



SPECIAL EVENT Annual Report 2017



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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 85,500 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 administrative 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 2017, the Wheaton Park District event schedule showcased nine large special events.

For the third year, we offered Race Wheaton, a special priced 5K run package in which a runner had the option to register for all four of our races for \$100. Last year, 138 runners took advantage of this. This year, 202 runners registered for an increase of 46%. This has been beneficial to all of our runs, which saw growth in numbers this year.

The Special Event Team pays attention to trends within the event industry. According to Liz King, CEO of Liz King Events and Techsy Talk, this year the big trends were use of live streaming at events and the use of technology to create a personalized experience. "The use of technology to support events really exploded in 2016", said Mike Piddock, CEO of Glisser. The Wheaton Park District incorporated both of these trends into our 2017 event schedule which included live streaming on Facebook at events such as the

Fun Run in Color, Taste of Wheaton, Light the Torch Night Run, and the Reindeer Run. Our new timing company also allowed us to expand the technology offered onsite for registration and for timing results. Runners had access to multiple iPads to get instant results and award statuses. Staff will continue to follow trends and incorporate live streaming, technology, and other trends that present themselves in 2018.

SPECIAL EVENT SCHEDULE 2017

APRIL

Fu Run in Color | April 22 | *Rotary Club of Wheaton AM*

MAY

Go Fly A Kite | May 6

JUNE

Taste of Wheaton | June 1-4 | *Wheaton Chamber of Commerce*

JULY

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

Music Mondays | July 10, 17, 24, 31

AUGUST

Wheaton Brew Fest | August 5 | *CASA of DuPage County*

Shakespeare in the Park | August 25 & 26 | *Wheaton College Arena Theater*

SEPTEMBER

Light the Torch Night Run | September 29 | *FT Cares Foundation*

DECEMBER

Lions Club Reindeer Run | December 2 | *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.
- Provide support for our event partners, which assist in sustaining their operating budgets and charitable endeavors.
- Provide additional revenue support for our park district foundations and facilities (i.e. Cosley Foundation, DuPage County Historical Museum, DuPage County Historical Museum Foundation, Mary Lubko Center, 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

MARKETING

- Director of Marketing, *Margie Wilhelmi* | Marketing, Public Relations
- Superintendent of Marketing & Special Events, *Kristina Nemetz*
Lead Event Management, Partner Relations, Marketing, Financial Reporting
- Marketing & Events Coordinator, *Amy Seklecki*
Sponsorship Coordination, Social Media, Administrative Support & Planning
- Marketing & Development Coordinator, *Carey Moreland*
Foundation Development, Event Support

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, *Michelle Artis* | 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, Fire, Public Works, Planning, Communications, 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, 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. The staff at the Fairgrounds is amenable to 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 22 | Rotary Club of Wheaton AM

EVENT SUMMARY

In its fourth year, the 2017 Fun Run in Color welcomed more than 1,500 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

- 1,084 runners participated, with an estimated attendance of more than 1,500, including volunteers and spectators.
- Runner registration has decreased this year by 14%. This decrease contributed to our overall net proceeds being lowered. Lower registration is attributed to the run taking place a week later this year due to the Easter holiday. Many spring sporting activities also began this same day.
- \$26,750 in sponsorship was raised, an increase of \$250 over last year.
- Nine sponsors were onsite to interact with runners and pass out giveaways.



FINANCIAL IMPACT

	2017	2016	2015
Revenues	\$55,227.50	\$64,682.11	\$54,700.00
Expenses	\$-22,441.46	\$-26,240.51	\$-25,346.44
Event Profit	\$32,786.04	\$38,444.60	\$29,403.56
Wheaton Rotary AM	\$16,393.02	\$19,222.30	\$14,701.78
Wheaton Park District	\$16,393.02	\$19,222.30	\$14,701.78

E-MARKETING



FACEBOOK HEADER



POSTCARDS



COLOR STATION VOLUNTEER SHIRTS



POSTER



WEB BANNER





GO FLY A KITE

May 6

EVENT SUMMARY

Originating in April of 2009 as part of the City of Wheaton's celebration of its sesquicentennial, this event has continued on behalf of the Wheaton Park District for nine years. The event is registered with Illinois Association of Park Districts for the Flying 4 Kids Events, raising awareness of the Park District Youth License Plates. In 2017, this event took place for the eighth 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 to get outdoors and enjoy the Wheaton Park District parks system.



EVENT HIGHLIGHTS

- Wheaton Eye Clinic was our presenting sponsor for the fifth year. We also had two new sponsors that brought additional revenue to the event: Bauer Dentistry & Orthodontics and Wheaton Bank & Trust Co.
- The event receives 15% of onsite kite sales proceeds from Gift of Wings. This year proceeds totaled \$138.77.
- Wheaton 2017 Rams Football Program ran concessions this year for the event and maintained the profits for their programs.
- The DuPage County Fairgrounds waived rental fee for use of their parking lot again this year.
- The decrease in revenue is a result of an additional signage expense from the Park Services Department which had not been billed in the past to the event.

FINANCIAL IMPACT

	2017	2016	2015
Revenues	\$4,388.55	\$4,375.95	\$4,570.00
Expenses	-\$2,769.50	-\$1,768.25	-\$2,896.62
Event Profit	\$1,619.05	\$2,607.70	\$1,681.28
Wheaton Park District	\$1,619.05	\$2,607.70	\$1,681.28

E-MARKETING

Let's go fly a kite!
Saturday, May 6 | Graf Park | 10A-2P

Schedule of Events
10A Park Opens | Concessions | Vendor Showcase | Kite Sales
11A Grand Launch
12P Kite Demonstrations by Chicago Fire Kite Team
1P Highest Flying Kite Contest | Kids Mad Dash
1:30P Most Unique Kite | Kids Candy Drop

Bring your own kite, or purchase one at the event. Concessions will be available all day.

