year was the fourth annual Lions Club Reindeer Run. 1123 runners registered to participate in this race; more than 1000 crossed the finish line. We surpassed last year's final runner number of 804. Every runner registered received a red long sleeve Reindeer Run shirt and antlers. This holiday themed race attracts all types from the avid runner to teams just looking to do something to get into the holiday spirit. Each year, we are joined by a variety of fun and festive costumed runners such as Santas, elves, bags of coal, and of course reindeer.

**2015 Event Highlights**

- \$27,725 in sponsorship was secured; this is an increase of 21% from 2014.
- A \$3,000 in kind media sponsorship was additional secured with WDCB.fm. They have provided web and on air radio promotion of the event.
- Marketing efforts included new team pricing to promote groups registering, coupon codes for local races and neighbors of the race route, and active.com.
- The DuPage County Historical Museum serves as the race headquarters allowing volunteers and runners a warm place for day of registration, gear check, and packet pickup. Their involvement is essential to a successful winter race.
- We had more than 70 runners register day of the race, which is the most we have had in the history of the Reindeer Run.
- Profit for the partnering organizations was up 47% over 2014.

**Financial Impact**

	2015	2014	2013
REVENUES	\$60,792.00	\$ 47,736.00	\$ 31,962.00
EXPENSES	\$-22,011.38	\$-21,457.07	\$-15,910.83
EVENT PROFIT	\$38,780.62	\$ 26,278.92	\$ 16,051.17
WHEATON LIONS CLUB	\$19,390.31	\$ 13,139.46	\$ 8,025.58
WHEATON PARK DISTRICT	\$19,390.31	\$ 13,139.46	\$ 8,025.59



**Wheaton Park District Parks Services Department**

The Wheaton Park District Special Event Model is strong because of the collaboration of strengths of the Special Facilities, Marketing, and Parks Services Projects staff. Certain events require the need for rental companies to supply equipment such as tents, coolers, counters, or other event rentals, using our Parks Services Projects Department for event set up, execution, signage, and tear down labor allows us to execute events in a more sustainable fashion. Rather than outsource labor as most large scale events would, we hire our staff first. We use our district tents, tables, and chairs whenever necessary and always approach each event with full attention to the bottom line. This allows us to provide professional events with our partners at competitive prices, allowing for a larger contribution to the districts operational budget, foundations, and give back more to our partnership charitable efforts. In addition, we have created revenue to offset the labor hours incurred by special events (almost \$60,000/year). This money assists in covering labor hours required to handle the growing special event schedule.

The Special Event Team collaborates with the Park Services Department to ensure event success. This is done through various streamline communication efforts such as: submitting calendars and staffing needs well in advance of the events, creating detailed punch lists (work and signage orders) outlining set up needs for each event, and arranging on site walk through and meetings with day of staff. The Park Services Department designates a Lead for each event. They are an integral part of our success. Thank you to the 2015 Crew Leaders: Matt Alexander, Jeff Dahlstrom, Joe Daly, Steve Lehman, Tom Day, and Raphael Zavala.

	<b>LABOR</b>	<b>SIGNAGE</b>
<b>Fun Run in Color</b>	\$ 4,751.25	\$2,088.54
<b>Go Fly A Kite</b>	\$724.25	\$ 637.50
<b>Taste of Wheaton</b>	\$14,684.54	\$3,125.00
<b>3<sup>rd</sup> &amp; 4<sup>th</sup> of July</b>	\$7,725.73	\$ 1,702.50
<b>Music Mondays</b>	\$0.00	\$ 379.16
<b>Wheaton Brew Fest</b>	\$ 3,759.76	\$1,187.50
<b>Shakespeare in the Park</b>	\$ 4,488.63	\$ 500.00
<b>Wine &amp; Cultural Arts Festival</b>	\$ 3,562.62	\$ 1,037.50
<b>FT Cares Light the Torch</b>	\$ 2,349.55	\$ 1,537.50
<b>Lions Club Reindeer Run</b>	\$ 1,484.02	\$ 1,706.25
	<b>TOTAL</b>	<b>TOTAL</b>
	<b>\$43,530.35</b>	<b>\$13,901.45</b>

## Giving Back to the Community

The Wheaton Park District Special Events have had a huge impact on the Wheaton community and our partners. We have been able to give back more than \$125,000 to charitable organizations, local 501c(3), and other community organizations in 2015. In addition the events provide an enormous economic impact on the downtown Wheaton businesses. In 2015, we increased disbursements to our partners by 47% from 2014.

