



SPECIAL EVENT Annual Report 2016

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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 more than 60,000 residents of Wheaton, DuPage County, and beyond attend our special events.

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

- Break even prior to the day of an event to ensure profit, and day-of sales/income are revenue to the bottom line.
- Support themselves through sponsorship, registration or ticket sales, vendor fees, or other revenue sources unless otherwise identified in event goals and objectives.
- Operates on its own budget.
- Events are often a partnership with a local not-for-profit or organization. Potential partners meet with the Executive Director, who discusses concepts and impacts of potential partnership before delegating to staff for their thoughts on logistics, profitability, and assessment of event calendar. The partnering organization must share in the workload of the event. Divisions of responsibilities are specified within each event partnership.
- Account for the labor hours of the *Parks Services Department* (part-time event labor). Due to our commitment to the community, we 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), special events increase awareness of the district and fulfill our park district mission.

According to DuPage Convention & Visitors Bureau Executive Director, Beth Marchetti, the average day tripper or event participant in 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 2016, the Wheaton Park District event schedule showcased nine large special events. This year, the Wheaton Wine & Cultural Arts Festival was removed from our schedule after a mutual decision with our partner, the Downtown Wheaton Association.

For the second year, we offered Race Wheaton, a special priced package in which a runner could register for all four of our races for \$100. Last year, 90 runners took advantage of this. This year, 138 runners registered. This has been beneficial to all of our runs, which saw growth in numbers this year across the board.

SPECIAL EVENT SCHEDULE 2016

APRIL

Fun Run in Color | April 16 | *Wheaton Rotary AM*

MAY

Go Fly A Kite | May 7

JUNE

Taste of Wheaton | June 2-5 | *Wheaton Chamber of Commerce*

JULY

Wheaton Fireworks & Fourth of July Parade | July 3 & 4

Music Mondays | July 11, 18, 25

AUGUST

Wheaton Brew Fest | August 6 | *CASA of DuPage County*

Shakespeare in the Park | August 26 & 27 | *Wheaton College Arena Theater*

SEPTEMBER

Light the Torch Night Run | September 30 | *FT Cares Foundation*

DECEMBER

Lions Club Reindeer Run | December 3 | *Wheaton Lions Charities*

GOALS & OBJECTIVES

While the 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;

- Provide recreational opportunities and experiences for the residents of Wheaton.
- Develop community partnerships through sponsorship, capitalizing on valued promotion and marketing opportunities for local supporting businesses and organizations.
- 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 their operating budgets and charitable endeavors.
- Generate revenue for our park district foundations and facilities (i.e. Cosley Foundation, DuPage County Historical Museum Foundation, Parks Plus Fitness Center, and Play for All Playground & Garden Foundation).
- Generate revenue to offset labor hours incurred to execute special events for our Parks Services Department.

- Generate revenue for the Mary Lubko 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.”

SPECIAL EVENT TEAM

The Special Event Team is a collaborative effort of the Marketing, Special Facilities, Parks Services, and Finance Departments. The following staff members comprise the team of staff responsible for special events:

MARKETING

- **Director of Marketing, Margie Wilhelmi** | Marketing, Event Public Relations
- **Superintendent of Marketing & Special Events, Kristina Nemetz**
Lead Event Management, Partner Relations, Marketing, Financial Reporting
- **Marketing & Events Coordinator, Nicole Kapala**
Sponsorship Coordination, Social Media, Administrative Support & Planning

SPECIAL FACILITIES

- **Director of Special Facilities, Andy Bendy** | Partner Relations
- **Superintendent of Special Facilities, Dan Novak** | Permitting and Logistics
- **Assistant to Director of Special Facilities, Sherry Krajelis** | Entertainment
- **Parks Plus Fitness Center Manager, Ryan Miller** | Race Director

PARKS SERVICES

- **Superintendent of Trades, Nic Novak** | Event Maintenance & Signage

FINANCE

- **Finance Assistant, Jeanette Yonk** | Finance Reporting



AUXILIARY PARTNERS

THE CITY OF WHEATON

The Special Event Team works closely with many departments within the City of Wheaton, including: Police Department, Fire Department, Public Works Department, Planning Department, Communications Department, City Council, 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.



MILTON TOWNSHIP DUPAGE COUNTY C.E.R.T.

The CERT Team generously donates their time to many of our special events, providing assistance with security and emergency and event management. This partner has been vital in keeping our event successful and safe for all of our attendees, vendors, and volunteers. The Community Emergency Response Team (CERT) program educates people about disaster and preparedness for hazards that may impact the area and trains them in basic disaster response skills.



DUPAGE COUNTY FAIRGROUNDS

The DuPage County Fairgrounds have been a great partner this year, offering the district use of their parking lots at no charge for both Go Fly A Kite and the Fireworks on the 3rd of July. In past years the district has paid for the use of these parking lots for events with a high volume of parking needs at Graf Park, but this year the Fairgrounds offered to waive the fees. The staff at the Fairgrounds is amenable to moving campers and cleaning their area before our events, which assists with the large volume of residents parking in the area and ensures safety during firework setup and launch taking place on their property.





