

ICE-A-PALOOZA

GO FLY A KITE

FUN RUN IN COLOR

CREAM OF WHEATON

INDEPENDENCE DAY

SUMMER ENTERTAINMENT SERIES

WHEATON BREW & SELTZER FEST

SHAKESPEARE IN THE PARK

LIGHT THE TORCH NIGHT RUN

REINDEER RUN

2022



Photo Credit: Tom Snyder



SPECIAL EVENT
ANNUAL REPORT

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Thank you to the DuPage Camera Club for their volunteer efforts in 2022 capturing amazing moments at our special events.

Photos in this report are a combination of staff photography as well as those from our wonderful community volunteers.



EXECUTIVE SUMMARY

2022

In 2022, we were able to bring back all our annual special events. The event season started with Ice-A-Palooza in February, Fun Run in Color in April, and Go Fly a Kite in May. Cream of Wheaton returned to Memorial Park for the first time since 2019 on the first weekend in June.

We brought a variety of bands and genres to Memorial Park for the second Summer Entertainment Series, boasting more than 8,600 people across 10 concert nights.

The Summer Entertainment Series also included two free Monday night concerts in July and August, along with a free performance by the DuPage Symphony Orchestra that closed out the season in September.

The annual Independence Day Fireworks and Parade were celebrated on July 3 and 4. In August, we expanded and rebranded the annual Wheaton Brew Fest to the Wheaton Brew & Seltzer Fest, which was a popular addition. Shakespeare in the Park was held over three nights in late August. Light the Torch Night Run was held in conjunction with October Fest at the Central Athletic Complex and was well received. The season concluded with near record participation at the Lions Club Reindeer Run in December.

The event team and event partners secured **over \$225,000 in sponsorships** for the 2022 event season.

The event team also assisted with many foundation special events including Casino Night, Cosley Run for the Animals, Mike Williams Cosley Classic Golf Outing and October Fest. These events benefitted the DuPage County Historical Museum and Cosley Zoo Foundations.

We always seek to make a profit through our special events to contribute to the operating budget of the park district and raise money for district business units and foundations. In addition, it is our goal to fulfill the park district mission and provide fun, recreational opportunities and new experiences to the community, increase visitorship to downtown Wheaton, provide financial support for our charitable event partners, and to keep events safe and enjoyable for our attendees.

The following report provides a recap on the revenue, attendance and activities that took place at each of the events.



2022 AT A GLANCE



Engagement

Posts on Memorial Park Facebook page reached **105,839 people**

Posts on Brew & Seltzer Fest Facebook page reached **11,535 people**

The Facebook event page for Cream of Wheaton reached **15,725 people**

51 people participated in our Brew & Seltzer Fest survey

97 social media posts promoted special event content

Total reach for social media posts in 2022: **240,978 people**



Photo Credit: Marianne Myrick

MEET THE TEAM

MARKETING



Margie Wilhelmi,
Director of Marketing



Carolyn Wilkin,
Special Event Manager



Trish Whelan,
Creative Services Manager



Julia Meade,
Graphic Design Manager

PARKS SERVICES



Rob Sperl,
Director of Planning



Nic Novak,
Superintendent
of Projects & Events

SPECIAL FACILITIES



Dan Novak,
Director of Athletics
& Special Facilities



Andy Bendy,
Director of Special Facilities



Kim Prazak,
Assistant to Director
of Special Facilities

FINANCE



Mary Janik,
Finance Assistant



Randy Tucker,
Accounting Supervisor



Martha Hernandez,
Finance Manager

Special acknowledgment to all of the full time and part time staff members who volunteered their time to assist with special events and concerts in Memorial Park in 2022.

Thank you to the hundreds of volunteers who are essential in ensuring the safety and coordination of our annual events.

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 partnership in permitting and approval, operational planning and event support.



Milton Township DuPage County C.E.R.T.

The Community Emergency Response Team (C.E.R.T.) provides assistance with security and emergency management at our larger events. This partnership has been vital in keeping our events successful and safe for our attendees, vendors and volunteers. C.E.R.T. educates people about disaster preparedness for hazards that may impact the area and trains them in basic emergency response skills.



