

TO: Board of Commissioners
FROM: Andy Bendy, Director of Special Facilities
Dan Novak, Superintendent of Special Facilities
Kristina Nemetz, Superintendent of Marketing and Special Events
THROUGH: Michael Benard, Executive Director
RE: Carnival Amusement Vendor
DATE: February 6, 2019



SUMMARY:

Wheaton Park District requested proposals for a three year agreement for amusement/carnival services at our Annual Taste of Wheaton. This contract will include the construction and operation of a combination of rides, games, food booths and concessions. Requests for proposals were sent out on January 09 and received from J.B.R Fundways, Windy City Amusement and North American Midway.

The Taste of Wheaton is a four day event that centers around the first Saturday in June.

• **Event Dates / Hour of Operations**

- 2019: May 30th – June 2nd
 - Thursday 4P-10P | Friday 4P-11P | Saturday Noon-11P | Sunday 1P-8P
- 2020: June 4th – Jun 7th
 - Thursday 4P-10P | Friday 4P-11P | Saturday Noon-11P | Sunday 1P-8P
- 2021: June 3rd – 6th
 - Thursday 4P-10P | Friday 4P-11P | Saturday Noon-11P | Sunday 1P-8P

Proposals have been received from each of the three vendors noted above and each provided a description of what they were able to provide and the revenue sharing commitment.

COMMITTEE/BOARD ACTION:

The SOI was discussed at the February 6, 2019 Building and Grounds / Finance Committee meeting.

In 2016 the board approved a three year carnival agreement with North American Midway.

REVENUE OR FUNDING IMPLICATIONS:

The carnival is an attraction to our annual Taste of Wheaton and revenue engine for the operational budget. In 2018 we grossed \$111,400 and netted \$45,901 in carnival proceeds based on the percentage from the carnival agreement. Over the last three years our average net profit has been \$45,449. The attached charts break down our potential revenue earnings based off of 2018 actual gross, the potential \$125,000 gross and \$150,000 potential gross.

J.B.R Fundways has served as a subcontractor through North American Midway since the inception of the Taste of Wheaton. They also have provided carnival amusement at the July 3rd Fireworks and annual Cosley Zoo Pumpkin Fest.

LEGAL REVIEW:

Once approved the awarded contract will be sent to legal for their review.

ATTACHMENTS:

Request for proposal memo, contract agreements for J.B.R Fundways, Windy City Amusement and North American Midway.

RECOMMENDATION: Staff seeks board to approve a three year contract awarding J.B.R Fundways to be the Carnival Amusement vendor at the Taste of Wheaton, July 3rd and Pumpkin Fest at Cosley Zoo for the 2019-2021 season.

Vendor	J.B.R Fundways		Windy City Amusement		North American Midway	
Gross Revenue Percentage Share	\$1-\$100,000	39%	\$1-\$100,000	40%	\$1-\$100,000	38%
	\$100,001-\$150,000	41%	\$100,001-\$150,000	42%	\$100,001-\$150,000	40%
	\$151,000-200,000	41%	\$151,000-200,000	44%	\$151,000-200,000	40%
	Over \$200,000	42%	Over \$200,000	46%	Over \$200,000	42%
Number of rides provided		21		17		16
Provided ATM Machines	Yes	3 total	Yes	3 total	Yes	1 total
5 References		Yes		Yes		Yes
Rides for July 3 and Pumpkin Fest	July 3 rd : 4 rides, 2 games, 1 concession	Pumpkin Fest: 3 rides	July 3 rd : 4 Rides	Pumpkin Fest: 3 rides	N/A	N/A
Proof of Insurance	Yes	\$5,000,000	Yes	\$5,000,000	Yes	Provide if awarded proposal
State of Illinois Background Checks	Yes	Provide if awarded proposal	Yes	Included in Proposal	Yes	Provide if awarded proposal

Revenue Sharing

Based on \$111,400 2018 Actual Gross	J.B.R Fundways		Windy City Amusement		North American Midway	
Pre-Sale/Day of Ticket Sales	\$100,000 (39%)	\$39,000	\$100,000 (40%)	\$40,000	\$100,000 (38%)	\$38,000
	\$11,400 (41%)	\$4,674	\$11,400 (42%)	\$4,788	\$11,400 (40%)	\$3,912
Concession Booth Total	3 @ \$200	\$600	2 @ \$150	\$300	2 @ \$125	\$250
Game Booth Total	12 @ \$200	\$2,400	7 @ \$150	\$1,050	7 @ \$125	\$875
Total	\$46,674		\$46,138		\$43,037	

Based on \$125,000 Gross Sales	J.B.R Fundways		Windy City Amusement		North American Midway	
Pre-Sale/Day of Ticket Sales	\$100,000 (39%)	\$39,000	\$100,000 (40%)	\$40,000	\$100,000 (38%)	\$38,000
	\$25,000 (41%)	\$10,250	\$25,000 (42%)	\$10,500	\$25,000 (40%)	\$10,000
Concession Booth Total	3 @ \$200	\$600	2 @ \$150	\$300	2 @ \$125	\$250
Game Booth Total	12 @ \$200	\$2,400	7 @ \$150	\$1,050	7 @ \$125	\$875
Total	\$52,250		\$51,850		\$49,125	

Based on \$150,000 Gross Sales	J.B.R Fundways		Windy City Amusement		North American Midway	
Pre-Sale/Day of Ticket Sales	\$100,000 (39%)	\$39,000	\$100,000 (40%)	\$40,000	\$100,000 (38%)	\$38,000
	\$50,000 (41%)	\$20,500	\$50,000 (42%)	\$21,000	\$50,000(40%)	\$20,000
Concession Booth Total	3 @ \$200	\$600	2 @ \$150	\$300	2 @ \$125	\$250
Game Booth Total	12 @ \$200	\$2,400	7 @ \$150	\$1,050	7 @ \$125	\$875
Total	\$62,500		\$62,350		\$59,125	

❖ Taste of Wheaton Carnival Net Proceeds: 2018 2017 2016
\$45,901 \$46,014 \$44,404