FUN RUN IN COLOR

April 16 | Wheaton Rotary AM

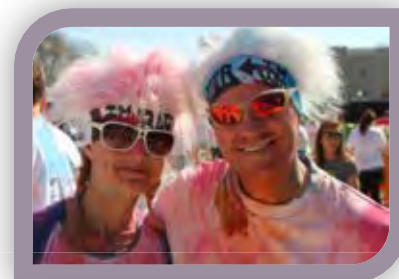
EVENT SUMMARY

In its third year, the 2016 Fun Run in Color welcomed 1,120 runners and spectators. The race featured four color stations and a lot of family fun. Runners and walkers wove through the streets of downtown Wheaton and Northside Park, finishing at Memorial Park for a final color party on Karlskoga Ave. The park district coordinated the marketing, event logistics and execution, permitting, runner recruitment and retention, and financial reporting for this event, while the Wheaton Rotary AM took the lead recruiting sponsorship and volunteers.

Fun Run in Color is a casual, untimed running event 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

- 1,120 runners participated, with an estimated attendance of more than 2,000, including volunteers and spectators.
- While runner registration has remained somewhat consistent over the first three years of this event, profit has increased steadily by about 30% each year.
- \$26,500 in sponsorship was raised, a 24% increase from 2015.
- 12 sponsors were onsite to interact with runners and give away promotional items.
- A portion of the proceeds benefited the Play for All Playground & Garden Foundation, in support of the Sensory Garden Playground.



FINANCIAL IMPACT

| | 2016 | 2015 | 2014 |
|------------------------------|--------------------|--------------------|--------------------|
| Revenues | \$64,682.11 | \$54,700.00 | \$46,816.00 |
| Expenses | \$-26,240.51 | \$-25,346.44 | \$-23,216.35 |
| Event Profit | \$38,444.60 | \$29,403.56 | \$23,599.65 |
| Wheaton Rotary AM | \$19,222.30 | \$14,701.78 | \$11,799.83 |
| Wheaton Park District | \$19,222.30 | \$14,701.78 | \$11,799.82 |

E-MARKETING



POSTCARDS



COLOR STATION VOLUNTEER SHIRTS



POSTER



BANNER



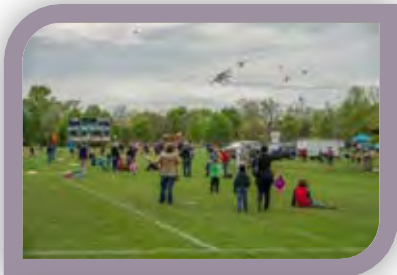


GO FLY A KITE

May 7

EVENT SUMMARY

Originating in April of 2009 as part of the City of Wheaton’s celebration of its sesquicentennial, this event has continued through of the Wheaton Park District for 8 years. The event is registered with IAPD for the Flying 4 Kids Events, raising awareness of the Park District Youth License Plates. In 2016, this event took place for the seventh time (2013 was cancelled due to excessive rains and flooding). The event ran 10A-2P, and was offered free to the community. It was marketed as the final event of the district’s Week of the Young Child series. More than 800 people attended. The Chicago Fire Kite Team did a kite flying demonstration and business vendors were onsite, as well as kite sales and concessions. Gift of Wings (a kite store out of Milwaukee, WI) assists us in coordinating entertainment with the professional kite teams and helps run the activities such as Most Unique Kite, Highest Flying Kite, and a crowd favorite: the Kid’s Candy Drop. This event’s goal is to provide a free spring event for families to encourage them and get outdoors and enjoy the Wheaton Park District parks system.



EVENT HIGHLIGHTS

- Wheaton Eye Clinic was our presenting sponsor for the fourth year. We also had two new sponsors that brought additional revenue to the event: Bauer Dentistry & Orthodontics and Wheaton Bank & Trust Co.
- Sponsorship this year increased by 10%.
- The event receives 15% of onsite kite sales proceeds (\$125.95 for 2016).
- Wheaton Park District Athletic Department (Rob Sheridan) ran concessions this year for the event and maintained the profits for their programs.
- Expenses were down significantly this year due to DuPage County Fairgrounds waiving the rental fee for use of their parking lot, no expenses associated with concessions, and a decrease in marketing expenses.

FINANCIAL IMPACT

| | 2016 | 2015 | 2014 |
|------------------------------|-------------------|-------------------|-------------------|
| Revenues | \$4,375.95 | \$4,570.00 | \$4,076.25 |
| Expenses | \$-1,768.25 | \$-2,896.62 | \$-1,503.75 |
| Event Profit | \$2,607.70 | \$1,681.28 | \$2,572.50 |
| Wheaton Park District | \$2,607.70 | \$1,681.28 | \$2,572.50 |



E-MARKETING



COMMUNITY SIGNAGE



DAY OF EVENT SIGNAGE



POSTER





TASTE OF WHEATON

June 2-5 | Wheaton Chamber of Commerce

EVENT SUMMARY

Taste of Wheaton is a four-day fest presented in partnership with the Wheaton Chamber of Commerce. This marked the eighth year of that partnership. The district coordinates the event, marketing, logistics and permitting, craft fair, beer garden, ticket sales, financial reporting, entertainment, sponsorship recruitment, food vendors, carnival, park activities, and schedule of events. The Chamber assists with sponsorship recruitment and business expo vendors and coordinates volunteers. The event continues to grow and this year featured 21 food vendors, 34 craft show vendors, carnival rides, live entertainment, 64 business expo vendors, Art on Hale Street, Touch-a-Truck, and Cosley Zoo Run for the Animals 5K/10K race. More than \$35,000 in sponsorship was collected (a 25% increase from 2015), over 100 volunteers were secured, and we estimate 35,000 attended.