	PARTNER	DISBURSEMENT
<b>Fun Run in Color</b>	Central DuPage Rotary AM	\$14,701.78
	Play for All Playground & Garden Foundation	\$5,899.92
<b>Taste of Wheaton Wheaton Brew Fest</b>	Wheaton Chamber of Commerce	\$38,056.57
	CASA of DuPage	\$19,032.64
	DuPage County Historical Museum Foundation	\$9,516.32
<b>Wine &amp; Cultural Arts Festival Light the Torch Night Run</b>	Downtown Wheaton Association	\$ 2,496.57
	FT Cares Foundation	\$12,815.33
	Cosley Zoo Foundation	\$3,203.83
	DuPage County Historical Museum Foundation	\$3,203.83
	Play for All Playground & Garden Foundation	\$3,203.83
<b>Lions Club Reindeer Run</b>	Wheaton Lions Club	\$19,390.31
	<b>TOTAL IMPACT</b>	<b>\$131,520.93</b>



*To advance world understanding, goodwill, and peace through the improvement of health, the support of education, and the alleviation of poverty*



*Dedicated to the success of the business community through leadership, education and service*



*Recruits, trains, and supports volunteer citizen advocates to effectively speak to the best interests of abused, neglected and dependent children in DuPage County's juvenile court*



*To build and maintain a healthy, vibrant Downtown Wheaton to bring our community together*



*Provide monetary relief and other assistance to individuals and families who have healthcare, shelter, nutrition, education, and other similar needs, and to provide grants to other exempt organizations that provide assistance for such families and individuals*



*To empower volunteers to serve their communities, meet humanitarian needs, encourage peace and promote international understanding*



*Create barrier-free and universally accessible outdoor play spaces and gardens in DuPage County. Through the cognitive, social, and physical values of play, the Foundation will promote a spirit of inclusion, enhance the quality of life, as well as support involvement in recreation and wellness activities for all people and abilities.*



*Educate the general public through the collection, preservation, interpretation, and exhibition of materials which document the history of DuPage County and its relationship to Illinois and the nation, and to provide local history services for historical organizations and for scholarly endeavors.*

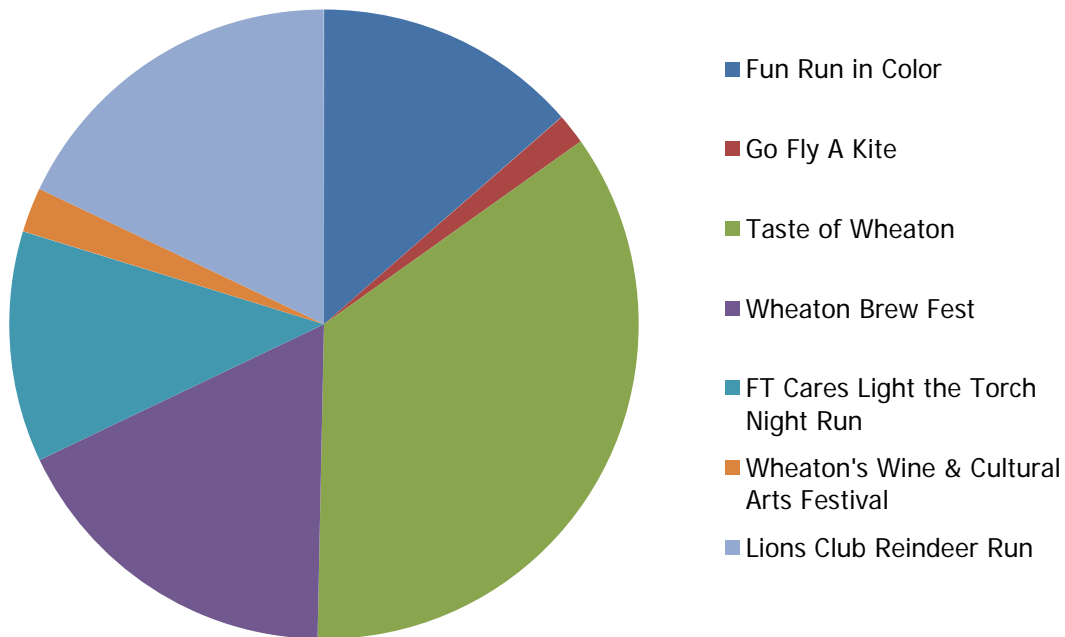


*To promote the understanding of the relationship among humans, animals, and the environment through recreation, education, and wildlife conservation.*