Thank you to our sponsors
WHEATON EYE CLINIC
DPP
AAA
DeMoulin
AFA

Check out our onsite vendors
AAA
DeMoulin
AFA

Helpful Links
Wheaton Park District | 100 E. Wesley Street, Wheaton, IL 60187 | 630.955.4710
Board of Commissioners: James Hodgkinson, President | Ray Merrill, Vice President
Rob Fay | John Kelly | Terry A. Mea | Jane White
commissioners@wheatonparkdist.org

Thank You Sponsors!

View | Like | Share
f/wheatonparkdistrict

Thank you for your 2017 Go Fly A Kite Sponsorship!

View all photos from the event [here](#)

Over 1,000 people in attendance.
300 kites in the air during the Grand Launch.
Marketing reached more than 60,000.
Press release distributed to media contacts.
Post-event coverage printed by Daily Herald and The City of Wheaton.
Event featured kite demonstrations by Chicago Fire Kite Team and other professional kite flyers, concessions by Wheaton Rams, and 7 business vendors.

Thank you to our sponsors
WHEATON EYE CLINIC
DPP
AAA
DeMoulin
AFA
chirofame

Thank you to our onsite vendors
AAA
DeMoulin
AFA
chirofame

Helpful Links
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Board of Commissioners: James Hodgkinson, President | Ray Merrill, Vice President
Rob Fay | John Kelly | Terry A. Mea | Jane White
commissioners@wheatonparkdist.org

COMMUNITY SIGNAGE

GO FLY A KITE
SATURDAY, MAY 6
Graf Park | 10A-2P
FREE EVENT
WHEATONPARKDISTRICT.COM

DAY OF EVENT SIGNAGE

go fly a kite
WHEATON PARK DISTRICT

WHEATON 75 EYE CLINIC
YEARS OF SERVICE 1942-2017

DuPage Pediatric Dentistry

go fly a kite
WHEATON PARK DISTRICT &
WHEATON 75 EYE CLINIC
YEARS OF SERVICE 1942-2017

POSTER

FREE EVENT

Saturday, May 6
10A-2P | Graf Park

- Concessions, vendors, kite sales
- Grand Launch at 12P
- Kite demonstrations by Chicago Fire Kite Team
- Kids' Mad Dash & Candy Drop

Parking available at the DuPage County Fairgrounds.

Kite team sponsor:
DPP
DuPage Pediatric Dentistry

WHEATON 75 EYE CLINIC
YEARS OF SERVICE 1942-2017

Graf Park | 1701 Manchester Rd., Wheaton
WHEATONPARKDISTRICT.COM

EVENT AGENDA

11:15A: GRAND LAUNCH

Open Activities

- Kite Demonstrations by Chicago Fire Kite Team
- Highest Flying Kite Contest
- Kids' Mad Dash
- Most Unique Kite judged by Wheaton Eye Clinic
- Kids' Candy Drop
- Business Expo
- Concessions by Rams Football



TASTE OF WHEATON

June 1-4 | 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 ninth year of that partnership. The district coordinated 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, business expo vendors and coordinates volunteers. This year on Thursday night we did #ThrowbackThursday to honor the event's previous title and format, Cream of Wheaton. Volunteers wore special shirts using the old logo and the first 500 attendees received a koozie. The event continues to grow and this year featured 21 food vendors, 34 craft show vendors, carnival rides, live entertainment, 69 business expo vendors, Art on Hale Street, Touch-a-Truck, and Cosley Zoo Run for the Animals 5K/10K race. More than \$42,250 in sponsorship was collected (a 21% increase from 2016), over 100 volunteers were secured, and we estimate more than 40,000 attended making 2017 our largest Taste of Wheaton yet.



EVENT HIGHLIGHTS

- This was the first year in the history of Taste of Wheaton where we enjoyed great weather all four days of the fest.
- The great weather is most likely why we saw the largest beverages sales to date with over \$61,613.43, an increase of 27% over 2016.
- Advance carnival wristband sales were up almost \$2,766 from 2016 an increase of 14%.
- Activities on Hale Saturday afternoon were a big hit with families and featured a DJ, teddy bear check-up, airbrush tattoo, touch-a-truck, and park district facility booths.
- Food vendor revenue increased this year by 26%.
- Business expo revenue increased by \$2,187 over 2016.

FINANCIAL IMPACT

	2017	2016	2015
Revenues	\$202,607.43	\$174,502.00	\$161,060.50
Expenses	\$-107,359.78	\$-100,435.46	\$-84,947.36
Event Profit	\$95,247.65	\$74,066.54	\$76,113.14
Wheaton Chamber	\$47,623.83	\$37,033.27	\$38,056.57
Wheaton Park District	\$47,623.82	\$37,033.27	\$38,056.57

E-MARKETING



POSTER



PRINT ADVERTISEMENTS



VOLUNTEER SHIRTS



LIGHT POLE BANNERS





FIREWORKS & PARADE

July 3 & 4

EVENT SUMMARY

The Wheaton Park District hosted the fireworks and parade for the eighth 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-day events. The goal is to break even or get as close as possible while providing these long-standing traditions in Wheaton. We utilized the same pyrotechnics company that we used in 2016 based on the rave reviews from the staff and public. The show was 22 minutes and featured a finale teaser as well as a grand finale. The fireworks show also featured a Boy Scout flag ceremony, DJ, food vendors, and carnival rides. The parade this year had 93 entries (an 11% increase from last year). The theme this year was "There's No Place Like Home" and encouraged parade entries to showcase the theme in their floats and decor. Our Grand Marshal this year was The Miller Family, in honor of Staff Sergeant Robert J. Miller who received the Medal of Honor during Operation Enduring Freedom.