DuPage County Fairgrounds

The DuPage County Fairgrounds has been a great partner, offering the district use of its parking lots for Go Fly a Kite and the Fireworks on the 3rd of July. The staff at the Fairgrounds is amenable to cleaning 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 its property.

ICE-A-PALOOZA

FEBRUARY 5 | 11A-2P | CENTRAL ATHLETIC COMPLEX

Event Summary

Ice-A-Palooza returned this year after missing out in 2021. The event took place at the Central Athletic Complex Outdoor Ice Rinks. This event was a culmination of teamwork on behalf of the Special Event, Parks Services, Recreation, and Athletics departments. This free event took place from 11A-2P on Saturday, February 5 and was a winter wonderland for families that attended. Ice-A-Palooza featured Stan's Donuts, Disney inspired princesses Anna and Elsa, performances from Center Ice of DuPage, Police vs Firefighter hockey match and roasting s'mores over a bonfire. Activities were supplied by Wide Horizons preschool. Due to bad weather, attendance was lower than previous years. The event will be handled by the Recreation team for the 2023 calendar year.

Highlights

- Center Ice of DuPage presented two ice performances that were well received by the audience.
- Our sponsor, Smile Doctors, was on site.
- Marketing included poster distribution, community signage, social media, email marketing, program guide promotion, website hand outs to preschools and more.
- Wheaton Police Department and Wheaton Fire Department competed in a hockey game for families to enjoy.
- Stan's Donuts sold their entire supply of donuts.

1,000+ attendees

	2022	2021
Revenue	\$939.81	\$1,132.50
Expenses	(\$2,641.21)	(\$3,106.25)
Net Revenue	(\$1,701.40)	(\$1,973.75)



Photo Credit: Kasey Mueller



Photo Credit: Kasey Mueller



Photo Credit: Kasey Mueller

FUN RUN IN COLOR

APRIL 9 | 8:30A | DOWNTOWN WHEATON

577
runners

\$34,000
sponsorship
secured

	2022	2019
Revenue	\$57,681.95	\$57,452.16
Expenses	\$25,349.54	\$20,061.37
Net Revenue*	\$32,332.41	\$37,390.79

*shared 50% with partner Wheaton Rotary AM

Event Summary

Fun Run returned this year after being canceled in 2020 & 2021. The Fun Run in Color welcomed 577 runners and spectators. The run is known for its casual, untimed running event for people of all abilities; even non-runners and young children can join in the 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. By the end of the race, participants were covered in different colors, dancing and enjoying the spring weather. The 2023 event will mark a break from the theme of a “color run” and instead switching to a Superhero Run in 2023

Highlights

- Was the first race of the year and the first of 4 races for the 2022 Race Wheaton Promotion.
- Five sponsors were on-site to interact with runners and pass out giveaways.
- Sponsorship total was \$34,000 with a goal of \$25,000.
- Proceeds benefited the Play for All Playground & Garden Foundation.
- Marketing included poster distribution, community signage, social media, email marketing, paid advertisements, website and Race Wheaton cross promotion.



Photo Credit: Kasey Mueller

GO FLY A KITE

MAY 7 | 10A-12P | GRAF PARK

Event Summary

Originating in April 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 over 10 years. The event is registered with the Illinois Association of Park Districts for the Flying 4 Kids Events, raising awareness of the Park District Youth License Plates. This event took place at Graf Park and is offered to the community for free. More than 1,000 people attended the event. The Chicago Fire Kite Team provided the Flying Demonstration of Fire and Ice. They also helped with the grand launch and the kid’s mad dash. The vendor Gift of Wings was on site to allow people to purchase kites while attending the event. We also had Flash Tacos on-site with breakfast tacos, burritos and other delicious menu options! 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. For 2023, the event will be passed on from Marketing to Recreation as the official event coordinator.

1,000+ attendees

Highlights

- Sponsors Wheaton Eye Clinic and Wheaton Bank & Trust were on site.
- DuPage County Historical Museum hosted an activities day tent.
- Flash Tacos and their breakfast menu was a big hit with attendees.

