



# 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 3<sup>rd</sup> 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	<b>\$32,786.04</b>	<b>\$38,444.60</b>	<b>\$29,403.56</b>
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	<b>\$1,619.05</b>	<b>\$2,607.70</b>	<b>\$1,681.28</b>
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**  
75 YEARS OF SERVICE • 1942-2017

**DDP DuPage Pediatric Dentistry**

Check out our onsite vendors

**AAA** | **Vision Matters** | **DeMoulin** | **ARA MARTIAL ARTS**

**Helpful Links**  
Wheaton Park District | 505 E. Wesley Street, Wheaton, IL 60187 | 630.855.4710  
wheatonparkdistrict.com  
Board of Commissioners: James Haldighofer, President | Ray Merrill, Vice President  
Bob Fay | John Kelly | Terry A. Mea | John Vlas  
commissioners@wheatonparkdistrict.org  
Photo: Kelly Imagery

**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**  
**DDP**

**Thank you to our onsite vendors**

**AAA** | **Vision Matters** | **DeMoulin** | **ARA MARTIAL ARTS** | **chirozone**

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wheatonparkdistrict.com  
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Bob Fay | John Kelly | Terry A. Mea | John Vlas  
commissioners@wheatonparkdistrict.org  
Photo: Kelly Imagery

## 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**  
75 YEARS OF SERVICE • 1942-2017

**DDP DuPage Pediatric Dentistry**

**go fly a kite**  
WHEATON PARK DISTRICT &  
**WHEATON 75 EYE CLINIC**  
75 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.

**WHEATON 75 EYE CLINIC**  
75 YEARS OF SERVICE • 1942-2017

**DDP DuPage Pediatric Dentistry**

**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	<b>\$95,247.65</b>	<b>\$74,066.54</b>	<b>\$76,113.14</b>
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



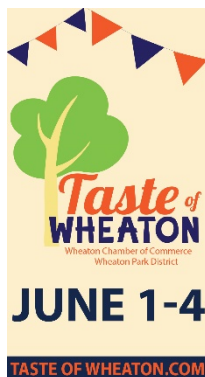
PRINT ADVERTISEMENTS



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 3<sup>rd</sup> 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 3<sup>rd</sup> 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	<b>\$610.31</b>	<b>\$836.61</b>	<b>\$-3,554.68</b>
Wheaton Park District	\$610.31	\$836.61	<b>\$-3,554.68</b>



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	<b>\$1,753.14</b>	<b>\$-1,424.78</b>	<b>\$477.84</b>
Wheaton Park District	\$1,753.14	<b>\$-1,424.78</b>	\$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**

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**    Post it >    Tweet it >    Forward >    Programs >

Wheaton Park District  
Amateur Golf Club  
Athletics  
Country Club  
DuPage County Historical Museum  
Lincoln Marsh Natural Area  
Parks Plus Fitness Center  
Sensory Garden Playground

Wheaton Park District | 102 E. Wesley Street, Wheaton, IL 60187 | 830.695.4710  
[wheatonparkdistrict.com](http://wheatonparkdistrict.com)

Board of Commissioners: John Vines, President | Terry A. Mies, Vice President  
Kevin Fisher | Bob Frey | Jesse Hodgkinson | John Kelly | Ray Mason  
[commissioners@wheatonpark.org](mailto:commissioners@wheatonpark.org)

COMMUNITY SIGNAGE



**MUSC MONDAYS**  
IN THE PARK

**JULY 10, 17, 24, 31**

PRESENTED BY

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

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**

SPONSORED BY  **First Trust**  
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**





# 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	<b>\$27,803.39</b>	<b>\$35,277.29</b>	<b>\$38,065.28</b>
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

WHAT HAPPENS AT Wheaton Brew Fest STAYS AT BREW FEST

Saturday, August 5 | Memorial Park

**Tickets** | **VIP** | **General Admission**  
 \$75 | 12-4:30P | \$45 | 1-4:30P

Designated Driver Options Available

80 Unique Craft Beers  
 Food Vendors  
 LIVE ENTERTAINMENT  
 featuring Four Star Brass Band and Raise Your Glass!

[/wheatonbrewfest](#)  
**wheatonbrewfest.com**

Event proceeds benefit:  
 DUPAGE COUNTY HISTORICAL MUSEUM  
 CASA

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

WHAT HAPPENS AT Wheaton Brew Fest STAYS AT BREW FEST

It is our 7th year and your lucky day. Starting at 7P the first 100 people get \$7 off their 2017 Wheaton Brew Fest tickets. Any ticket, any type.