EVENT HIGHLIGHTS

- Estimated attendance in 2017 was more than 35,000.
- The district showcased many of its departments and programs in the parade, including Cosley Zoo, Arrowhead Golf Club, Wheaton Wings Soccer, Wheaton Rams Cheerleading, Wheaton Barracudas Swim Team, Wheaton Wolverines Lacrosse, and the Parks Services Department.
- This year we added new awards for Best Youth Group under 16, Best Non-for Profit, Go Green (best use of recycled materials), and Best Neighborhood entry.
- Supply expenses increased this year since we purchased youth shirts with the event logo on it to give away at the July 3rd celebration, as well as purchased more candy than we had in years past for the Wheaton Park District floats to giveaway. Additionally, revenue was up slightly with the increase in parade entries.

FINANCIAL IMPACT

	2017	2016	2015
Revenues	\$43,641.73	\$42,331.47	\$44,258.50
Expenses	\$-43,061.40	\$-41,494.86	\$-47,813.18
Event Profit	\$610.31	\$836.61	\$-3,554.68
Wheaton Park District	\$610.31	\$836.61	\$-3,554.68

POSTER



SOCIAL MEDIA



EVENT SIGNAGE



PRINT ADVERTISEMENTS



E-BLAST





MUSIC MONDAYS

July 10, 17, 24, 31

EVENT SUMMARY

For the fourth year, the Special Event Team planned and executed free concerts in Memorial Park on Mondays in July. This year, we decreased the entertainment budget slightly, but saw no major change 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

- Approximately 300 people attended each week for free Music Mondays in July for a total estimated attendance of 1,200.
- Sponsorship for this event increased by \$1,625 over last year.
- The concession stand, managed by interns, sold popcorn, soda, candy, brownies, and ice cream with total sales of \$265.74.
- This year's event does demonstrate a profit due to an increase in sponsorship and a decrease in entertainment costs from the previous year.
- Entertainment budget was decreased this year by 45%, and music acts were still very well-received by the residents. The lineup included: Serendipity, ABR Trio, James Libera, and Uptown 6.
- Staff will continue to do their best through sponsorship recruitment and expense reduction to make this a sustainable event in 2018 as well.

FINANCIAL IMPACT

	2017	2016	2015
Revenues	\$3,890.74	\$2,543.00	\$2,707.00
Expenses	\$-2,137.60	\$-3,967.78	\$-2,229.16
Event Profit	\$1,753.14	\$-1,424.78	\$477.84
Wheaton Park District	\$1,753.14	\$-1,424.78	\$477.84



E-MARKETING

Wheaton Park District | Music Mondays in Memorial Park starts July 10

WHEATON PARK DISTRICT PRESENTS



MUSC MONDAYS
IN THE PARK

FREE LIVE ENTERTAINMENT

6:30-8:30P

July 10 | Serendipity • July 17 | Uptown 6
July 24 | ABR Trio • July 31 | James Libera

Memorial Park
208 W. Union, Wheaton



WHEATONPARKDISTRICT.COM

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

Limited concessions available onsite. Fees apply.

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Wheaton Park District
Knoxview Golf Club
Athletics
Country Club
DuPage County Historical Museum
Lincoln Marsh Nature Area
Parks Plus Fitness Center
Serenity Garden Playground

Wheaton Park District | 102 E. Waukegan Street, Wheaton, IL 60187 | 630.695.4710
wheatonparkdistrict.com

Board of Commissioners: John Vitek, President | Terry A. Miles, Vice President
Kevin Fisher | Bob Frey | Jamie Hodgkinson | John Kelly | Ray Mason
communications@wheatonpark.org

POSTER

WHEATON PARK DISTRICT PRESENTS



MUSC MONDAYS
IN THE PARK

FREE LIVE ENTERTAINMENT

6:30-8:30P

July 10 | Serendipity • July 17 | Uptown 6
July 24 | ABR Trio • July 31 | James Libera

Memorial Park
208 W. Union, Wheaton



WHEATONPARKDISTRICT.COM

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First Trust Portfolios | First Trust Advisors

ADVERTISEMENT



MUSC MONDAYS
IN THE PARK

FREE LIVE ENTERTAINMENT
6:30-8:30P

July 10
Serendipity

July 17
Uptown 6

July 24
ABR Trio

July 31
James Libera

Concessions Available

Memorial Park
208 W. Union, Wheaton

 **First Trust**
First Trust Portfolios | First Trust Advisors

wheatonparkdistrict.com

COMMUNITY SIGNAGE



MUSC MONDAYS
IN THE PARK

JULY 10, 17, 24, 31

PRESENTED BY  **First Trust**
First Trust Portfolios | First Trust Advisors



WHEATON BREW FEST

August 5 | CASA of DuPage County

EVENT SUMMARY

For the seventh 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 a "Lucky 7" Vegas theme.



EVENT HIGHLIGHTS

- Attendance for this year's event was 1,652, an increase of 6% from 2016. Overall ticket revenue was down 8% (approximately \$5,000) as more people bought tickets in advance at the lower pre-event price instead of at the gate in which prices are 30% higher.
- This year sponsorship for this event was \$7,000, a decrease of 26% from the year before.
- Food vendor revenue was down \$975 due to a decrease in participation.
- Staff was able to recoup some of this loss by decreasing our supply expenses by 8%, but it was not enough to cover the large decrease in revenue this year and the slight year over year increase in other expenses.
- This year, marketing continued on-trend by offering \$5 coupon codes throughout various times of the sales period. As in the past, more than 50% of our ticket sales take place in the 10 days prior to the event.

