

Wheaton Park District

Special Event Annual Report

2014



create. discover. play.



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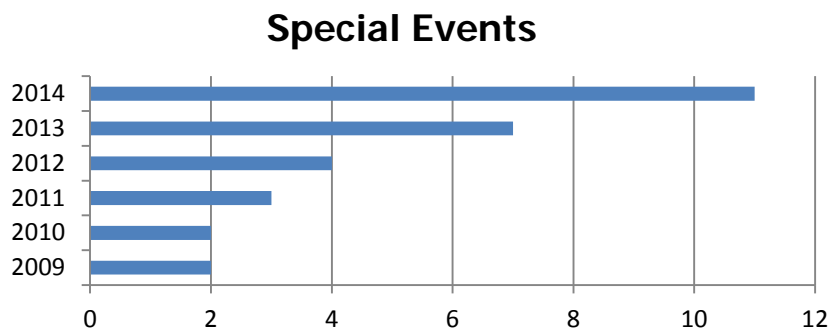
Executive Summary

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 many 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 56,000 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 joint venture 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.

In the past two years, the Wheaton Park District has grown their event schedule bringing large scale special events to eleven. The chart below demonstrates the growth in special events at the Wheaton Park District over the last six years.



Special Event Schedule 2014

- **April 5** | *Fun Run in Color* (partner: Central DuPage Rotary AM)
- **May 3** | *Go Fly A Kite*
- **June 5-8** | *Taste of Wheaton* (partner: Wheaton Chamber of Commerce)
- **June 28** | *Wheaton Smooth Jazz Fest* (partner: Feeding the Soul Ministry)
- **July 3 & 4** | *Wheaton Fireworks & Fourth of July Parade*
- **July 7, 14, 21, 28** | *Music Mondays*
- **August 2** | *Wheaton Brew Fest* (partner: CASA of DuPage County)
- **August 29 & 30** | *Shakespeare in the Park* (partner: Wheaton College Arena Theater)
- **September 20** | *Wheaton's Wine & Cultural Arts Festival* (partner: Downtown Wheaton Association)
- **September 26** | *FT Cares Light the Torch Night Run* (partner: FT Cares Foundation)
- **December 6** | *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 to the district's operating budget.

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.
- Generates revenue for our event partners which aids in their operating budgets and charitable endeavors.
- Generates 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).
- Generates revenue to offset labor hours incurred to execute special events for our Park Services Department.
- Creates additional marketing opportunities for the Wheaton Park District and its various facilities.
- Fulfills 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 Manager, *Ryan Miller*** (Race Director)
- **Marketing & Special Event Coordinator, *Nicole Kapala*** (Administrative Support & Planning)
- **Superintendent of Trades, *Nic Novak*** (Park Services Labor & 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, event support, and the amendments made this year to the City Liquor Commission to allow four days of beer and wine sales at an outdoor special event (Taste of Wheaton).



Fun Run in Color
 Saturday, April 5 | 8:00A

Event Summary

Based on the recorded success of the Wheaton Park District Special Event Team, the Central DuPage Rotary AM approached the district in 2013 to host a 5K run in the community. The teams worked together to come up with a creative and unique approach in an effort to not compete with the district’s other races. Following the trend of color runs throughout the country, the partnership set out to create its own “fun run”. The Fun Run in Color featured 4 color stations; (pink, yellow, blue, and green). Runners and walkers wove through the streets of downtown, the newly renovated Northside Park and ended in 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. There is no pressure of time, so 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

- First year event sold out with 1,356 runners.
- Over \$18,000 in sponsorship was raised for this event.
- The Central DuPage Rotary AM awarded the Wheaton Park District their “Business of the Year” award.

Each year, we formally recognize a local business that has demonstrated the values of Rotary, focusing in particular on what that business has done for the local community. I’m happy to tell you that this year, we have selected the Wheaton Park District as this year’s Business of the Year. We have long admired the Park District’s operations, programs, and community involvement. This year, through our partnership with the Fun Run, we got to see firsthand what a great organization it is. Congratulations!