EVENT HIGHLIGHTS

- The committee increased the entertainment budget by 12% to draw larger crowds, which proved beneficial.
- Additional increased expenses were also due to the extra police needed at the carnival and at crosswalks.
- The logo was redesigned this year to refresh the look of marketing and doubled our signage budget to account for all the signs that needed updating.
- Advance carnival wristband sales were up almost \$1,500 from 2015, but total carnival revenue was down 15% due to the rain Saturday afternoon.
- Activities on Hale Saturday afternoon were also cancelled due to the rain: Teddy Bear Check-Up, Airbrush Tattoo, Touch-a-Truck, and park district facility booths.
- When storms cleared, the entertainment drew a large crowd, resulting in almost \$20,000 in beverage sales for the day, the event’s largest evening sales.

FINANCIAL IMPACT

| | 2016 | 2015 | 2014 |
|------------------------------|--------------------|--------------------|--------------------|
| Revenues | \$174,502.00 | \$161,060.50 | \$158,458.00 |
| Expenses | \$-100,435.46 | \$-84,947.36 | \$-90,557.65 |
| Event Profit | \$74,066.54 | \$76,113.14 | \$67,900.35 |
| Wheaton Chamber | \$37,033.27 | \$38,056.57 | \$33,950.17 |
| Wheaton Park District | \$37,033.27 | \$38,056.57 | \$33,950.17 |

E-MARKETING



POSTER



PRINT ADVERTISEMENTS



VOLUNTEER SHIRTS



LIGHT POLE BANNERS



WHEATON 2016
INDEPENDENCE DAY
Celebration

FIREWORKS & PARADE

July 3 & 4

EVENT SUMMARY

The Wheaton Park District hosted the fireworks and parade for the seventh year with support from the City of Wheaton, who provides \$30,000 in funding annually. Additional sponsorship is secured by the district and fees are charged to July 3rd food vendors and parade entries to help cover the cost of the two days' events. The goal is to break even or get as close as possible while providing these long-standing traditions in Wheaton. This year, a new firework vendor was used through our request-for-proposal process. The show was 22 minutes and featured a finale teaser as well as a grand finale. The fireworks show also featured a DJ, food vendors, and carnival rides. The parade this year had 84 entries (a 6% decrease from last year). The theme this year was "Celebration" and encouraged parade entries to celebrate 10 decades of parades. Our Grand Marshal this year was Ed Ewoldt, who was honored for his service to our country and the community.



EVENT HIGHLIGHTS

- Estimated attendance in 2016 was more than 35,000.
- Governor Rauner and Lt. Governor Sanguinetti marched in our parade this year increasing media coverage by WGN and ABC 7 Chicago.
- The district showcased many of its departments and programs in the parade, including Cosley Zoo, Arrowhead Golf Club, Wheaton Wings Soccer, and more. The Parks Services Department won the Carlson Family Float Award for their float.
- The increase in profit is due to a decrease in expenses: advertising (down \$1,300), promotional giveaways (down \$1,900), and excess supplies purchased in 2015: tents, coolers, coloring mural, beanbags for bag sets (down \$2,000). This savings is not for 2017, as many supplies and advertising will be needed again next year.

FINANCIAL IMPACT

| | 2016 | 2015 | 2014 |
|------------------------------|-----------------|--------------------|------------------|
| Revenues | \$42,331.47 | \$44,258.50 | \$44,888.50 |
| Expenses | \$-41,494.86 | \$-47,813.18 | \$-45,878.87 |
| Event Profit | \$836.61 | \$-3,554.68 | \$-990.37 |
| Wheaton Park District | \$836.61 | \$-3,554.68 | \$-990.37 |

POSTER



SOCIAL MEDIA



EVENT SIGNAGE



PRINT ADVERTISEMENTS



E-BLAST





MUSIC MONDAYS

July 11, 18, 25

EVENT SUMMARY

For the third year, the Special Event Team planned and executed free concerts in Memorial Park on Mondays in July. This year, we increased the entertainment budget and saw a huge increase in participation from residents. The goal of this event is to provide free entertainment at Memorial Park for residents of all ages. This event is typically our summer Special Facility & Marketing Interns' project. With mentoring and coaching they take responsibility for the event, working through the logistics, budgeting, planning, marketing, and onsite coordination of the concession stand meeting with staff weekly. It gives our interns great firsthand experience with event planning and marketing.



EVENT HIGHLIGHTS

- More than 300 people attended each week for free Music Mondays in July for a total estimated attendance of 1,000. This is an increase of approximately 33% from 2015.
- The concession stand, managed by interns, sold popcorn, soda, candy, brownies, and ice cream. Sales increased by 33% this year with total sales of \$543.
- This year's event does demonstrate a loss due to an increase in entertainment costs and a 15% decrease in sponsorship.
- Entertainment was very well-received and included: The Chicago Experience, Sistah Beth with Twist and the Groove Machine, and Libido Funk Circus.
- Staff intends to seek more sponsorship next year to offset the increased entertainment expenses.

FINANCIAL IMPACT

| | 2016 | 2015 | 2014 |
|------------------------------|--------------------|-----------------|--------------------|
| Revenues | \$2,543.00 | \$2,707.00 | \$1,540.00 |
| Expenses | \$-3,967.78 | \$-2,229.16 | \$-4,033.00 |
| Event Profit | \$-1,424.78 | \$477.84 | \$-2,493.00 |
| Wheaton Park District | \$-1,424.78 | \$477.84 | \$-2,493.00 |

E-MARKETING

WHEATON PARK DISTRICT PRESENTS

MUSIC MONDAYS
IN THE PARK

FREE LIVE ENTERTAINMENT
The Chicago Experience | Toastin' Betty with Todd and The Groove Machine | Jubilee Park Circus

July 11, 18, 25
6:30-8:30P

Memorial Park
208 W. Union Ave, Wheaton

SPONSORED BY **First Trust**
First Trust Portfolios | First Trust Advisors

It is the perfect after-work family activity,
and it is **FREE!**

Limited concessions available onsite. Fees apply.