FINANCIAL IMPACT

	2017	2016	2015
Revenues	\$80,391.39	\$87,997.10	\$82,740.64
Expenses	\$-52,585.00	\$-52,719.81	\$-44,675.36
Event Profit	\$27,803.39	\$35,277.29	\$38,065.28
CASA of DuPage County	\$13,903.20	\$17,638.65	\$19,032.64
Wheaton Park District	\$13,903.19	\$17,638.64	\$19,032.64

E-MARKETING

POSTER

PUNCH CARD

ARROWHEAD TABLE TENTS

VOLUNTEER SHIRTS





SHAKESPEARE IN THE PARK

August 25 & 26 | Wheaton College Arena Theater

EVENT SUMMARY

For the fifth 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 2,500 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 increased by \$500 from 2016.
- The Marketing & Development Team established a GoFundMe.com account and text-to-donate to help increase advance donations to support the event. In total, \$3,360.75 in donations was collected from the community to support the event.
- The DuPage County Historical Museum Foundation provided concessions for the event, keeping the proceeds which totaled \$1,537.76.
- 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. This year we assessed fees for our Parks Services Center so we could actualize the total cost to the district. This attributes to the increase in expenses as the labor costs associated with this event are \$4,112.71. If we remove these fees from our expenses, the deficit would have been less than in previous years due to the increase in sponsorship and decrease in other expense areas.

FINANCIAL IMPACT

	2017	2016	2015
Revenues	\$11,784.61	\$9,805.19	\$10,313.00
Expenses	\$-20,845.31	\$-15,865.31	\$-14,905.00
Event Profit	\$-9,060.70	\$-6,060.12	\$-4,592.00
Wheaton Park District	\$-9,060.70	\$-6,060.12	\$-4,592.00



E-MARKETING

PROGRAM

Wheaton Park District | Shakespeare in the Park coming to Memorial Park

Planning is underway for Shakespeare in the Park's 2017 production of the comedy *Much Ado About Nothing*. Your donation is crucial to help keep high-quality theater in Memorial Park for thousands of Wheaton residents and visitors. Donors of \$25 or more will receive a Shakespeare in the Park t-shirt.

[Donate Now](#)



Shakespeare in the Park
Much Ado About Nothing

August 25-26 | 7P

Come for an evening of love and laughter in the park. Enjoy live music by Maggie Ritchie and her band and, for the first time, a pre-event puppet show! Concessions available onsite.

See you at the park.
Memorial Park | 208 W. Union Ave.
wheatonparkdistrict.com/shakespeare

First Trust | **Wheaton College**

Helpful Links: Post it >> Tweet it >> Forward >> Program >

Wheaton Park District | 102 E. Wesley Street, Wheaton, IL 60157 | 630.855.4710
www.wheatonparkdistrict.com

Board of Commissioners: John Vitek, President | Terry A. Mink, Vice President
Kevin Fahay | Bob Poy | Jane Hoagman | John Kelly | Ray Mordt
www.wheatonparkdistrict.com

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[Donate Now](#)



Shakespeare in the Park
Much Ado About Nothing

August 25-26 | 7P

Come for an evening of love and laughter in the park. Enjoy live music by Maggie Ritchie and her band and, for the first time, a pre-event puppet show! Concessions available onsite.

See you at the park.
Memorial Park | 208 W. Union Ave.
wheatonparkdistrict.com/shakespeare

First Trust | **Wheaton College**

Helpful Links: Post it >> Tweet it >> Forward >> Program >

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www.wheatonparkdistrict.com

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www.wheatonparkdistrict.com

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Presenting Sponsor
First Trust

Supporting Sponsors
PRO HOME 1 | **BOXED WATER**

SHAKESPEARE IN THE PARK: COMMUNITY PARTNERSHIP
We hope you've enjoyed our production of William Shakespeare's *Much Ado About Nothing*. It is a comedy set in a town of phoning, mishearing, seducing, and prying in the name of love. This experience is a park partnership with the Wheaton College Arena Theater Production Manager, Andy Mangin, and the Wheaton Park District Board of Directors. Thank you for your support in this special production. We hope to see you again in 2018 for our production of *The Merchant of Venice*. We are proud to help create the wonderful events that make our park so special. The Museum provides the education and programming to keep the legacy of Shakespeare alive. Thank you for your support in this special production. We hope to see you again in 2018.

INTERMISSION
Approximately 15 Minutes
Concessions are available during the intermission. Proceeds benefit the DuPage County Historical Museum Foundation. A faculty of the Wheaton Park District, the DuPage County Historical Museum Foundation, and the Wheaton Park District are proud to support the history and culture of our local community.

dupagemuseum.org

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



MUCH Ado ABOUT NOTHING

August 25-26* | 7P Performance
Free Event | Memorial Park
*Rain Date: Sunday, August 27 | 6P

wheatonparkdistrict.com/shakespeare

Wheaton College | **Wheaton Park District**

Wheaton College Arena Theater and the Wheaton Park District present

MUCH ADO ABOUT NOTHING
by William Shakespeare

CAST

Leonardo's House:
Isabella, Governess of Messina..... Erin Noble 782
Bianca, Daughter of Leonato..... Nikki Wilke 748
Ursula, Countess of Leonato..... Renee Pope-Kleyman 783
Boracchio, Slave to Leonato..... Kara Ditzel 794
Margaret, Gentlewoman to Isabella..... Alyssa Smith-Lindner 749
Jocasta, Gentlewoman to Leonato..... Carolyn Walker 718

The Clowns:
Don Pedro, Prince of Aragon..... Thomas Richter 711
Homocidus, a Young Lord of Padua..... Jeff Collier 790
Claudio, a Young Lord of Aragon..... Nolan Carter 744
Don John, Bastard Brother of Don Pedro..... David Bland 787
Don John, Follower of Don John..... Chad Bluge 792
Geppetto, Follower of Don John..... Terry May 713
A Messenger..... Kim Peterson 793
Balthazar, a Soldier..... John Ingold 785
Soldiers..... Cole Deas 719 | and Mitchell Ziegler 719

The Town:
Dogberry & Conable..... Andy Mangin 790
Verona, a Headstrong..... Felicia Berch 702
Francisco, a Member of the Watch..... Ricardo Diaz 715
Nasario, a Member of the Watch..... Reed Casano 718
Zepherus, a Member of the Watch..... Joel Cronan 782
Peter, Francisco's Soldier..... Chad Kraybill 792
A Soldier..... Kari Johnson 772

Members of Actors Equity Association
The professional actors who are participating in this evening are all members of the theater program at Wheaton College.