2015 Recap: Revenue & Reach

	NET TO DISTRICT	ESTIMATED ATTENDANCE
Fun Run in Color	\$14,701.78	2,000
Go Fly A Kite	\$ 1,681.38	1,000
Taste of Wheaton	\$38,056.57	25,000
3 <sup>rd</sup> & 4 <sup>th</sup> of July	\$ -3,554.68	20,000
Music Mondays	\$477.84	1,000
Wheaton Brew Fest	\$19,032.64	2,000
Shakespeare in the Park	\$ -4,592.00	2,250
Wheaton's Wine & Cultural Arts Festival	\$ 2,496.57	700
FT Cares Light the Torch Night Run	\$12,815.33	1,000
Lions Club Reindeer Run	\$19,390.31	1,200
<b>TOTAL REVENUE TO DISTRICT</b>	<b>\$100,505.74</b>	<b>TOTAL ESTIMATED ATTENDANCE</b>
		<b>55,950</b>

Revenue Generated by Special Event





## 2015 Sponsorship Revenue Breakdown

The Special Event Model utilized by the Wheaton Park District aims to break even prior to the day of an event to ensure profit. We support our events through sponsorship recruitment, valuating the marketing and promotional potential of our events and the goodwill we do in exchange for partnership dollars from local businesses and organizations.

	2015 Sponsorship	2014 Sponsorship	% change
Fun Run in Color	\$21,150	\$18,000	18%
Go Fly A Kite	\$3,875	\$3,250	19%
Taste of Wheaton 3 <sup>rd</sup> & 4 <sup>th</sup> of July	\$28,000	\$26,450	5%
Music Mondays	\$4,700	\$4,700	0%
Wheaton Brew Fest	\$2,300	\$0.00	100%+
Shakespeare in the Park	\$7,000	\$3,500	100%
Wheaton's Wine & Cultural Arts	\$9,500	\$11,250	-15%
FT Cares Light the Torch Run	\$8,500	\$11,950	-29%
Lions Club Reindeer Run	\$29,750	\$23,600	26%
	\$27,725	\$23,000	21%
	<b>2015 TOTAL</b>	<b>2014 TOTAL</b>	
	<b>\$142,500</b>	<b>\$125,700</b>	<b>13%</b>



## 2015 Estimated Economic Impact of Special Events

Economic impact is the potential financial benefits that result from hosting a special event within your community. "Measuring the economic impact not only allows public sector bodies to evaluate their economic return on investment, but also it demonstrates how events drive economic benefits" ([www.eventimpacts.com/economic](http://www.eventimpacts.com/economic)). Based on the information obtained from the DuPage Convention & Visitors Bureau, the direct economic impact figure used to measure the effects of increased spending in a host economy is current \$129 per person. We have calculated the estimated economic impact of our special events on the City of Wheaton using this spending figure.

	<b>ESTIMATED ATTENDANCE</b>	<b>ESTIMATED IMPACT</b>
<b>Fun Run in Color</b>	2,000	\$258,000
<b>Go Fly A Kite</b>	800	\$103,200
<b>Taste of Wheaton</b>	25,000	\$3,225,000
<b>3<sup>rd</sup> &amp; 4<sup>th</sup> of July</b>	20,000	\$2,580,000
<b>Music Mondays</b>	1,000	\$129,000
<b>Wheaton Brew Fest</b>	2,000	\$219,300
<b>Shakespeare in the Park</b>	2,250	\$290,250
<b>Wheaton's Wine &amp; Cultural Arts Festival</b>	700	\$77,400
<b>FT Cares Light the Torch Night Run</b>	1,000	\$129,000
<b>Lions Club Reindeer Run</b>	1,200	\$154,800
	<b>TOTAL ESTIMATED ATTENDANCE</b>	<b>TOTAL ESTIMATED ECONOMIC IMPACT</b>
	<b>55,950</b>	<b>\$7,165,950</b>





# FUN RUN IN COLOR



Wheaton Park District and Rotary Club of Central DuPage AM

## fun run

2015 **IN COLOR**

**5K run/walk**  
color stations  
after party

APRIL 11 | 9A | DOWNTOWN WHEATON

More information at  
[WHEATONPARKDISTRICT.COM/FUNRUN](http://WHEATONPARKDISTRICT.COM/FUNRUN) Like us on Facebook!