Helpful Links
Wheaton Park District
www.wheatonparkdistrict.org

Useful Tools
Chicago County Official Website
Wheaton Park District Home
Home Page | Contact Us
Emergency Services | Request

Wheaton Park District | 200 E. Illinois Street | Wheaton, IL 60181 | 630.966.2700
www.wheatonparkdistrict.org
Board of Commissioners: Gene Prohaska, President | Jim Mand, Vice President
Rick Foy, John Kelly | Terry A. Hale | Sarah Strohler | John Vito
www.wheatonparkdistrict.org

POSTER

WHEATON PARK DISTRICT PRESENTS

MUSIC MONDAYS
IN THE PARK

FREE LIVE ENTERTAINMENT
The Chicago Experience | Toastin' Betty with Todd and The Groove Machine | Jubilee Park Circus

July 11, 18, 25
6:30-8:30P

Memorial Park
208 W. Union, Wheaton

WHEATONPARKDISTRICT.COM

SPONSORED BY **First Trust**
First Trust Portfolios | First Trust Advisors

WEBSITE BANNER

MUSIC MONDAYS
IN THE PARK

FREE CONCERTS
Each Monday in July

July 11, 18, & 25
Memorial Park

WEB ADVERTISEMENT

MUSIC MONDAYS
IN THE PARK

JULY 11, 18, 25 | FREE CONCERTS
MEMORIAL PARK | 6:30-8:30P

WHEATONPARKDISTRICT.COM

COMMUNITY SIGNAGE

MUSIC MONDAYS
IN THE PARK

JULY 11, 18, 25

SPONSORED BY

First Trust
First Trust Portfolios | First Trust Advisors



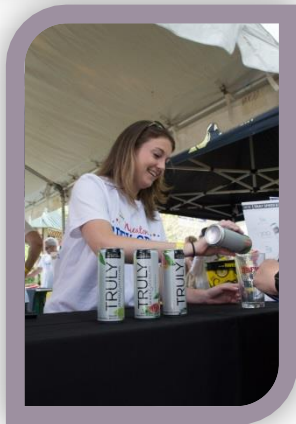
WHEATON BREW FEST

August 6 | CASA of DuPage County

EVENT SUMMARY

For the sixth year, the Wheaton Park District partnered with Court Appointed Special Advocates (CASA) of DuPage County to bring Wheaton Brew Fest to Wheaton. The staff continues to work closely with the Illinois Liquor Commission to ensure all rules and regulations are followed for the safety of our guests. Volunteers receive training prior to the event regarding pour guidelines and event details. Over 100 volunteers plus brewery reps are required to make this event happen. Our partner, CASA, handles the recruitment of these volunteers. This is a ticketed event offering four ticket types: VIP, VIP Designated Driver, General Admission, and General Admission Designated Driver.

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, such as the shaded park setting. This year, the fest carried an all-American theme of "Red. White. Brew."



EVENT HIGHLIGHTS

- Attendance for this year's event was 1,556 (a decrease of approximately 10% from 2015).
- This year's event saw a large increase in expenses: VIP Food buffet (additional \$3,000), security (additional \$3,000), and giveaways (additional \$1,200).
- This year, marketing continued on-trend by offering \$5 coupon codes throughout various times of the sales period. Last year, 312 codes were redeemed, and this year 360 were redeemed. This accounts for a 15% increase in discounted tickets sold.
- Sponsorship increased by 26% this year, totaling \$8,850.
- A portion of the proceeds benefited DuPage County Historical Museum Foundation.

FINANCIAL IMPACT

| | 2016 | 2015 | 2014 |
|------------------------------|--------------------|--------------------|--------------------|
| Revenues | \$87,997.10 | \$82,740.64 | \$86,954.61 |
| Expenses | \$-52,719.81 | \$-44,675.36 | \$-48,773.78 |
| Event Profit | \$35,277.29 | \$38,065.28 | \$38,108.83 |
| CASA of DuPage County | \$17,638.65 | \$19,032.64 | \$19,090.42 |
| Wheaton Park District | \$17,638.64 | \$19,032.64 | \$19,090.41 |

E-MARKETING

POSTER

POSTCARDS

ARROWHEAD TABLE TENTS

VOLUNTEER SHIRTS



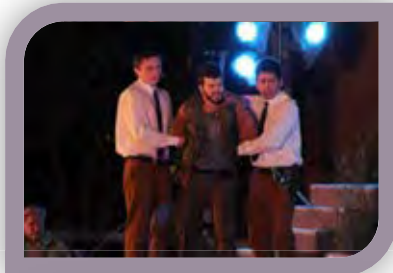


SHAKESPEARE IN THE PARK

August 26 & 27 | Wheaton College Arena Theater

EVENT SUMMARY

For the fourth year, the Wheaton Park District partnered with Wheaton College Arena Theater to bring Shakespeare in the Park to Memorial Park. This event is a great opportunity to develop our involvement in the arts and its impact on the community as well as build our relationship with Wheaton College. Staff works closely with Andy Mangin, Wheaton College Staff and Director, to establish the logistical needs for outdoor theater including sound, light, set design, transportation, security, concessions, etc. The performances drew more than 2,000 people this year. *Twelfth Night* was well-received and the partnership was seamless as the Wheaton Park District focused its efforts on marketing, park logistics, concessions, security, lighting, and sound. Wheaton College hired the actors and handled set design, music, rehearsals, and costuming.