~ Brian LaFratta, Rotary President

Financial Impact

	2014
REVENUES	\$46,816.00
EXPENSES	\$-23,216.35
EVENT PROFIT	\$23,599.65
CENTRAL DUPAGE ROTARY AM	\$11,799.83
WHEATON PARK DISTRICT	\$11,799.82



wheatonparkdistrict.com/funrun



Go Fly a Kite
 Saturday, May 3 | 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 kept the event alive since. In 2014, Go Fly a Kite event took place for the 5th time (the previous year 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. Each year, the goal of the event is to attempt to break the previous year's record of the number of the kites in the air simultaneously. The last recorded number was 843.

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.
- 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. We received our highest contribution of \$209.25.

Financial Impact

	2014	2013*	2012
REVENUES	\$4,076.25	\$ 0	\$ 4,647.00
EXPENSES	\$-1,503.75	\$ -1,027.50	\$-2,075.67
EVENT PROFIT/LOSS	\$2,572.50	\$ -1,027.50	\$ 2,571.33
WHEATON PARK DISTRICT	\$2,572.50	\$ -1,027.50	\$ 2,571.33

**Through our strong partnerships with the Kite Team and DuPage County Fairgrounds, the Special Events Team was refunded for contractual expenses associated with the event and sponsorship secured was rolled into other 2013 events or were held for the 2014 event. The expenses incurred were for marketing, printing of banners and signage prior to the 2013 event cancellation due to weather conditions.*



wheatonparkdistrict.com/goflyakite



Taste of Wheaton
 Thursday, June 5 | 4-9P
 Friday, June 6 | 4-10P
 Saturday, June 7 | 7A-10P
 Sunday, June 8 | 12-4P

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, carnival, Art in the Park activities, and schedule of events. The Wheaton Chamber assists with sponsorship recruitment, business expo, secures and coordinates volunteers, which includes the information booth staffing for four days.

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, an art & craft show, carnival rides, beer garden, live entertainment, food vendors, a business expo, Art in the Park, and the Cosley Zoo Run for the Animals 5k/10k. In 2014, Taste of Wheaton enjoyed its best weather weekend yet. The carnival, park, and vendors saw traffic from the Wheaton community and beyond. Over \$30,000 in sponsorship and over 100 volunteers are secured each year to make this event possible.

Event Highlights

- Estimated attendance in 2014 was 25,000. Downtown Wheaton businesses experienced an obvious increase in traffic. Many business owners have mentioned this weekend as their biggest sales of the year.
- The committee increased the Thursday night offerings to include a “Slice of Wheaton” pizza tasting, business expo, and featured two Wheaton bands in an effort promote local flair and drew our largest Thursday crowd yet.
- For the first year, the beer garden was open all four days; beer garden sales hit our highest yet with \$51,663 (the event served about 70 kegs of beer).
- The Sunday event featured multiple craft and business vendors, food vendor, and stage entertainment. At the end of the event the park was crowded; the committee will explore adding additional hours to this popular first year Sunday Party in the Park.
- The carnival net revenue was \$46,167.

Financial Impact

	2014	2013*	2012
REVENUES	\$158,458.00	\$117,248.75	\$120,440.00
EXPENSES	\$-90,557.65	\$-74,771.32	\$-59,660.33
EVENT PROFIT	\$67,900.35	\$42,477.73	\$60,779.67
WHEATON CHAMBER	\$33,950.17	\$21,238.87	\$30,389.84
WHEATON PARK DISTRICT	\$33,950.18	\$21,238.86	\$30,389.83