Helpful Links    Post it >    Forward >    Join >

Wheaton Park District  
Rotary Club of Central DuPage  
Africa  
Crosby Zoo  
DuPage County Historical Museum  
Lincoln Marsh Natural Area  
Parks Park Fitness Center  
Play for All, Sensory Playground

Wheaton Park District | 102 E. Wesley Street, Wheaton, IL 60187 | 630.665.4710  
[wheatonparkdistrict.com](http://wheatonparkdistrict.com)

Board of Commissioners  
John Kelly, President | Phillip Luellshagen, Vice President | Ray Morrill | Terry A. Mee  
Jane Hodgkinson | Mark Schobel | Kim VanderSchuerf  
[commissioners@wheatonparks.org](mailto:commissioners@wheatonparks.org)

Rotary Club of Central DuPage | P.O. Box 91, Wheaton, IL 60187  
[www.clubrunner.ca/Portal/Home.aspx?cid=2364](http://www.clubrunner.ca/Portal/Home.aspx?cid=2364)



**April 11 | 9A**

## fun run

2015 **IN COLOR**

Memorial Park | Wheaton

Fun for All Ages  
4 Color Stations  
Post-Race Party  
& Refreshments

**Register at [wheatonparkdistrict.com/funrun](http://wheatonparkdistrict.com/funrun)**

E-BLAST

PRINT AD



# GO FLY A KITE



go fly a kite  
WHEATON PARK DISTRICT

**May 2 | 10A-2P**

Free Event | Kite Demonstrations  
Expo | Concessions | Kids' Games

[wheatonparkdistrict.com/goflyakite](http://wheatonparkdistrict.com/goflyakite)

WHEATON EYE CLINIC

WEB AD

**Free Event**

go fly a kite  
WHEATON PARK DISTRICT

**Saturday, May 2**  
**10A-2P | Graf Park**

**Event Highlights**

- Fun for All Ages
- Concessions, Vendors, Kite Sales
- **Grand Launch** at 11A
- **Kite Demonstrations** by Chicago Fire Kite Team
- Highest Flying & Most Unique Kite Contest
- Kids' Mad Dash & Candy Drop

Parking available at the DuPage County Fairgrounds.

Sponsored by:

WHEATON EYE CLINIC | WHOLE FOODS MARKET | K&LOVE 94.3

Event partners include The City of Wheaton, Gift of Wings, the Kite Society of Wisconsin and Illinois, and Wheaton Chamber of Commerce.

Graf Park | 1701 Manchester Road, Wheaton (1 mile east of County Farm Road)

[wheatonparkdistrict.com/goflyakite](http://wheatonparkdistrict.com/goflyakite)

POSTER

go fly a kite  
WHEATON PARK DISTRICT

**Saturday, May 2**  
**Free Family Event**  
**10A-2P | Graf Park**

Sponsored by WHEATON EYE CLINIC

[wheatonparkdistrict.com/goflyakite](http://wheatonparkdistrict.com/goflyakite)

BANNER



# TASTE OF WHEATON



**Taste of Wheaton**  
Wheaton Park District | Wheaton Chamber of Commerce  
Presented by **First Trust**  
**June 4-7**  
Memorial Park in Downtown Wheaton

ENTERTAINMENT | FOOD | FAMILY FUN | CARNIVAL

Get your carnival ride pass early and save \$5!  
Available May 1 through May 31 at:  
DuPage County Historical Museum - 102 E. Wesley Street  
Community Center - 1777 S. Blanchard Road

For full event schedule visit:  
**tasteofwheaton.com**



POSTER

Mark Your Calendars!  
**Taste of Wheaton**  
Presented by **First Trust**  
**Thursday, June 4-Sunday, June 7**  
View the Schedule **4 Fun-filled Days!**  
View Map  
Carnival, Food Vendors, Beer & Wine Garden, and Market Place in the Park.