EVENT HIGHLIGHTS

- Sponsorship for this event decreased by \$3,000 from 2015.
- The Marketing & Development Team established a GoFundMe.com account and text-to-donate to help increase advance donations to support the event. In total, \$3,305.19 in donations were collected from the community to support the event.
- The DuPage County Historical Museum Foundation provided concessions for the event, keeping the proceeds.
- The Park Services Department has a huge role in this event, with the need to transport and store the set from Wheaton College and the electrical needs required for bringing an indoor production to the outdoors. Since this is not a revenue-generating event, the labor fees are not assessed to this event budget.
- A large increase in expenses was due to the security required to keep the park and equipment safe during the week of rehearsals and production. The cost for security this year was \$5,396.48.

FINANCIAL IMPACT

| | 2016 | 2015 | 2014 |
|------------------------------|--------------------|--------------------|------------------|
| Revenues | \$9,805.19 | \$10,313.00 | \$11,250.00 |
| Expenses | \$-15,865.31 | \$-14,905.00 | \$-11,584.00 |
| Event Profit | \$-6,060.12 | \$-4,592.00 | \$-334.00 |
| Wheaton Park District | \$-6,060.12 | \$-4,592.00 | \$-334.00 |

E-MARKETING

PROGRAM

POSTER

SOCIAL MEDIA

COMMUNITY SIGNAGE





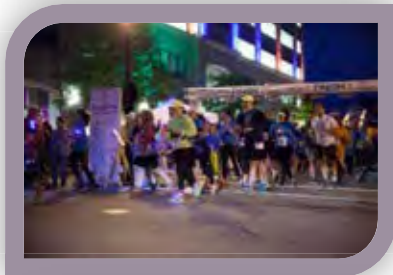
LIGHT THE TORCH NIGHT RUN

September 30 | FT Cares Foundation

EVENT SUMMARY

2016 marked the third year for the FT Cares Light the Torch Night Run. Runners took to the streets of Wheaton decked out in glow necklaces, reflector shirts, costumes, and other glow-in-the-dark accessories for this lively run. This race is the only race that runs south of the railroad tracks and is met with open arms from many homeowners along the course who sit on their front porches or light up their houses in participation. The event features four luminary lanes to light the way, a water station, and an after party complete with an inflatable, fun slide, and DJ.

This year, we had 880 runners, an increase of 26% from 2015. The event featured food vendors, including the popular Gnarly Knots of Winfield. The FT Cares Foundation is the charitable arm of First Trust Portfolios. They support a variety of charities throughout the year; their mission is to make a difference locally, nationally, and globally. The FT Cares Foundation handles sponsorship and volunteer recruitment for this event.



EVENT HIGHLIGHTS

- This event has grown steadily at 25% a year. Based on this growth, we hope to have 1,100 runners in 2017.
- More than 760 luminaries lined the course.
- Runners received glow-in-the-dark lights for their shoelaces and glow necklaces at mile marker 1.
- Sponsorship increased by 19% this year, totaling \$34,700.
- A portion of the proceeds benefited the Play for All Playground & Garden Foundation, Cosley Foundation, and DuPage County Historical Museum Foundation.

FINANCIAL IMPACT*

**Based on non-audited projected figures as of November 2016.*

| | 2016 | 2015 | 2014 |
|------------------------------|--------------------|--------------------|--------------------|
| Revenues | \$58,705.27 | \$49,105.00 | \$41,335.00 |
| Expenses | \$-22,662.31 | \$-23,474.34 | \$-20,370.51 |
| Event Profit | \$36,042.96 | \$25,630.66 | \$20,964.49 |
| FT Cares Foundation | \$18,021.48 | \$12,815.33 | \$10,482.25 |
| Wheaton Park District | \$18,021.48 | \$12,815.33 | \$10,482.24 |

POSTER



POSTCARD



COMMUNITY CENTER BANNER



SOCIAL MEDIA





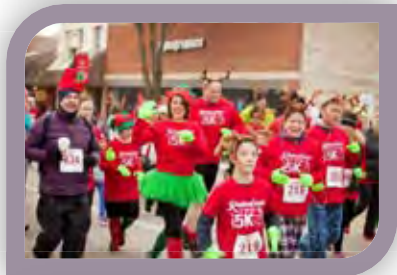
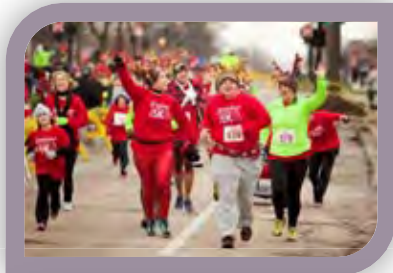
LIONS CLUB REINDEER RUN

December 3 | Wheaton Lions Charities

EVENT SUMMARY

This year is the fifth anniversary of the Lions Club Reindeer Run. In 2015, 1,130 runners participated, and this year (2016) we had 1,154 runners. All received a commemorative gray long-sleeve fifth anniversary tech shirt and antlers. This holiday-themed race attracts all types, from the avid runner to teams looking for something fun to get into the holiday spirit. Each year, we see a variety of costumed runners such as Santas, elves, bags of coal, and, of course, reindeer.

Planning for this event takes place year-round. Sponsorship planning and prospecting begins in February almost immediately after the event budgeting and financial reporting for the previous year wraps up. Proceeds from this race have grown on average by more than 50% each year since 2013. The team hopes to continue this trend, making this the second-most profitable event for the district outside the Taste of Wheaton.