	2022	2021
Revenue	\$3,149.00	\$1,132.50
Expenses	\$900.00	\$2,406.25
Net Revenue	\$2,249.00	[\$1,273.75]



CREAM OF WHEATON

JUNE 2 – 5 | VARIOUS TIMES | MEMORIAL PARK

35,000+
estimated attendance

\$27,500
sponsorship
secured

	2022	2019
Revenue	\$204,895.69	\$197,985.15
Expenses	\$109,964.99	\$99,413.59
Net Revenue*	\$94,930.70	\$98,571.56

*shared 50% with partner Wheaton Chamber of Commerce

Event Summary

After being gone for 2 years, Taste of Wheaton came back and returned to it's original name, Cream of Wheaton. This four day free festival, presented in partnership with the Wheaton Chamber of Commerce, invited the community to Memorial Park and Downtown Wheaton. 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 assisted with sponsorship recruitment, business expo vendors and coordinated volunteers. The event continues to grow, especially after being gone for two years, and utilizing the space within Memorial Park, Cream of Wheaton featured 15 food vendors, 13 live bands, 2-for-1 mini golf, beer garden, carnival on Liberty Dr, free admission at DuPage County Historical Museum, activities booths, 18 business expos booths, and 6 sponsor booths. More than 100 volunteers were secured, \$27,500 in sponsorship was collected and we estimate more than 35,000 were in attendance.

Highlights

- Return of the Cream of Wheaton name.
- Hi-Infidelity returned as the Saturday headliner.
- \$54,500 in beer sales.
- \$17,500 in food vendor sales.
- \$27,500 in carnival wristband sales.
- Marketing included poster distribution, community signage, social media, email marketing, paid advertisements, website and Race Wheaton cross promotion.



SUMMER ENTERTAINMENT SERIES

FRIDAYS & SATURDAYS | JUNE-SEPTEMBER | 6-9:30P | MEMORIAL PARK

Event Summary

This was the second time the Wheaton Park District held the Summer Entertainment Series. The 10-concert series continued welcoming residents into our recently renovated bandshell at Memorial Park. We charged \$10 per ticket for each show featuring two bands and each concert ran from 6-9:30P. Staff operated concession sales from two stands filled with snacks, drinks, and alcoholic beverages. We had one food vendor on-site each night. Guests were welcome to bring in their own food but not allowed to bring in alcohol. We teamed up with CERT to provide bag checks and first aid for each concert. The City of Wheaton Police Department helped monitor the park throughout the concert weekends. The Wheaton Park District focused its efforts on providing a great overall concert experience for all attendees.

Along with the paid concerts, the Park District hosted three free concerts throughout the series. These concerts were created after survey feedback showed there is still a demand for free concerts as previously offered at Music Mondays. There were two family nights which allowed families free entry into the park with no alcohol for sale. One Saturday night was added, featuring the DuPage Symphony Orchestra, which did allow for alcohol sales along with the free entry.

Highlights

- 7,751 tickets sold on Eventbrite for the series.
- Total Attendance (includes free concerts) – 8,677
- \$14,000 day of ticket sales
- \$60,000 total concessions sold
- Most popular night - Billy Elton and Radio Gaga – 1,326 tickets sold

8,677
attendees

\$41,000
in sponsorship

	2022	2021
Revenue	\$179,532.78	\$162,757.39
Expenses	\$168,330.25	\$153,990.79
Net Revenue	\$11,202.53	\$8,766.60



INDEPENDENCE DAY

JULY 3 & 4 | GRAF PARK & DOWNTOWN WHEATON

10,000+
estimated attendance

	2022	2021
Revenue	\$39,510.00	\$36,460.00
Expenses	\$43,119.65	\$38,519.57
Net Revenue	[\$3,609.65]	[\$2,059.57]



Event Summary

The Wheaton Park District hosted the fireworks and parade for the 12th year with financial support from the City of Wheaton. Additional sponsorship was secured by the district and fees charged to July 3 food vendors and parade entries to help cover the cost of the two-day event. We utilized the same pyrotechnics company for fireworks that was used in the past based on the rave reviews from the staff and public. The event also saw the return of the DJ, food vendors and carnival rides which were excluded in 2021 due to COVID. The theme this year was “Fun, Freedom, Family & Fireworks” and the parade had 53 entries with our Grand Marshal as Rudy Keller.