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



Wheaton Park District Wheaton Chamber of Commerce

wheatonparkdistrict.com/taste



Wheaton Smooth Jazz Fest
 Saturday, June 28 | 3-9:30P

Event Summary

In 2013, Dr. Tracy Scott of Feeding the Soul Christian Ministries approached the Wheaton Park District to bring a jazz fest to Wheaton. This year the fest took place for the second time in Memorial Park. In the first year, the music featured gospel jazz. This year the music was rebranded as a smooth jazz fest in an effort to attract a more universal jazz enthusiast. The event featured three acts: Roland Gresham, Scott Allman featuring Darren Rahn, and headliner, Donald Hayes. This was a ticketed event (\$15 Advance, \$20 At Gate, 5 years and under—free) and offered a VIP area for sponsors and artists to mingle, food vendors, business vendors, and a beer and wine tent. Many guests took advantage of our bench seating in Memorial Park, while others brought blankets and chairs and spread out on the lawn.

It is uncertain if this event will continue in 2015 as Feeding the Soul Ministry is looking for a larger venue than Memorial Park.

Event Highlights

- \$11,910 in sponsorship was secured.
- With a minimal marketing budget the park district worked closely with radio, print, and television media partnerships such as the Chicago Jazz Magazine, Naperville Magazine, TribLocal, and SmoothJazzChicago.net.
- The fest brought many jazz enthusiasts, over half of the ticket holders were from outside Wheaton exposing new visitors to our community.
- Approximately 500 guests were in attendance.

Financial Impact

	2014	2013
REVENUES	\$23,806.00	\$ 18,060.00
EXPENSES	\$-22,120.00	\$-16,119.00
EVENT PROFIT	\$1,686.00	\$ 1,941.00
FEEDING THE SOUL MINISTRY	\$843.00	\$ 970.50
WHEATON PARK DISTRICT	\$843.00	\$ 970.50



wheatonparkdistrict.com/jazz



Wheaton Fireworks
 Wednesday, July 3 | 5-10P

Fourth of July Parade
 Thursday, July 4 | 10A

Event Summary

2014 was the fifth year the Wheaton Park District hosted the fireworks and parade for Independence Day after taking it over from the Wheaton Jaycees in 2010 when they dissolved. We gladly accepted the charge to continue this tradition 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 approximately 100 entries. Each year, the celebration carries a theme we incorporate into marketing, selection of the Grand Marshall, and guide our participants in decorating their parade entry. This year's theme was Generations of America. Marketing showcased pictures from Wheaton parades from the 20s, 40s, 70s, and more current, 2012. It was estimated approximately 20,000 people attend the Wheaton firework show and parade, make us one of the largest parades in the state of Illinois.

Event Highlights

- On July 3, the pre-firework event featured 4 food vendors, carnival, and DJ entertainment. This year's firework show was 22 minutes in length.
- This year's theme was Generations of America and incorporated vintage pictures of past Wheaton parades throughout the decades.
- The Grand Marshall for 2014 was Ron Elenbaas (long time Wheaton Park District volunteer and resident) and his family.
- 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, Wheaton Warrenville South and Wheaton North High Schools, to name a few.
- The park district showcases many of our departments. Parade entries from Park Services Department, Kidz Kingdom Childcare, Arrowhead Golf Club, Cosley Zoo, DuPage County Historical Museum, Wheaton Rams (Football & Cheerleading), and Wheaton Dance Crew walked the route to promote programs and events.

Financial Impact

	2014	2013	2012
REVENUES	\$44,888.50	\$ 42,300.00	\$ 40,545.50
EXPENSES	\$-45,878.87	\$-42,567.40	\$-41,609.78
EVENT LOSS	\$-990.37	\$-267.40	\$ -1,064.28
WHEATON PARK DISTRICT	\$-990.37	\$ -267.40	\$ -1,064.28