THE BAND:
Mark Fink (pennsone), Jake Sorenson (bass), Zorid Mirek (electric guitar), Maggie Ritchie (vocals), Margaret Wainbold (piano).

THE COMPANY & PUPPETS:
Lizette (Boracchio), Renee Casano, Loriel Carter, Kevan Diaz, Cole Deas, Rod Gomez, John Ingold, Rachel Johnson, Jill Kulkarni, Kate Peterson, Christina Shaw, Alyssa Smith-Lindner, Carolyn Walker, Brian Ziegler

CREW:
Director/Producer..... Mark Fink
Assistant Director..... James Miller 795
Co-Producer/Scenic Designer..... Andy Mangin
Co-Producer/Company Manager..... Felicia Berch
Costume and Puppet Design..... George Fink
Lighting Design..... Diane Lutzbillig
Technical Director..... Wesley Peterson
Music Director..... Maggie Ritchie
Customer Service/Puppet Manager..... Heidi Fink
Co-Stage Manager..... Eric Mearns
Co-Stage Manager and Props Master..... Emma Baker
Assistant Stage Manager..... Julie Carter
Lighting Designer..... Maggie Ritchie

*Member of the Les LaSalle Artists' Fund

ACKNOWLEDGMENTS
Thank you to the DuPage County Historical Museum Foundation, Professor, The Brothers, The Dukes, The Village, Wheaton College, Wheaton College Arena Theater, the Wheaton Park District Board of Commissioners, and the Wheaton Park District Police Department, for their support.

Donate and Support Shakespeare in the Park

Donate at the Information Booth | wheatonparkdistrict.com/shakespeare | Online at wheatonparkdistrict.com/shakespeare

Get a Free Shakespeare in the Park t-shirt with a \$25+ donation.

POSTER



Shakespeare in the Park
Much Ado About Nothing

August 25-26 | 7P

Come for an evening of love and laughter in the park. Enjoy live music by Maggie Ritchie and her band and, for the first time, a pre-event puppet show! Concessions available onsite.

See you at the park.
Memorial Park | 208 W. Union Ave.
wheatonparkdistrict.com/shakespeare

First Trust | **Wheaton College**

SOCIAL MEDIA



Shakespeare in the Park
Much Ado About Nothing

August 25 & 26 | 7P
Memorial Park | 208 W. Union Ave.

COMMUNITY SIGNAGE



SHAKESPEARE IN THE PARK

August 25 & 26 | Memorial Park
wheatonparkdistrict.com/shakespeare



LIGHT THE TORCH NIGHT RUN

September 29 | FT Cares Foundation

EVENT SUMMARY

2017 marked the fourth 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.

This year, we had 907 runners, an increase of 3% from 2016. The event featured food vendors, including Mario Cart who returned again for the second year. 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. Next year the team is considering a slight route change to mitigate some of the issues with having a race at night when commuters are trying to get home or go out for the evening.



EVENT HIGHLIGHTS

- Sponsorship increased by 52% this year, totaling \$54,100.
- More than 760 luminaries lined the course.
- Runners received light up rings and glow necklaces at mile marker one.
- The after-party featured a laser light show, DJ, awards, two food trucks, inflatable, fun slide, face painting, and 10 vendors.
- This year the committee added a laser light show which took place as runners finished. This added an expense of approximately \$5,000 to the budget.

FINANCIAL IMPACT*

	2017*	2016	2015
Revenues	\$78,729.09	\$59,847.27	\$49,105.00
Expenses	\$-30,818.25	\$-25,963.67	\$-23,474.34
Event Profit	\$47,910.84	\$33,883.60	\$25,630.66
FT Cares Foundation	\$23,955.42	\$16,941.80	\$12,815.33
Wheaton Park District	\$23,955.42	\$16,941.80	\$12,815.33

*Based on non-audited projected figures as of December 2017. Financial figures are also still pending review and approval of First Trust Portfolios and the FT Cares Foundation.



POSTER

Light the Torch 5K Night Run
 Friday, September 29, 2017
 Downtown Wheaton | Pre-party at 5:30P | Race starts at 7P

Highlights
 Fun for all ages, avid runners, and walkers
 Lighted night run with luminary lanes
NEW THIS YEAR - Laser lights illuminate final stretch to finish line!

Light the Torch 5K
 WE PROVIDE THE FUN, YOU PROVIDE THE LIGHT!

Wheaton Park District

wheatonparkdistrict.com/lightthetorch

Clayman and Carter LLP
First Trust
Annie & Will Free

Dalaga Medical Group
GERALD
Rotary
McCallister
Katherine
Jim Doyle
RICHARDS

POSTCARD

Friday, September 29, 2017
 7P | Downtown Wheaton

WE PROVIDE THE FUN, YOU PROVIDE THE LIGHT!