EVENT HIGHLIGHTS

- \$35,775 in sponsorship was secured in 2016; this is an increase of 29% from 2015.
- This event has a large number of in-kind donations for post-race refreshments, which included Culligan of Wheaton (30 five-gallon jugs of water), KIND Bar (1,500 bars), Einstein Bagels (over 500 bagels donated), Ultra Fresh Foods (1,000 bananas), and River City Roasters Coffee (coffee for 800).
- A portion of the proceeds benefited the DuPage County Historical Museum Foundation.



FINANCIAL IMPACT

**2016 numbers are pending the completion of the event and finance audits from staff.*

| | 2016 | 2015 | 2014 |
|--------------------------------|------|--------------------|--------------------|
| Revenues | | \$60,792.00 | \$47,736.00 |
| Expenses | | \$-22,011.38 | \$-21,457.07 |
| Event Profit | | \$38,780.62 | \$26,278.92 |
| Wheaton Lions Charities | | \$19,390.31 | \$13,139.46 |
| Wheaton Park District | | \$19,390.31 | \$13,139.46 |

POSTER

POSTCARD

| | Before 11/2 | 11/3-11/29 | Packet Pick-Up 12/1 Race Day-12/3 |
|------------|-------------|------------|--------------------------------------|
| Individual | \$30 | \$35 | \$40 |
| Team* | \$25 | \$30 | N/A |

RUNNER SHIRTS



COMMUNITY SIGNAGE

RACE WHEATON

RACE WHEATON

SUMMARY

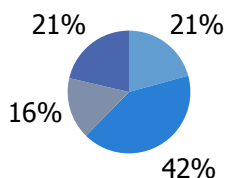
The Race Wheaton Package was offered for the second year. This package markets all four of our races together at a discounted price: \$100 per runner. The package was offered in full until Fun Run in Color Packet Pick Up. After Fun Run, we continued to offer it as three races for \$75 until the Cosley Zoo Run for the Animals Packet Pick Up. Runners registered for Race Wheaton received a commemorative Race Wheaton shirt. We plan to continue this offering in 2017, as it helps each of the races grow individually and is a great promotion for the Wheaton community.

HIGHLIGHTS

- Race Wheaton participation increased by 54% this year.
- The median age of a Race Wheaton participant is 37.
- 99 of the 139 participants (71%) were Wheaton Residents.
- Most of our Race Wheaton Runners are not new to racing in Wheaton, but while they may have done only one or two of our races in previous years they are now doing all four.

RUNNER COUNT PER RACE

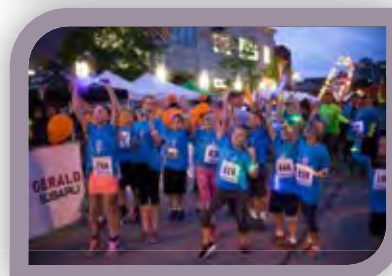
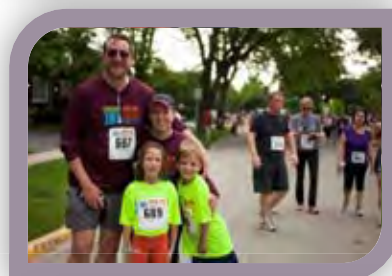
- Fun Run - 1,120
- Run for the Animals - 2,250
- Light the Torch Run - 880
- Reindeer Run - 1,154



- Fun Run in Color | 62% Wheaton Residents
- Run for the Animals | 74% Wheaton Residents
- Light the Torch Run | 69% Wheaton Residents
- Reindeer Run | 67% Wheaton Residents

FINANCIAL IMPACT

| | 2016 139 Runners | 2015 90 Runners |
|-----------------------------------|---------------------|--------------------|
| Total Race Wheaton Revenue | \$13,900 | \$9,000 |
| Each Race Benefited | \$3,475 | \$2,250 |



SPECIAL EVENT ADDITIONAL REVENUE GENERATION

GENERATING REVENUE FOR OTHER DEPARTMENTS

The Wheaton Park District Special Event Model is strong because of the collaboration of Special Facilities, Marketing, and Park Services Staff. While our goal is for our special events to be sustainable and revenue generating when possible, the events have also become revenue opportunities for other internal departments as they provide key services: Park Services Department (labor and signage), Mary Lubko Center (building rental), Parks Plus Fitness Center (Race Director assistance and facility rental), and DuPage County Historical Museum (building rental).

PARK SERVICES DEPARTMENT

Each of our special events uses our Park Services Department for event setup, execution, signage, and teardown labor, allowing us to execute events in a more sustainable fashion. We use our own tents, tables, and chairs whenever possible (some larger events require an RFP process to outside rental companies) and always approach each event with full attention to the bottom line. This lets us provide professional events with our partners at competitive prices, allowing for a larger contribution to the district's operational budget and foundations, and to give back more to our partners' charitable efforts. We have also created revenue to offset the labor hours incurred by special events. This helps cover labor hours required to handle the growing special event schedule while keeping expenses down for our special events and our partners.