**Slice of Wheaton Thursday Night**  
Freshness 24 Pizza Slice

**Car Show Friday Night**

**Cesica Zoo Run for the Animals Saturday Morning**  
cesicazoo.org/run

**Art in the Park Saturday Afternoon**  
Kids art activities, Clanking Wast, and Toy Check Up!

**Party in the Park Sunday Afternoon**  
Featuring entertainment, activities, concessions, and more.

**Headlining Entertainment Thursday: Hot Guys Friday: 1st-IndieCity Saturday: 7th Heaven Sunday: Best Woody Band**

Read more: [tasteofwheaton.com](http://tasteofwheaton.com)

Get your carnival ride pass early and save \$5!  
Available May 1 through May 31 at:  
DuPage County Historical Museum - 102 E. Wesley Street  
Community Center - 1777 S. Blanchard Road

Helpful Links  
Wheaton Park District  
Amusement Card Code  
Children's Center  
DuPage County Historical Museum  
Liquor Store Near the Area  
Play for All, Sensory Playground

Wheaton Park District | 102 E. Wesley Street, Wheaton, IL 60187 | 630.685.4710  
[www.tasteofwheaton.com](http://www.tasteofwheaton.com)  
Board of Commissioners: John Kelly, President | Philip Lorkuchans, Vice President | Ray Merrill | Terry A. Blue | Jana Hodgkinson | Mark Schobel | Kim VanDerSchuer  
[commissioners@wheatonpark.org](mailto:commissioners@wheatonpark.org)

Wheaton Chamber of Commerce | 158 E. Wesley Street, Wheaton, IL 60187 | 630.688.6464  
[www.wheatonchamber.com](http://www.wheatonchamber.com)  
Chamber of Commerce

E-BLAST

**Taste of Wheaton**  
Presented by **First Trust**  
**June 4-7**  
Memorial Park  
Downtown Wheaton  
[tasteofwheaton.com](http://tasteofwheaton.com)

2015 Schedule of Events

Thursday, June 4  
10:00 AM - 12:00 PM: Funnel Cake  
12:00 PM - 2:00 PM: Funnel Cake  
2:00 PM - 4:00 PM: Funnel Cake  
4:00 PM - 6:00 PM: Funnel Cake  
6:00 PM - 8:00 PM: Funnel Cake  
8:00 PM - 10:00 PM: Funnel Cake

Friday, June 5  
10:00 AM - 12:00 PM: Funnel Cake  
12:00 PM - 2:00 PM: Funnel Cake  
2:00 PM - 4:00 PM: Funnel Cake  
4:00 PM - 6:00 PM: Funnel Cake  
6:00 PM - 8:00 PM: Funnel Cake  
8:00 PM - 10:00 PM: Funnel Cake

Saturday, June 6  
10:00 AM - 12:00 PM: Funnel Cake  
12:00 PM - 2:00 PM: Funnel Cake  
2:00 PM - 4:00 PM: Funnel Cake  
4:00 PM - 6:00 PM: Funnel Cake  
6:00 PM - 8:00 PM: Funnel Cake  
8:00 PM - 10:00 PM: Funnel Cake

Sunday, June 7  
10:00 AM - 12:00 PM: Funnel Cake  
12:00 PM - 2:00 PM: Funnel Cake  
2:00 PM - 4:00 PM: Funnel Cake  
4:00 PM - 6:00 PM: Funnel Cake  
6:00 PM - 8:00 PM: Funnel Cake  
8:00 PM - 10:00 PM: Funnel Cake

Full schedule at [tasteofwheaton.com](http://tasteofwheaton.com)

BANNER

**Taste of Wheaton**  
Wheaton Park District | Wheaton Chamber of Commerce  
Presented by **First Trust**  
**June 4-7**  
Memorial Park  
Downtown Wheaton  
[tasteofwheaton.com](http://tasteofwheaton.com)

Full schedule at [tasteofwheaton.com](http://tasteofwheaton.com)

PRINT AD



# 4TH OF JULY FIREWORKS & PARADE



ALL-AMERICAN  
PICNIC  
WHEATON 2015  
INDEPENDENCE DAY  
CELEBRATION

WHEATON Celebrates 100 PARADES

FRIDAY JULY 3RD  
WHEATON FIREWORKS

Graf Park  
Concessions | Kid Rides & Games | DJ Entertainment  
Launch at 9P  
Parking available at DuPage County Fairgrounds  
Grassroots seating not available.