Use code FLASH17 now and save \$7.

Ticket pricing increases at the gate on event day (8P). Purchase tickets in advance to save up to \$15 per person.

Wheaton Brew Fest 7 YEARS LUCKY 7

Buy Tickets

See full brewery list here.

Thank you to our 2017 event sponsors:

A portion of the event proceeds benefit:  
 CASA  
 DUPAGE COUNTY HISTORICAL MUSEUM

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

POSTER

WHAT HAPPENS AT Wheaton Brew Fest STAYS AT BREW FEST

Saturday, August 5 | Memorial Park

**Tickets** | **VIP** | **General Admission**  
 \$75 | 12-4:30P | \$45 | 1-4:30P

Designated Driver Options Available

80 Unique Craft Beers  
 Food Vendors  
 LIVE ENTERTAINMENT  
 featuring Four Star Brass Band and Raise Your Glass!

[/wheatonbrewfest](#)  
**wheatonbrewfest.com**

PUNCH CARD

Wheaton BREW 2017 FEST

GENERAL ADMISSION

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16

ARROWHEAD TABLE TENTS

VOLUNTEER SHIRTS



Wheaton BREW 2017 FEST

Saturday, August 5 Memorial Park

Use code ChiTrib for \$5 off good through 8/3/17

Tickets

Just a few short blocks north of the Wheaton Pacific/West (UP-W) Metra stop.

Please drink responsibly. This is a 21 and over event.

[/wheatonbrewfest](#)  
**wheatonbrewfest.com**

Wheaton BREW 2017 FEST

VIP

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16



# 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
<b>Wheaton Park District</b>	<b>\$-9,060.70</b>	<b>\$-6,060.12</b>	<b>\$-4,592.00</b>





E-MARKETING

PROGRAM

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

Helpful Links, Social Media icons (Post, Tweet, Forward, Program), Wheaton College logo, and contact information.

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



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Helpful Links, Social Media icons (Post, Tweet, Forward, Program), Wheaton College logo, and contact information.

Thank you to our sponsors for their generous support.



SHAKESPEARE IN THE PARK: COMMUNITY PARTNERSHIP We have your support! Production of Much Ado About Nothing is a community effort of planning, fundraising, marketing, and promotion for the entire area. This production is a park partnership with the Wheaton College Arena Theater Production Manager, Andy Mangini, and the Wheaton Park District Board of Directors. Ticketed shows in 2017 provide an opportunity for the entire community to enjoy live theater in the park. We are grateful for your support. Concessions available onsite. The Museum provides free admission and programming to keep the history of Shakespeare in the Park alive. Tickets are available online at dupagemuseum.org. \*Rain Date: Sunday, August 27 | 6P

INTERMISSION Approximately 15 Minutes Concessions are available onsite. Proceeds benefit the Dupage County Historical Museum Foundation. A facility of the Wheaton Park District, the Dupage County Historical Museum provides live admission and programming to keep the history and culture of our local community alive. dupagemuseum.org