The event and parks teams collaborate 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 setup needs for each event, and arranging onsite walkthrough and meetings with day-of staff. The Park Services Department designates a lead for each event. They are an integral part of our success.

| <i>Park Services Department</i> | LABOR | SIGNAGE |
|--|--------------------|--------------------|
| Fun Run in Color | \$4,200.00 | \$2,237.50 |
| Go Fly A Kite | \$800.00 | \$337.50 |
| Taste of Wheaton | \$19,125.97 | \$5,811.46 |
| 3rd & 4th of July | \$5,990.00 | \$2,923.00 |
| Music Mondays | \$0.00* | \$250.00 |
| Wheaton Brew Fest | \$3,576.63 | \$1,263.99 |
| Shakespeare in the Park | \$0.00* | \$937.50 |
| Light the Torch Run | \$2,312.48 | \$2,086.25 |
| Lions Club Reindeer Run | \$4,751.25** | \$2,088.54** |
| | TOTAL | TOTAL |
| | \$40,756.33 | \$17,935.74 |

**Labor Fees from the Park Services Department were not assessed this year to any events that were not self-sustainable.*

***Figures are 2015 final figures, which serve as an estimate, since the 2016 event financial audit was not complete at the time of this report.*

MARY LUBKO CENTER

Memorial Park is a valuable asset for special events, particularly because the Mary Lubko Center building is onsite and provides numerous benefits. In recent years, as rentals at the center have increased, it has been important to secure space while not jeopardizing any revenue lost to the senior center business operation. In 2016, a fee of \$200 a day was agreed upon when events required use of the building and regular programming needed to be limited or relocated.

| <i>Mary Lubko Center</i> | RENTAL FEE |
|--------------------------------|-------------------|
| Fun Run in Color | \$200.00 |
| Taste of Wheaton | \$800.00 |
| Wheaton Brew Fest | \$200.00 |
| Shakespeare in the Park | \$400.00 |
| | TOTAL |
| | \$1,600.00 |

PARKS PLUS FITNESS CENTER

The Parks Plus Fitness Center Manager serves as Race Director for our races. Ryan Miller not only handles certification with CARA and USTAF, but also works with our timing company to number and bib racers for electronic timing. Ryan handles all registration through active.com and responds to any customer service needs of our runners throughout registration, race day, and following the race.

| <i>Parks Plus Fitness Center</i> | % of Proceeds |
|----------------------------------|--------------------|
| Fun Run in Color | \$5,000.00 |
| Light the Torch Run | \$1,800.00 |
| Lions Club Reindeer Run* | \$5,000.00 |
| | TOTAL |
| | \$11,800.00 |

**Figures are 2015 final figures, which serve as an estimate, since the 2016 event financial audit was not complete at the time of this report.*

DUPAGE COUNTY HISTORICAL MUSEUM

DuPage County Historical Museum staff have played a role in several of our special events by providing assistance with staffing/volunteers at Wheaton Brew Fest and Lions Club Reindeer Run. Most importantly the building serves as a warming shelter to more than 1,000 runners and packet pick up, race day registration, and gear check for the Reindeer Run.

| <i>DuPage County Historical Museum</i> | % of Proceeds |
|--|-------------------|
| Wheaton Brew Fest | \$4,409.66 |
| Lions Club Reindeer Run* | \$2,500.00 |
| | TOTAL |
| | \$6,909.66 |

**Figures are 2015 final figures, which serve as an estimate, since the 2016 event financial audit was not complete at the time of this report.*

COMMUNITY PARTNERSHIPS & GIVING

GIVING BACK TO THE COMMUNITY

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 \$145,000 to charitable organizations, local 501c(3)s, and other community organizations in 2016. The events also provide an enormous economic impact on the downtown Wheaton businesses. In 2016, we increased disbursements to our partners by 11% compared to 2015.

| | PARTNER | DISBURSEMENT |
|---|--|---------------------|
| Fun Run in Color | <i>Central DuPage Rotary AM</i> | \$19,222.30 |
| | <i>Play for All Playground & Garden Foundation</i> | \$9,611.15 |
| Taste of Wheaton Wheaton Brew Fest | <i>Wheaton Chamber of Commerce</i> | \$37,032.27 |
| | <i>CASA of DuPage</i> | \$17,638.65 |
| Shakespeare in the Park Light the Torch Run* | <i>DuPage County Historical Museum Foundation</i> | \$8,284.94 |
| | <i>DuPage County Historical Museum Foundation</i> | \$1,200.00 |
| | <i>FT Cares Foundation</i> | \$18,021.48 |
| | <i>Cosley Foundation</i> | \$4,505.37 |
| Lions Club Reindeer Run** | <i>DuPage County Historical Museum Foundation</i> | \$4,505.37 |
| | <i>Play for All Playground & Garden Foundation</i> | \$4,505.37 |
| | <i>Wheaton Lions Club</i> | \$19,390.31 |
| | <i>DuPage County Historical Museum</i> | \$2,500.00 |
| | TOTAL IMPACT | \$146,417.21 |

*Based on non-audited projected figures as of November 2016.

**2015 figures were used since the 2016 event financial audit was not complete at the time of this report.



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



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



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.



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.