SATURDAY JULY 4TH  
WHEATON 4TH OF JULY PARADE

Downtown Wheaton | On Front Street  
Reverse Street at Main Stage | 10P-11P DJ  
Music Entertainment

Full schedule of events at  
WHEATONPARKDISTRICT.COM/JULY4

ALL-AMERICAN  
PICNIC  
WHEATON 2015  
INDEPENDENCE DAY  
CELEBRATION

FRIDAY JULY 3RD  
FIREWORKS  
4P FEST | 9P LAUNCH  
GRAF PARK

SATURDAY JULY 4TH  
PARADE  
10A | DOWNTOWN  
WHEATON

WHEATON Celebrates 100 PARADES

WHEATONPARKDISTRICT.COM/JULY4

ALL-AMERICAN  
PICNIC  
WHEATON 2015  
INDEPENDENCE DAY  
CELEBRATION

WHEATON Celebrates 100 PARADES

FRIDAY JULY 3RD  
WHEATON FIREWORKS

Graf Park  
Concessions | Kid Rides & Games | DJ Entertainment  
Launch at 9P  
Parking available at DuPage County Fairgrounds  
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SATURDAY JULY 4TH  
WHEATON 4TH OF JULY PARADE

Downtown Wheaton  
Reverse Street at Main Stage | 10P-11P DJ  
Music Entertainment

Full schedule of events at  
WHEATONPARKDISTRICT.COM/JULY4

ALL-AMERICAN  
PICNIC  
WHEATON 2015  
INDEPENDENCE DAY  
CELEBRATION

WHEATON Celebrates 100 PARADES

JULY 3RD  
FIREWORKS

JULY 4TH  
PARADE

Wheaton Celebrates 100 PARADES

WHEATONPARKDISTRICT.COM/JULY4

EBLAST

LIGHT POLE BANNER

Wheaton 2015 Independence Day Celebration is Sponsored by

WHOLE FOODS Market | HAGGERTY | DuPage Republicans

WHEATON PARK DISTRICT  
wheatonparkdistrict.com

Facebook | Twitter | Instagram | YouTube

WHOLE FOODS Market | HAGGERTY | DuPage Republicans

PRINT AD

POSTER



# MUSIC MONDAYS IN THE PARK



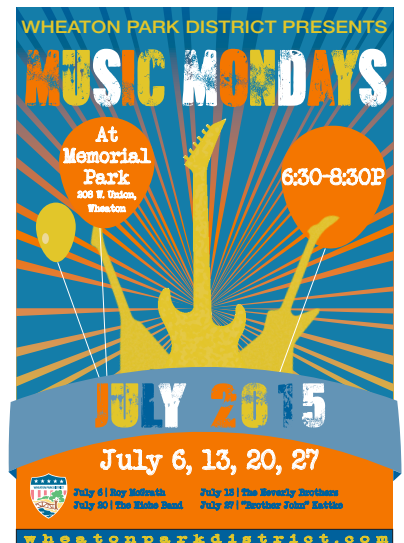
FACEBOOK BANNER



CONCESSION SIGNAGE



PRINT AD



SPONSORED BY:



POSTER



# WHEATON BREW FEST



Wheaton  
**BREW 2015 FEST**

**SATURDAY, AUGUST 1**  
MEMORIAL PARK | WHEATON

**TICKETS**  
VIP 12-4:30P  
GENERAL ADMISSION 1-4:30P

**80** UNIQUE CRAFT BEERS  
**LIVE ENTERTAINMENT NEW!** GRAND TO CLOSE 6:15 E & A R 8:00 WELCOME!

**WHEATONBREWFEEST.COM**

Celebrating 5 Brewtiful Years...  
PURCHASE TICKETS IN ADVANCE & SAVE

Wheaton  
**BREW 2015 FEST**

**SATURDAY, AUGUST 1**  
MEMORIAL PARK | WHEATON

**TICKETS**  
VIP 12-4:30P  
GENERAL ADMISSION 1-4:30P

**80** UNIQUE CRAFT BEERS  
**LIVE ENTERTAINMENT NEW!** GRAND TO CLOSE 6:15 E & A R 8:00 WELCOME!

**WHEATONBREWFEEST.COM**

Interested in any sponsorship opportunities, contact us. Keep up with our brewing updates, visit [wheatonbrewfest.com](http://wheatonbrewfest.com) and "like" us on Facebook.