Wheaton College Arena Theater and the Wheaton Park District present MUCH ADO ABOUT NOTHING by William Shakespeare CAST Leonato's Home Leonato, Governor of Messina: Tim Noble (82) Claudio, A Young Lord of Messina: Nolan Carter (14) Ursula, Countess of Leonato: Renee Pope Klydenstein (89) Hero, Niece to Leonato: Kara Dzindo (104) Margaret, Gentlewoman to Hero: Alycia Stallander (142) Lucio, Gentleman to Ursula: Carolyn Walker (118) The Guests Don Pedro, Prince of Aragon: Thomas Ritchie (11) Benedick, A Young Lord of Padua: Jeff Collier (90) Claudio, A Young Lord of Messina: Nolan Carter (14) Don John, Bastard Brother of Don Pedro: David Funder (88) Don Pedro, Foliover of Don John: Chad Fager (96) George, Foliover of Don John: Larry May (13) A Messenger: Ryan Putnam (18) Balthasar, A Soldier: John Ingraham (18) Soldiers: Cole Deaton (19) and Micah Ziegler (19) The Town Dogberry, A Constable: Andy Mangini (90) Verger, A Headstrong: Felicia Berich (102) Claudio, A Member of the Watch: Renee Pope (18) Senoario, A Member of the Watch: Renee Pope (18) Jaques, A Member of the Watch: David Funder (88) Friar Francis: Chad Fager (96) A Sexton: Ken Johnson (77) \*Member of Actors' Equity Association

SHAKESPEARE IN THE PARK



August 25-26 | 7P Performance Free Event | Memorial Park \*Rain Date: Sunday, August 27 | 6P wheatonparkdistrict.com/shakespeare

THE BAND Mark Frank (percussion), Jake Gordon (bass), Zorid Merik (electric violin), Maggie Ritchie (vocals), Margaret Wuestel (piano) THE COMPANY & PUPPETEERS Emma Bremerbach, Rose Casanto, Isabel Carter, Kerstin Davis, Cole Dennis, Reed Carter, John Ingraham, Rhonda Johnson, Bill Kollman, Kate Prosser, Christina Shaw, Alycia Stallander, Carolyn Walker, Micah Ziegler CREW Director/Producer: Mark Lewis Assistant Director: Jon Miller/Ennis Co-Producer/Scenic Designer: Acely Kington Co-Producer/Company Manager: Felicia Berich Costume and Puppet Design: Renee Fager Lighting Design: Doree Lutchfield Technical Director: Wendy Prosser Music Director: Maggie Ritchie Costumes and Puppet Manager: Heidi Hiett Co-Stage Manager: Grace Higgins Co-Stage Manager and Props Master: Ferra Baker Assistant Stage Manager: Nabea Carter Lighting Designer: Maggie Higgins

ACKNOWLEDGMENTS The Board, The Dukes, Phi Vintner, Wheaton College, Lemm Brothers, the Wheaton Park District Board of Commissioners, and the Wheaton Park District Police Department for their support.

Donate and Support Shakespeare in the Park. Onsite at the information booth. Online at: wheatonparkdistrict.com/Shakespeare. Get a limited-edition Shakespeare in the Park 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



SOCIAL MEDIA



COMMUNITY SIGNAGE





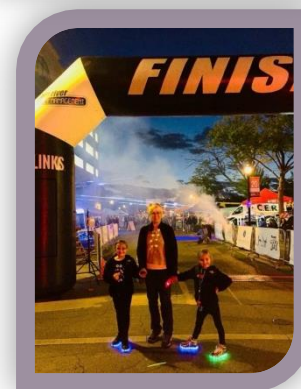
# LIGHT THE TORCH NIGHT RUN

## 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	<b>\$47,910.84</b>	<b>\$33,883.60</b>	<b>\$25,630.66</b>
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!

**WE PROVIDE THE FUN, YOU PROVIDE THE LIGHT!**  
 presented by **First Trust**

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

**Light the Torch 5K**  
 5K | FREE LASER LIGHT SHOW | DJ | FOOD TRUCKS

**Clayman and Carter LLP**  
**First Trust**  
**Annie & Will Free**  
**Dalaga Medical Group**  
**GERALD**  
**Rotary**  
**McCallister**  
**Richardson**