Generations
AMERICA
OF
Wheaton 2014
INDEPENDENCE DAY
CELEBRATION



wheatonparkdistrict.com/july4

MUSIC MONDAYS IN THE PARK

Music Mondays in the Park

Monday, July 7 | 6:15-8:15P

Monday, July 14 | 6:15-8:15P

Monday, July 21 | 6:15-8:15P

Monday, July 28 | 6:15-8:15P

Event Summary

In 2014, the Special Event Team assumed responsibility for the summer entertainment series in Memorial Park from the Recreation Department, due to a reduction from full time to part time staff and the reassignment of Adult Educator responsibilities. 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's 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 events, plan entertainment, marketing the event (designing signage on their own), and also run the concession aspects of the event. 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.
- A food vendor, Kona Ice, was secured for three of the four weeks bringing in additional revenue to the event.
- The concession stand, managed by interns, sold popcorn, soda, and pizza.
- Entertainment spanned generations and featured Pirates Over 40, Serendipity, 28 Days, and the Neveryly Brothers.
- 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 *

	2014
REVENUES	\$1,540.00
EXPENSES	\$-4,033.00
EVENT LOSS	\$-2,493.00
NET TO DISTRICT	\$-2,493.00

**Goal for next year is to seek sponsorship to cover the cost of this event.*



MUSIC MONDAYS IN THE PARK

wheatonparkdistrict.com



Wheaton Brew Fest
 Saturday, August 3 | 12-4P

Event Summary

For the fourth year, Wheaton Park District has partnered with Court Appointed Special Advocates (CASA) of DuPage County to bring the Wheaton Brew Fest to town. Initially, the partnership utilized an event promotion company to assist with the marketing, ticketing, and beer inventory logistics of the event. In 2013, the district parted ways with the promotion company and produced the event in-house. This decision has allowed the district and its partner to maintain 45% of proceeds previously paid out to the promoter. In the last two years, the Illinois Liquor Commission created stricter liquor guidelines for brew fests. The staff continues to work closely with the Illinois Liquor Commission to make sure all rules and regulations are being followed. 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 of the event so attendance continues to increase.

Event Highlights

- Attendance for this year's event was 1,892 (VIP, General Admission, Designated Driver)
- This year's event featured an additional hour of sampling time for VIP guests.
- VIP guests also enjoyed a food buffet sponsored by Whole Foods. The VIP area was moved to the tennis courts this year. 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 featured over 100 beers this year. Dry City Brew Works was able to obtain a "home brewers" license with the assistance of the park district in order to be present at the event and promote their establishment in Wheaton.
- Over 100 volunteers plus brewery reps are required to make this event happen. Our partner, CASA, handles the recruitment and coordination of these volunteers.

Financial Impact

	2014	2013	2012
REVENUES	\$86,954.61	\$ 74,511.97	\$103,923.57
EXPENSES	\$48,773.78	-\$46,292.21	-\$53,988.42
EVENT PROFIT	\$38,108.83	\$ 28,219.76	\$ 49,935.15
PROMOTER FEE	\$0.00	\$ 0.00	\$ 27,464.33
CASA OF DUPAGE	\$19,090.42	\$ 14,109.88	\$ 11,235.41
WHEATON PARK DISTRICT	\$19,090.41	\$ 14,109.88	\$ 11,235.41



wheatonbrewfest.com
wheatonparkdistrict.com/brewfest



Shakespeare in the Park
 Friday, August 29 | 7P
 Saturday, August 30 | 7P

Event Summary

In 2013, Wheaton Park District had the opportunity to partner with the Wheaton College Arena Theater to bring Shakespeare in the Park to Memorial Park. The district felt this was a great opportunity to develop our involvement in the arts and its impact on the community as well as build a 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 first year was extremely well received with more than 1,000 people in attendance for the free performances of Shakespeare's *As You Like It*.

This year, the free performances of *Love's Labours Lost* was equally well received and the partnership was more 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

- Two \$5,000 sponsorships and a few smaller ones were secured.
- Marketing staff used creative approaches to promote the event and to cut marketing expenses by 75%, spending only \$500 of the original \$2,000 planned.
- 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.
- The district received an IAPD Helen Doria Arts in the Park Award this past October largely in part to the involvement of this event as well as others.