A portion of the event proceeds benefit CASH of DuPage.

**UBER**  
Free Uber Ride to Wheaton Brew Fest using **WBF2015**

Helpful Links: Post it > Tweet it > Forward >

Wheaton Park District Memorial Park | 308 W. Union, Wheaton, IL | 630.895.4710  
[www.wheatonparkdist.com](http://www.wheatonparkdist.com)

Wheaton  
**BREW 2015 FEST**

**TICKETS**  
**SATURDAY, AUGUST 1**  
MEMORIAL PARK | WHEATON

**VIP & GENERAL**

**OVER 80 CRAFT BEERS**  
**LIVE ENTERTAINMENT NEW!** GRAND TO CLOSE 6:15 WELCOME!

**WHEATONBREWFEEST.COM**

PRINT ADS



EBLAST

POSTER



# SHAKESPEARE IN THE PARK



FACEBOOK BANNER



LARGE FORMAT BANNER FOR 4TH OF JULY PARADE

Wheaton College Arena Theater and the Wheaton Park District present  
**SHAKESPEARE IN THE PARK**  
 Free Event: Donations Encouraged

Wheaton College Arena Theater and the Wheaton Park District present  
**SHAKESPEARE IN THE PARK**



POSTCARD



POSTER



WEB AD



# WHEATON'S WINE & CULTURAL ARTS FESTIVAL



WHEATON'S **WINE** AND *Cultural Arts* FESTIVAL  
**Saturday, September 19 | 1-6P**  
 Memorial Park | 208 W. Union, Downtown Wheaton  
 Wine Tasting | Beer Garden  
 Fine Art | Entertainment



Tickets at [wheatonparkdistrict.com/waca](http://wheatonparkdistrict.com/waca)



POSTER

WHEATON'S **WINE** AND *Cultural Arts* FESTIVAL  
**Saturday, September 19**  
 Memorial Park | 1-6P  
[wheatonparkdistrict.com/waca](http://wheatonparkdistrict.com/waca)




BANNER

WHEATON'S **WINE** AND *Cultural Arts* FESTIVAL  
**Saturday, September 19**  
 1-6P  
 Memorial Park | 208 W. Union  
 Wine Tasting | Beer Garden  
 Fine Art | Entertainment  
 Buy Tickets in Advance and Save!  
[wheatonparkdistrict.com/waca](http://wheatonparkdistrict.com/waca)



PRINT AD

WHEATON'S **WINE** AND *Cultural Arts* FESTIVAL  
**Saturday, September 19**  
 1-6P  
 Memorial Park  
 208 W. Union,  
 Downtown Wheaton  
 Wine Tasting  
 Beer Garden  
 Fine Art  
 Entertainment



POSTCARD



# LIGHT THE TORCH 5K



**FRIDAY, SEPTEMBER 25**  
Downtown Wheaton

- Pre-Party Activities 5:30P–Race at 7P
- 5K Night Run/Walk | Luminary Lanes
- Glow and Light-Up Giveaways

**NEW THIS YEAR!** Light decorating contest for houses on the course.

More information at:  
[wheatonparkdistrict.com/lightthetorch](http://wheatonparkdistrict.com/lightthetorch)



POSTER

**Friday, September 25**  
Pre-Race Party 5:30P | 5K Lighted Night Run 7P

[wheatonparkdistrict.com/lightthetorch](http://wheatonparkdistrict.com/lightthetorch)

WEB AD

**FRIDAY, SEPTEMBER 25**  
Downtown Wheaton

- Pre-Party Activities 5:30P–Race at 7P
- 5K Night Run/Walk | Luminary Lanes
- Glow and Light-Up Giveaways

**NEW THIS YEAR!** Light decorating contest for houses on the course.

More information at:  
[wheatonparkdistrict.com/lightthetorch](http://wheatonparkdistrict.com/lightthetorch)



EBLAST



# LIONS CLUB REINDEER RUN



FACEBOOK IMAGE

WHEATONPARKDISTRICT.COM/REINDEERRUN

COMMUNITY CENTER  
ATRIUM BANNER



POSTCARD

EBLAST

# LOOKING TO 2016



APRIL 16



MAY 7



JUNE 2-5



JULY 3 & 4



JULY 11, 18 & 25



AUGUST 6



AUGUST 26 & 27



SEPTEMBER 30



DECEMBER 3