POSTCARD

Friday, September 29, 2017  
 7P | Downtown Wheaton

**HIGHLIGHTS**  
 - NEW THIS YEAR - Laser lights illuminate final stretch to finish line!  
 - Great music and entertainment at 5:30P  
 - Multiple food vendors and walk-in registration  
 - Features 5K luminary lanes  
 - Race starts at 7pm  
 - Age 13+ - women receive a race shirt  
 - Great and fun live entertainment

**REGISTER IN ADVANCE AND SAVE**

	5K	10K	15K	20K
WALKERS	\$15	\$20	\$25	\$30
RUNNERS	\$25	\$30	\$35	\$40
CHILDREN (6-12)	\$5	\$10	\$15	\$20

**PT CARES**  
 FIND US ON FACEBOOK  
 @lightthetorch

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

SOCIAL MEDIA

**LIGHT THE TORCH**  
**NIGHT RUN**  
**BLOCK PARTY**

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

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

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

**Light the Torch 5K**  
 5K | FREE LASER LIGHT SHOW | DJ | FOOD TRUCKS

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





# LIONS CLUB REINDEER RUN

## December 2 | Wheaton Lions Charities

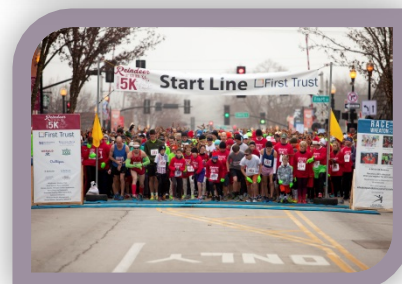
### EVENT SUMMARY

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	<b>\$55,916.76</b>	<b>\$43,618.19</b>	<b>\$38,780.62</b>
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

POSTCARD

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

CUSTOM REINDEER SPONSOR SIGNAGE





# RACE WHEATON

# RACE WHEATON

## SUMMARY

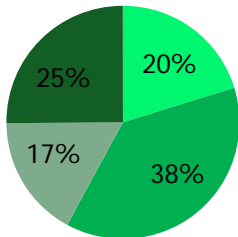
The Race Wheaton Package was offered for the second year. This package includes all four of our races at a discounted price of \$100 per runner. The package is available in full until Fun Run in Color Packet Pick Up takes place. After Fun Run, we continued to offer it as a three-race package for \$75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

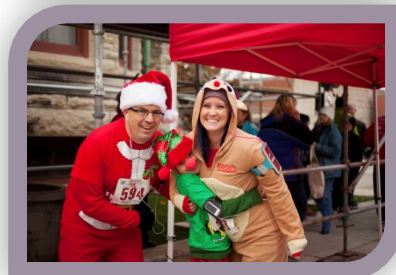
## RUNNER COUNT PER RACE

- 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
<b>Total Race Wheaton Revenue</b>	\$20,200	\$13,900	\$9,000
<b>Each Race Benefited</b>	\$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 <sup>rd</sup> & 4 <sup>th</sup> 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
	<b>\$35,557.48</b>	<b>\$17,940.52</b>

## 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
	<b>\$1,600.00</b>

## 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
	<b>\$11,500.00</b>

*\*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
	<b>\$5,975.80</b>

# 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
		<b>TOTAL IMPACT</b>
		<b>\$166,861.27</b>

\*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.