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

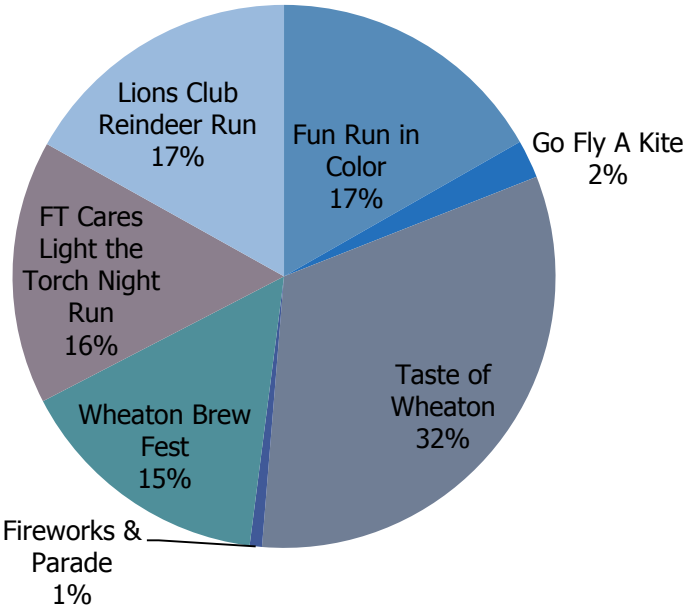
SPECIAL EVENT REVENUE & REACH

2016 RECAP: REVENUE & REACH

| | NET TO DISTRICT | ESTIMATED ATTENDANCE <i>Includes participants, volunteers, and spectators.</i> |
|---|---------------------------|---|
| Fun Run in Color | \$19,222.30 | 2,000 |
| Go Fly A Kite | \$2,607.70 | 800 |
| Taste of Wheaton | \$37,032.27 | 35,000 |
| 3 rd & 4 th of July | \$836.61 | 35,000 |
| Music Mondays | \$-1,424.78 | 1,200 |
| Wheaton Brew Fest | \$17,638.64 | 1,800 |
| Shakespeare in the Park | \$-6,115.12 | 2,250 |
| FT Cares Light the Torch Night Run* | \$18,021.48 | 1,200 |
| Lions Club Reindeer Run** | \$19,390.31 | 1,500 |
| | TOTAL REVENUE TO DISTRICT | TOTAL ESTIMATED ATTENDANCE |
| | \$107,209.41 | 80,750 |

*Based on non audited projected figures as of November 2016.
 **2015 figures were used since event was not complete at the time of this report.

REVENUE GENERATED BY SPECIAL EVENTS



SPONSORSHIP

2016 SPONSORSHIP REVENUE BREAKDOWN

The Special Event Model used 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, evaluating the marketing and promotional potential of our events, and the goodwill we do in exchange for partnership dollars from local businesses and organizations.

| | 2016 Sponsorship | 2015 Sponsorship | % change |
|--|------------------|------------------|------------|
| Fun Run in Color | \$26,500 | \$21,400 | 24% |
| Go Fly A Kite | \$4,250 | \$3,875 | 10% |
| Taste of Wheaton | \$35,000 | \$28,000 | 25% |
| 3rd & 4th of July | \$4,450 | \$4,700 | -5% |
| Music Mondays | \$2,000 | \$2,300 | -13% |
| Wheaton Brew Fest | \$8,850 | \$6,500 | 36% |
| Shakespeare in the Park | \$6,500 | \$9,500 | -32% |
| Light the Torch Run | \$34,700 | \$29,750 | 16% |
| Lions Club Reindeer Run | \$35,775 | \$27,725 | 29% |
| | 2016 TOTAL | 2015 TOTAL | |
| | \$157,275 | \$133,750 | 18% |



ECONOMIC IMPACT

2016 ESTIMATED ECONOMIC IMPACT OF SPECIAL EVENTS

Economic impact is the potential financial benefits resulting from hosting a special event within a 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," according to eventimpacts.com. Based on information obtained from the DuPage Convention & Visitors Bureau, the direct economic impact of our special events on the Wheaton economy is over ten million dollars this year (\$129 per person). We have calculated the estimated economic impact of our special events on the City of Wheaton using this figure.

| | ESTIMATED ATTENDANCE | ESTIMATED IMPACT |
|---|-----------------------------------|--|
| Fun Run in Color | 2,000 | \$258,000 |
| Go Fly A Kite | 1,000 | \$103,200 |
| Taste of Wheaton | 35,000 | \$4,515,000 |
| 3 rd & 4 th of July | 35,000 | \$4,515,000 |
| Music Mondays | 1,200 | \$154,800 |
| Wheaton Brew Fest | 1,800 | \$232,200 |
| Shakespeare in the Park | 2,250 | \$290,250 |
| FT Cares Light the Torch Night Run | 1,200 | \$154,800 |
| Lions Club Reindeer Run | 1,500 | \$193,500 |
| | TOTAL ESTIMATED ATTENDANCE | TOTAL ESTIMATED ECONOMIC IMPACT |
| | 80,750 | \$10,416,750 |



LOOKING TOWARDS 2017

SPECIAL EVENT SCHEDULE

In 2017, the Special Event Team will offer its nine large-scale special events again. Below is a copy of the magnet we have had printed to distribute to residents. They are already onsite at the Community Center and will continue to be distributed as a way to promote a sneak peek of the upcoming events the district is planning for next year.

2017 **FEATURED SPECIAL EVENTS**
create. discover. play.

- January 28 | Arrowhead Straight From the Tap
- March 11 | DuPage County Historical Museum Casino Royale
- April 22 | Fun Run in Color
- May 6 | Go Fly A Kite
- June 1-4 | Taste of Wheaton
- June 3 | Cosley Zoo Run for the Animals
- June 17 | Fish-O-Rama
- July 3 & 4 | Fireworks & Parade
- July 20 | Cosley Zoo Uncorked
- August 5 | Wheaton Brew Fest
- August 25 & 26 | Shakespeare in the Park
- September 29 | Light the Torch Night Run
- October 1-31 | Cosley Zoo Pumpkin Fest
- October 20 | Halloween Happening
- November 24-December 30 | Cosley Zoo Festival of Lights
- December 2 | Reindeer Run

WHEATONPARKDISTRICT.COM

WORK HARD. HAVE FUN. MAKE A DIFFERENCE.