Highlights

- 25-minute fireworks display.
- Over 5,000 in attendance for each day.
- Received excellent feedback from the community about the fireworks show & parade.



WHEATON BREW & SELTZER FEST

AUGUST 6 | NOON-4P | MEMORIAL PARK

Event Summary

After 10 years, this festival added a new twist. Wheaton Brew Fest became Wheaton Brew & Seltzer Fest. Seltzer was added into the festival after the growth in popularity of the beverage. Once again, Wheaton Park District partnered with Court Appointed Special Advocates (CASA) of DuPage County. All volunteers received 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 was a ticketed event offering only two tickets this year: General Admission and General Admission Designated Driver. The VIP offering was eliminated to maximize the amount of time in the park to all attendees. This year's theme was "Branch Out" encouraging all attendees to try both the beers and seltzers available at the festival. We also had an exciting performance from 7th heaven as the main entertainment for guests. With the increase in popularity of brew fests and the growth specifically in the Chicago suburban market, changing the event to feature Seltzer and having a musical act like 7th heaven helped increase the attendance and interest of the event this year.

Highlights

- 1,228 tickets sold compared to 939 in 2021.
- Featured more than 60 beer and seltzer options.
- Our partner CASA, supplied over 100 volunteers for the event.
- \$3,000 in sponsorship.

1,228
tickets sold

	2022	2021**
Revenue	\$78,114.46	\$57,852.29
Expenses	\$43,796.84	\$51,780.90
Net Revenue*	\$34,317.62	\$6,071.39

*Shared 50% with partner CASA of DuPage



**lower ticket counts and increased expenses attributed to lower net revenue in 2021



SHAKESPEARE IN THE PARK

AUGUST 25-27 | 6-9:30P | MEMORIAL PARK

1,800+
estimated attendance

Event Summary

The Wheaton Park District partnered with Wheaton College Arena Theater to bring FREE Shakespeare in the Park to Memorial Park. This year's play was "A Midsummer Night's Dream" which brought a lot of laughs to Memorial Park. Wheaton College Theater Staff and Director handled all aspects of the theater and Wheaton Park District managed logistics.

Highlights

- \$8,500 in sponsorship.
- Estimated 1,800 in attendance at the three performances.
- Concessions for the event raised \$2,428.26 for the DuPage County Historical Museum.

	2022	2021
Revenue	\$9,164.45	\$12,977.32
Expenses	\$18,981.37	\$17,661.03
Net Revenue**	[9,816.92]	[4,683.71]



**Net revenue was reduced due to lower sponsorship & expenses (i.e., sound and light production)



LIGHT THE TORCH NIGHT RUN

OCTOBER 1 | 7P | CENTRAL ATHLETIC COMPLEX

Event Summary

2022 marked the ninth 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 was the second year the event was hosted alongside our October Fest celebration at the Central Athletic Complex. This is the only race that runs south of downtown Wheaton 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. There was even a contest for homeowners to participate in a competition to decorate their homes for prizes. The event features luminary lanes to light the way, a water station, and an after party. The combination of the two events was also received positively by attendees.

Highlights

- 668 Runners.
- \$55,594.46 in sponsorship.
- Home decoration contest to help brighten the race route was well received.

668
runners

	2022	2021
Revenue	\$76,407.23	\$71,847.66
Expenses	\$42,836.58	\$37,468.66
Net Revenue*	\$33,570.65	\$34,379.00
*Shared 50% with partner First Trust		



REINDEER RUN

DECEMBER 3 | 8:30A | DOWNTOWN WHEATON

1,225
Runners

	2022	2021
Revenue	\$86,040.54	\$76,494.12
Expenses	\$32,377.16	\$25,204.84
Net Revenue	\$53,663.38	\$51,289.28
*Shared 50% with partner Lion's Club		

Event Summary

This year marked the 11th anniversary of the Reindeer Run with partner Wheaton Lions Club. This holiday-themed race attracts all ages, 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. Runners were given a long sleeve red tech shirt and antlers. Runners could also turn in a coupon for one hot chocolate at the finish line. A post-race party was held at Ivy Restaurant.