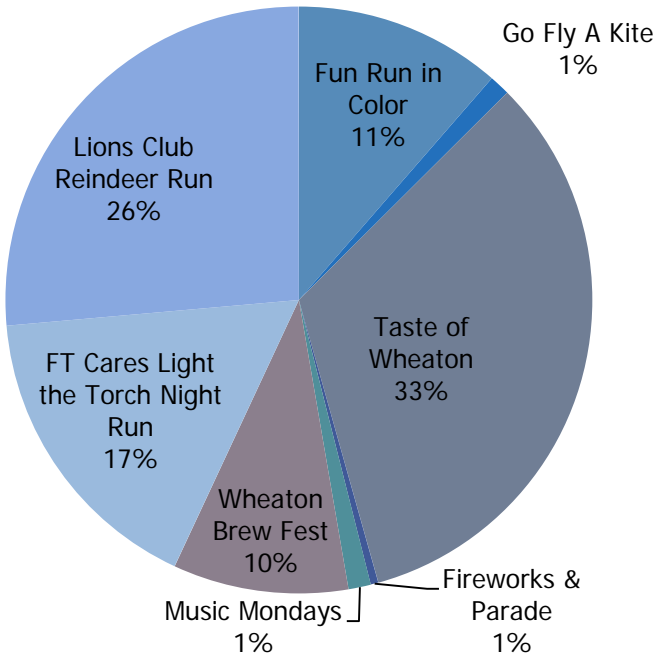


# SPECIAL EVENT REVENUE & REACH

## 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 <sup>rd</sup> & 4 <sup>th</sup> 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
	<b>\$124,755.64</b>	<b>85,500</b>

## 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 <sup>rd</sup> & 4 <sup>th</sup> 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	
	<b>\$190,225</b>	<b>\$158,025</b>	<b>20%</b>



# 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 <sup>rd</sup> & 4 <sup>th</sup> 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
	<b>TOTAL ESTIMATED ATTENDANCE</b>	<b>TOTAL ESTIMATED ECONOMIC IMPACT</b>
	<b>85,500</b>	<b>\$11,029,500</b>





# 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

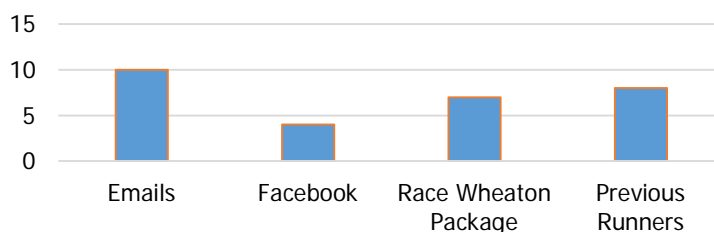
#### What did you enjoy most about your Race Experience?

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

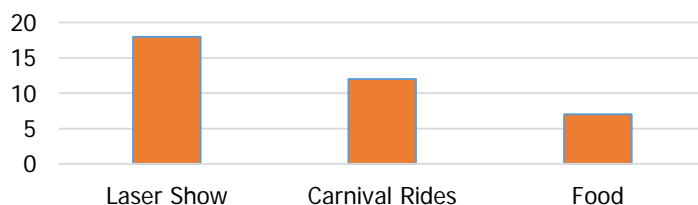
#### What do you feel needs to be improved for next year?

- 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

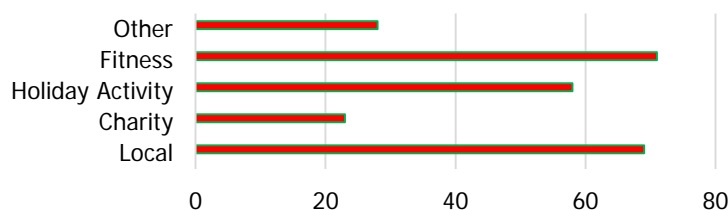
#### What did you enjoy most about your Race Experience?

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

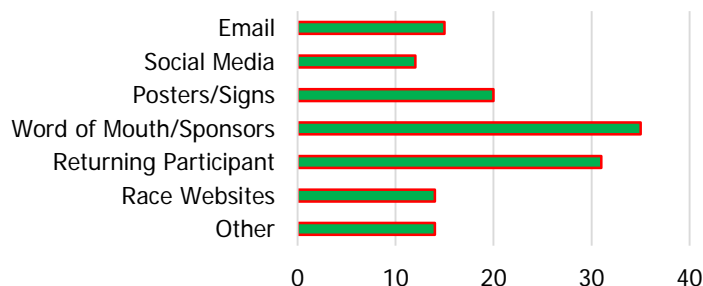
#### What do you feel needs to be improved for next year?

- 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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To find out more about these events, and other ways to *create.* discover. **play.**, visit  
**WHEATONPARKDISTRICT.COM**





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