HIGHLIGHTS
 - NEW THIS YEAR - Laser lights illuminate the final stretch to finish line!
 - Glow bracelets and luminary lanes
 - Lighted food trucks and vendors at 5:30P
 - Post-race 5K luminary walk
 - Live music at 7P
 - Live DJ - warm-up music at 6:30P
 - Glow and laser light show

REGISTER IN ADVANCE AND SAVE

	5K (ADULT)	5K (JUNIOR)	5K (CHILD)
WALKER	\$15	\$10	\$5
RUNNER	\$25	\$20	\$10
CHILD (5-12)	\$5	\$5	\$5

REGISTER IN ADVANCE AND SAVE
 Register by September 22nd to receive your race packet!
 Register online at wheatonparkdistrict.com/lightthetorch

PT CARES
 RACE WHEELCHAIR
 FINISHES ON FACEBOOK
 @lightthetorch

wheatonparkdistrict.com/lightthetorch

COMMUNITY CENTER BANNER

LIGHT THE TORCH
5K NIGHT RUN
BLOCK PARTY

FRIDAY, SEPTEMBER 29
DOWNTOWN WHEATON
PRE-PARTY AT 5:30P | RACE STARTS AT 7P

NEW THIS YEAR
 Laser lights illuminate final stretch to finish line!

Light the Torch 5K
 WE PROVIDE THE FUN, YOU PROVIDE THE LIGHT!

wheatonparkdistrict.com/lightthetorch

SOCIAL MEDIA

LIGHT THE TORCH
NIGHT RUN
BLOCK PARTY

Light the Torch 5K
 WE PROVIDE THE FUN, YOU PROVIDE THE LIGHT!

5K | FREE LASER LIGHT SHOW | DJ | FOOD TRUCKS

LIGHT THE TORCH
NIGHT RUN AND LASER SHOW
 Friday, September 29, 2017

Light the Torch 5K
 WE PROVIDE THE FUN, YOU PROVIDE THE LIGHT!



LIONS CLUB REINDEER RUN

December 2 | Wheaton Lions Charities

EVENT SUMMARY

This year marked the sixth anniversary of the Lions Club Reindeer Run. In 2016, 1,154 runners participated, and this year we had 1,346 runners. All received a commemorative white long-sleeve 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. The team hopes to continue this trend, making this one of our most profitable event for the district outside the Taste of Wheaton.

EVENT HIGHLIGHTS

- \$41,000 in sponsorship was secured in 2017; this is an increase of 14% from 2016.
- 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), Houlihans (hot chocolate), and River City Roasters Coffee (coffee for 800).
- A portion of the proceeds benefited the DuPage County Historical Museum Foundation.



FINANCIAL IMPACT*

	2017	2016	2015
Revenues	\$80,608.50	\$69,047.11	\$60,792.00
Expenses	\$-24,691.74	\$-25,428.92	\$-22,011.38
Event Profit	\$55,916.76	\$43,618.19	\$38,780.62
Wheaton Lions Charities	\$27,958.38	\$21,809.10	\$19,390.31
Wheaton Park District	\$27,958.38	\$21,809.10	\$19,390.31

**Based on non-audited projected figures as of December 2017. Financial figures are also still pending review and approval of Wheaton Lions Club and Wheaton Park District.*



POSTER

6TH ANNUAL Reindeer Run
SATURDAY, DECEMBER 2
 8:30A | DOWNTOWN WHEATON

- Open to avid runners and walkers of all ages
- Awards & refreshments
- First 1,250 receive long-sleeved shirts and antlers
- Holiday spirit & costumes encouraged

REGISTER IN ADVANCE AND SAVE!

WHEATONPARKDISTRICT.COM

SPONSORS: GERALD, NAKAMO Face Vinegar, First Trust, WHEATON BANK, WHEATON CENTER, KIND, MATHISON MORROW STIN & Co. LLP, TC Wealth Partners Trust Company, SPECIALTIES FINANCIAL SERVICES, HUCK BOUMA, THE JOINT chiropractic, HOULIHAN'S, AVENUE BANK, Merrill Lynch, Cjangotheory, Culligan of Wheaton.

POSTCARD

Reindeer Run
 LIONS CLUB 5K
 Saturday, DECEMBER 2, 2017
 8:30AM | Downtown Wheaton
 WHEATONPARKDISTRICT.COM

5K RUN HIGHLIGHTS

- Open to Avid Runners and Walkers of all Ages
- Awards and Refreshments
- First 1,250 Runners Receive Long-Sleeved Shirt and Antlers
- Holiday Spirit and Costumes Encouraged

REGISTER IN ADVANCE AND SAVE

	Now 11/2	11/3-11/28	Packet Pick-Up 11/30 Race Day-12/2
Individual	\$30	\$35	\$40
Team*	\$25	\$30	N/A

*Must have at least 4 to qualify for team rate



A Participating RACE Wheaton Event
 FIND US ON FACEBOOK
 @RaceWheaton

WHEATONPARKDISTRICT.COM | #WHEATONPARKS



RUNNER SHIRTS



COMMUNITY SIGNAGE

5K Reindeer Run
SATURDAY, DECEMBER 2
 DOWNTOWN WHEATON | 8:30A
WHEATONPARKDISTRICT.COM/REINDEERRUN

CUSTOM REINDEER SPONSOR SIGNAGE



RACE WHEATON

RACE WHEATON

SUMMARY

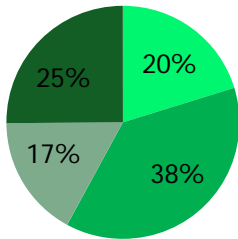
The Race Wheaton Package was offered for the second year. This package includes all four of our races at a discounted price of \$100 per runner. The package is available in full until Fun Run in Color Packet Pick Up takes place. After Fun Run, we continued to offer it as a three-race package for \$75 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 2018, as it helps each of the races grow individually and is a great promotion for the Wheaton community.

HIGHLIGHTS

- Race Wheaton participation increased by 45% this year.
- This year four sponsors took advantage of our Race Wheaton sponsorship package committing to all four races. This accounted for \$27,000 in sponsorship.
- Approximately 70% of runners are 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 - 1,083
- Run for the Animals - 2,021
- Light the Torch Run - 907
- Reindeer Run - 1,346



FINANCIAL IMPACT PER RACE

	2017 202 Runners	2016 139 Runners	2015 90 Runners
Total Race Wheaton Revenue	\$20,200	\$13,900	\$9,000
Each Race Benefited	\$5,050	\$3,475	\$2,250



SPECIAL EVENT ADDITIONAL REVENUE GENERATION

GENERATING REVENUE FOR MULTIPLE 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 a revenue source 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 labor for event setup, execution, signage, and teardown, 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. Each special event budget covers the labor hours incurred by the specific event needs.