Financial Impact

	2014	2013*
REVENUES	\$11,250.00	\$12,000.00
EXPENSES	\$-11,584.00	\$-12,000.00
EVENT PROFIT	\$ -334.00	\$0.00
WHEATON COLLEGE	\$0.00	\$-6,000.00
WHEATON PARK DISTRICT	\$-334.00	\$-6,000.00
+Donation collected by the DuPage County Historical Museum	\$2,271.53	\$ 1,445.00

**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. 2014 does not reflect Wheaton College budget.*

+ Concession and donation revenue collected during performances was donated to the DuPage County Historical Museum Foundation.





Wheaton's Wine & Cultural Arts Festival
 Saturday, September 20 | 12-6P

Event Summary

Downtown Wheaton Association approached Wheaton Park District in 2013 about partnering 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. The park district worked closely with the Illinois Liquor Commission, City of Wheaton, and wine distributors to create a concept and pricing plan. The first year event (2013) was attended by approximately 700 guests and was very well received within the community.

The event features over 70 varietals of wine, business and food vendors, as well as fine artists. This is a ticketed event (\$25 Advance, \$30 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 six hour event, and wireless speakers located throughout the park allows guests to enjoy the entertainment while perusing the art and sampling wine and food.

Event Highlights

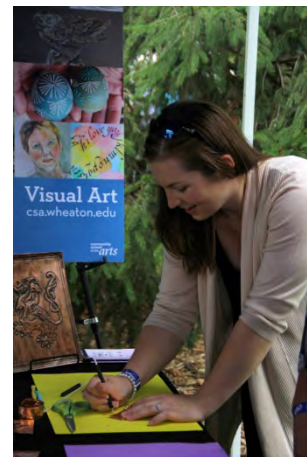
- Over \$11,000 in sponsorship was obtained in 2014.
- Famous Liquors of Lombard assisted in recruitment of wine vendors, and was able to take orders from guests for those who wanted to purchase their favorite wines.
- Ticketholders were able to vote for their favorite "Wine of the Year". This year Fizz56, a Moscato. This is announced on our website and promoted to Wheaton restaurants who may want to offer the wine on their menu throughout the year.
- Unfavorable weather conditions effected day of ticket sales and only approximately 500 people attended this year's fest.
- In lieu of receiving he 50% revenue share, The Wheaton Park District maintained the wine inventory from the event as in accordance with liquor rules and regulations it cannot exchange hands, be sold, or returned to vendors.

Financial Impact

	2014	2013
REVENUES	\$32,085.00	\$ 31,604.25
EXPENSES	\$-31,230.67	\$-30,710.73
EVENT PROFIT	\$ 854.47	\$ 893.52
DOWNTOWN WHEATON ASSOCIATION	\$ 427.24	\$ 446.76
WHEATON PARK DISTRICT	\$ 427.23	\$ 446.76



WHEATON'S
WINE
AND
Cultural Arts
FESTIVAL



wheatonparkdistrict.com/waca



Event Summary

In 2014, the City of Wheaton approached the park district and suggested a potential partnership with the First Trust Cares Foundation. FT Cares Foundation offered a small early evening run in 2013 but were looking to grow it. Looking to put a unique spin as we do other runs, the committee planned to fill an opening in our race schedule (Fall) as well as a new type of run held at night. Modeled after trendy glow runs featuring lighted elements, this night run matched perfectly with the FT Cares Foundation logo encompassing the “torch” icon. FT Cares Foundation and the Wheaton Park District came together and created the Light the Torch 5K, a timed night run.

This first year event was well received. Neighbors along the race route even decorated their homes with lights and spent the evening on their front lawns cheering on the runners. Before and after the race, participants and spectators enjoyed a carnival slide and obstacle course, food vendors, and DJ entertainment. In its first year we had 504 runners.