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 assigned 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	\$4,049.86	\$2,523.38
Go Fly A Kite	\$800.00	\$1,237.50
Taste of Wheaton	\$13,820.61	\$3,825.00
3 rd & 4 th of July	\$4,432.07	\$2,393.75
Music Mondays	\$0.00	\$0.00
Wheaton Brew Fest	\$3,053.52	\$1,495.00
Shakespeare in the Park	\$4,112.71	\$922.92
Light the Torch Run	\$2,800.00	\$2,500.00
Lions Club Reindeer Run	\$2,488.71	\$3,042.97
	TOTAL	TOTAL
	\$35,557.48	\$17,940.52

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 2017, 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. Michelle Artis not only handles certification with CARA and USTAF, but also works with our timing company to number racer's bibs for electronic timing. Michelle 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*	\$1,500.00
Lions Club Reindeer Run*	\$5,000.00
	TOTAL
	\$11,500.00

**Figures reflect non-audited projected figures for 2017.*

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	\$3,475.80
Lions Club Reindeer Run	\$2,500.00
	TOTAL
	\$5,975.80

COMMUNITY PARTNERSHIPS

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 \$166,000 to charitable organizations, local 501c(3)s, and other community organizations in 2017. The events also provide an enormous economic impact on the downtown Wheaton businesses. In 2017, we increased disbursements to our partners by 14% compared to 2016.

	PARTNER	DISBURSEMENT
Fun Run in Color	Central DuPage Rotary AM	\$16,393.02
	Play for All Playground & Garden Foundation*	\$8,071.51
Taste of Wheaton Wheaton Brew Fest	Wheaton Chamber of Commerce	\$47,623.83
	CASA of DuPage	\$13,903.20
Shakespeare in the Park Light the Torch Run	DuPage County Historical Museum Foundation*	\$6,951.60
	DuPage County Historical Museum Foundation*	\$1,537.76
	FT Cares Foundation	\$23,955.42
	Cosley Foundation*	\$5,988.85
Lions Club Reindeer Run	DuPage County Historical Museum Foundation*	\$5,988.85
	Play for All Playground & Garden Foundation*	\$5,988.85
	Wheaton Lions Club	\$27,958.38
	DuPage County Historical Museum Foundation*	\$2,500.00
		TOTAL IMPACT
		\$166,861.27

*Disbursements are from the Wheaton Park District event proceeds.



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.



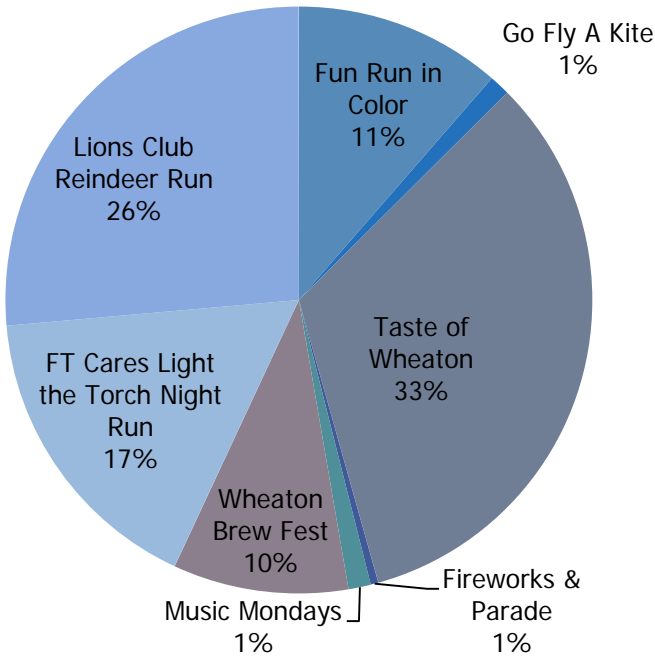
To promote the understanding of the relationship among humans, animals, and the environment through recreation, education, and wildlife conservation.

SPECIAL EVENT REVENUE & REACH

2017 RECAP: REVENUE & REACH

	NET TO DISTRICT	ESTIMATED ATTENDANCE <i>Includes participants, volunteers, and spectators.</i>
Fun Run in Color	\$16,393.02	1,500
Go Fly A Kite	\$1,619.05	800
Taste of Wheaton	\$47,623.83	40,000
3 rd & 4 th of July	\$610.31	35,000
Music Mondays	\$1,753.14	1,200
Wheaton Brew Fest	\$13,903.19	1,800
Shakespeare in the Park	\$-9,060.70	2,500
FT Cares Light the Torch Night Run	\$23,955.42	1,200
Lions Club Reindeer Run	\$27,958.38	1,500
	TOTAL REVENUE TO DISTRICT	TOTAL ESTIMATED ATTENDANCE
	\$124,755.64	85,500

REVENUE GENERATED BY SPECIAL EVENTS



SPONSORSHIP

2017 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 sustainability. 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. This year sponsorship increased 20% over 2016. This was due in part to the assistance of our sponsors and the additional time our staff dedicates to recruiting and maintaining sponsors year after year.

	2017 Sponsorship	2016 Sponsorship	% change
Fun Run in Color	\$26,750	\$26,500	0.9%
Go Fly A Kite	\$4,250	\$4,250	0%
Taste of Wheaton	\$42,250	\$35,000	21%
3 rd & 4 th of July	\$4,250	\$4,450	-4%
Music Mondays	\$3,625	\$2,000	81%
Wheaton Brew Fest	\$7,000	\$8,850	-26%
Shakespeare in the Park	\$7,000	\$6,500	7.6%
Light the Torch Run	\$54,100	\$34,700	56%
Lions Club Reindeer Run	\$41,000	\$35,775	15%
	2017 TOTAL	2016 TOTAL	
	\$190,225	\$158,025	20%



ECONOMIC IMPACT

2017 ESTIMATED ECONOMIC IMPACT OF SPECIAL EVENTS

Economic impact is the potential financial benefits resulting from hosting a special event within a community. According to eventimpacts.com, “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. Based on information obtained from the DuPage Convention & Visitors Bureau, the direct economic impact of our special events on the Wheaton economy is over 10 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	1,500	\$193,500
Go Fly A Kite	800	\$103,200
Taste of Wheaton	40,000	\$5,160,000
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	2,500	\$322,500
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
	85,500	\$11,029,500



CONTINUOUS IMPROVEMENT

SURVEY RESULTS

Following each event the Special Event Team and event committees meet to review event and record highlights as well as areas for improvement. In addition to these meetings, we also often offer surveys to participants and/or sponsors following events. Listed below are some survey insights from this year's Light the Torch Night Run and Reindeer Run. Trends show that in 2018 participants will expect a more personalized experience at special events. We hope to use this information and insight to improve our participant experience across all events next year.

LIGHT THE TORCH NIGHT RUN

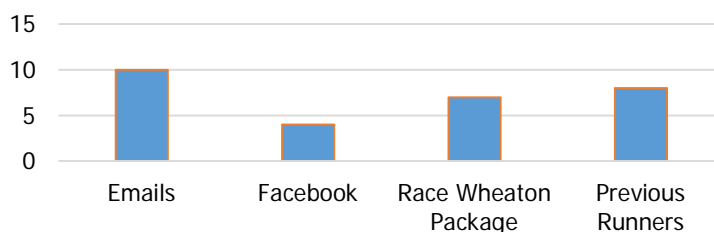
What did you enjoy most about your Race Experience?

- Different route than other races
- Running at night
- Organized and fun
- Everyone's energy level
- Family atmosphere

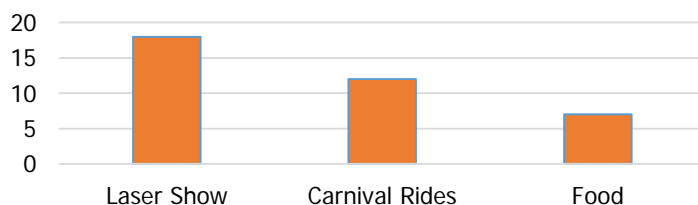
What do you feel needs to be improved for next year?

- More lighting on some streets
- Some lights were too bright in the dark (police, spotlights)
- Try wave starts, too many slow runners start at the front
- More seating available before and after the race
- Nothing!

How Did You Learn About the Race?



Favorite Part of Pre/Post Party



REINDEER RUN

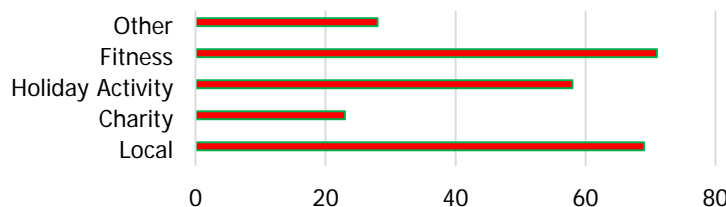
What did you enjoy most about your Race Experience?

- Shirts, bagels, encouragement
- Perfect for families
- Good course and location
- Friendliness of volunteers
- Very well organized and safe

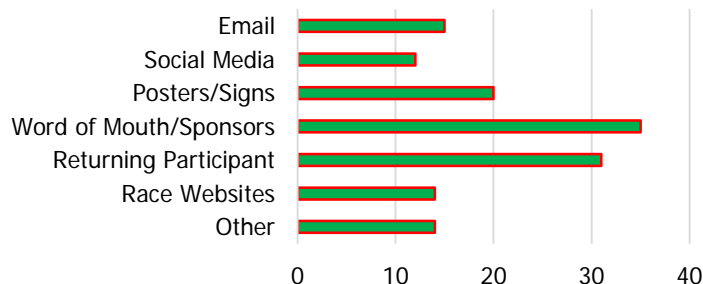
What do you feel needs to be improved for next year?

- More Christmas music and louder
- No issues at all
- Decaf coffee
- Need pace signs and wave starts
- More bathrooms
- Smaller shirt sizes
- Could not hear national anthem

Why Did You Choose to Participate?



How Did You Learn About the Race?



LOOKING TOWARDS 2018

SPECIAL EVENT SCHEDULE

In 2018, the Special Event Team will again 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 available 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.

2018 FEATURED *Special Events*

January-March
Arrowhead Straight From the Tap – January 27
DuPage County Historical Museum Casino Night – March 10

April
Fun Run in Color – April 14
Week of the Young Child – April 14-20

May-June
Go Fly A Kite – May 5
Taste of Wheaton – May 31-June 3
Cosley Zoo Run for the Animals (5K, 10K, 1/2-mile) – June 2
Fish-O-Rama – June 16

July
Fireworks & Parade – July 3 & 4
Music Mondays in the Park – July 9, 16, 23, 30
Cosley Zoo Uncorked Wine Event – July 19

August
Wheaton Brew Fest – August 4
Shakespeare in the Park – August 24 & 25

September
Light the Torch Night Run (5K) – September 28

October
Cosley Zoo Pumpkin Fest – October 1-31
Halloween Happening – October 19

November-December
Cosley Zoo Festival of Lights – November 23-December 30
Reindeer Run (5K) – December 1

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