Event Highlights

- Over \$23,000 in sponsorship was obtained for this event.
- Each runner received a tech 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 520 luminaries lined 4 lanes throughout the course.
- Runners also received glow necklaces at the first luminary lane (near mile 1.0) to add to their “light”.

Financial Impact

	2014
REVENUES	\$41,335.00
EXPENSES	\$-20,370.51
EVENT PROFIT	\$20,964.49
FT CARES FOUNDATION	\$10,482.25
WHEATON PARK DISTRICT	\$10,482.24



wheatonparkdistrict.com/lightthetorch



Lions Club Reindeer Run
 Saturday, December 6 | 8:30A

Event Summary

This year will be the third annual Lions Club Reindeer Run. Thus far, over 752 runners have registered to participate in this race. We surpassed last year’s final runner number of 613. The first 750 runners to register will receive a lime green 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.

Final figures were not available at the time the 2014 Special Event Annual Report was printed. For the purpose of financial impact, 2013 numbers were used. The 2014 final numbers will be available to the board after month close, the 1st of the year.

2014 Event Highlights

- Over \$25,000 in sponsorship was secured; this is an increase of 38% from the previous year.
- A \$4,000 in kind media sponsorship was additional secured with WDCB.fm. They have provided web and on air radio promotion of the event.
- New marketing efforts included new team pricing to promote groups registering, coupon codes for local athletic directors/athletes and neighbors of the race route, and through Cadence Health Hospital.
- The Wheaton Lions Club has partnered with the new Ronald McDonald House at the Cadence Health Campus and will be donating a portion of their proceeds from this year to this local organization.

Financial Impact

	2014	2013	2012
REVENUES	<i>Pending</i>	\$ 31,962.00	\$ 30,599.00
EXPENSES	<i>Pending</i>	\$-15,910.83	\$-12,413.34
EVENT PROFIT	<i>Pending</i>	\$ 16,051.17	\$ 18,185.66
WHEATON LIONS CLUB	<i>Pending</i>	\$ 8,025.58	\$ 9,092.83
WHEATON PARK DISTRICT	<i>Pending</i>	\$ 8,025.59	\$ 9,092.83



wheatonparkdistrict.com/reindeerrun



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. While 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 as ours 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 is able to collaborate effectively 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 the 2014 Crew Leaders: Matt Alexander, Jeff Dahlstrom, Joe Daly, Keith Runkle, and Raphael Zavala.

	LABOR	SIGNAGE
Fun Run in Color	\$ 3,650.18	\$2,033.39
Go Fly A Kite	\$0.00	\$ 283.00
Taste of Wheaton	\$17,701.29	\$3,092.67
Wheaton Smooth Jazz Fest	\$ 3,239.72	\$ 705.37
3rd & 4th of July	\$ 5,187.08	\$ 800.00
Music Mondays	\$0.00	\$ 420.00
Wheaton Brew Fest	\$ 3,566.97	\$1,737.50
Shakespeare in the Park	\$ 5,161.51	\$ 725.00
Wine & Cultural Arts Festival	\$ 2,819.11	\$ 962.50
FT Cares Light the Torch	\$ 3,263.84	\$ 1,543.75
Lions Club Reindeer Run+	\$ 1,666.25	\$ 1,293.50
	TOTAL	TOTAL
	\$46,255.95	\$13,596.68

+Figures from 2013 were used as an estimate for the purpose of this report, final figures available after month end.

Giving Back to the Community

The Wheaton Park District Special Event Model has a huge impact on the Wheaton community and our partners. Through our special events we have been able to give back over \$80,000 to charitable organizations, local 501c(3), and other community organizations in 2014. In addition the events provide an enormous economic impact on the downtown Wheaton businesses.

	PARTNER	DISBURSEMENT
Fun Run in Color	Central DuPage Rotary AM	\$11,799.83
Taste of Wheaton	Wheaton Chamber of Commerce	\$33,950.17
Wheaton Smooth Jazz Fest	Feeding the Soul Ministry	\$ 843.00
Wheaton Brew Fest	CASA of DuPage	\$19,090.42
Shakespeare in the Park	Wheaton College	\$0.00
Wine & Cultural Arts Festival	Downtown Wheaton Association	\$ 854.47
Light the Torch Night Run	FT Cares Foundation	\$10,482.25
Lions Club Reindeer Run+	Wheaton Lions Club	\$ 8,025.59
	TOTAL PARTNERED EVENTS	TOTAL IMPACT
	8	\$85,045.73

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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



Works to help free persons from the chains of depression, racism, stress, health challenges, and the broader issues involving individuals, families, churches, and communities.



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 system.



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 nurture and develop whole and effective theater artists within an intentionally Christ-centered theater community



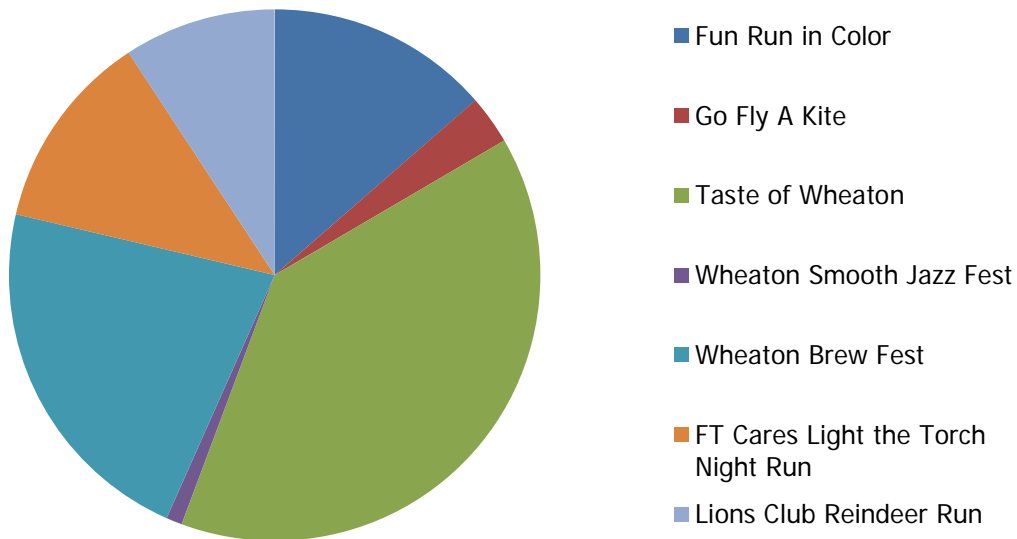
To empower volunteers to serve their communities, meet humanitarian needs, encourage peace and promote international understanding

2014 Recap: Revenue & Reach

	NET TO DISTRICT	ESTIMATED ATTENDANCE
Fun Run in Color	\$11,799.82	2,500
Go Fly A Kite	\$ 2,572.50	1,000
Taste of Wheaton	\$33,950.18	25,000
Wheaton Smooth Jazz Fest	\$ 843.00	500
3 rd & 4 th of July	\$ -990.37	20,000
Music Mondays	\$-2,493.00	1,000
Wheaton Brew Fest	\$19,090.42	2,000
Shakespeare in the Park	\$ -334.00	2,250
Wheaton's Wine & Cultural Arts Festival	\$ 0.00	500
FT Cares Light the Torch Night Run	\$10,482.24	1,000
Lions Club Reindeer Run+	\$ 8,025.59	1,000
TOTAL REVENUE TO DISTRICT	\$80,546.38	TOTAL ESTIMATED ATTENDANCE
		56,750

+Figures from 2013 were used as an estimate for the purpose of this report, final figures available after month end.

Revenue Generated by Special Event



Looking to 2015