Highlights

- 1,225 runners.
- \$47,000 in sponsorship secured.
- Runners loved the design of the shirt. It was talked about the entire event.
- \$880 donated back to local PTA groups.



ADDITIONAL EVENTS

Field of Honor JUNE 29-JULY 4

The Field of Honor was hosted by the Wheaton Park District and Warrenville VFW Post 8081. Proceeds benefitted Warrenville American Legion Posts 8081 and 589. Two thousand American flags were displayed to honor a military veteran or active service member, fallen military member, first responder or other local hero. The display was free to view and ran from June 29 to July 4.



Veterans Day NOVEMBER 8-11

To honor our Veterans, 66 flags were installed around the walkways at Memorial Park as well as five service flags to represent the Army, Navy, Air Force, Marines and Coast Guard. More than 50 additional flags are also installed around the perimeter of Longfellow Elementary School. Daily tributes occurred on November 8, 9 and 10. From 4 to 4:45P the park featured a bagpiper and vocalist to pay tribute to our veterans.



September 11

Remembrance Ceremony SEPTEMBER 11 | MEMORIAL PARK

The community came together for Wheaton's annual September 11 Remembrance Ceremony at 2 p.m. Sunday, Sept. 11 at Memorial Park. This event paid tribute to the individuals our community lost in the September 11 attacks and the ensuing military conflicts, and it honors fire and police personnel. This event featured a bagpiper and vocalist to pay tribute to our veterans.

ADDITIONAL REVENUE GENERATION

Special Events are a collaboration between Marketing, Special Facilities and Park Services staff. The goal is to focus on revenue, growth and sustainability and to host safe and enjoyable events for the community to enjoy.

Events are also a revenue source for other internal departments such as Parks Services, Mary Lubko, Parks Plus Fitness Center and DuPage County Historical Museum. Additionally, the three district foundations receive event proceeds from various events like Fun Run, Light the Torch, Wheaton Brew & Seltzer Fest and Reindeer Run.

The district's five community organization partners, Wheaton Rotary AM, Wheaton Chamber of Commerce, FT Cares Foundation, CASA of DuPage, and Wheaton Lions Club earned 50% of the event proceeds totalling more than \$126,000. These partners provide support with sponsorship generation and volunteer recruitment.

Wheaton Park District Foundations & Community Organizations 2022



The Cosley Zoo Foundation received \$6,196.33 from the Light the Torch Run and Reindeer Run event proceeds.



DuPage County Historical Museum Foundation received \$8,696.33 from the Wheaton Brew & Seltzer Fest, Light the Torch Run and Reindeer Run event proceeds.



Sensory Garden Playground received \$12,296.33 from the Fun Run and Light the Torch Night Run event proceeds.



FT Cares Foundation generated \$16,785.33 for their nonprofit beneficiary organizations.



CASA of DuPage generated \$17,158.81 for their organization.



Wheaton Lions Club generated \$26,831.50 for their organization.



Rotary Club of Wheaton A.M. generated \$16,166.20 for their organization.



Wheaton Chamber of Commerce generated \$47,465.35 for their organization.

MARKETING MATERIALS



Social media post



Roadside Banner

MARKETING MATERIALS











Social Media Post

Poster

MARKETING MATERIALS

MEMORIAL PARK 2022 SUMMER SCHEDULE OF EVENTS

JUNE	JULY	AUGUST		
June 2-5 Cream of Wheat (times vary) June 4 Cosley Zoo Run for the Animals 7:30A June 9 Wheaton Municipal Band June 16 Wheaton Municipal Band June 23 Wheaton Municipal Band June 24 Mulberry Street & Gold Dust Dreams Concert June 25 Mickey Hatfield Trio & HiFi Superstar Concert June 30 Wheaton Municipal Band	July 4 Independence Day Parade (route will pass Memorial Park) 10A July 7 Wheaton Municipal Band July 11 Shout Section Big Band – FREE Family Night 6-7:30P July 14 Wheaton Municipal Band July 15 The Wayouts & American English Concert July 16 Chicago Philharmonic Ensembles Concert July 21 Wheaton Municipal Band July 28 Wheaton Municipal Band July 29 Billy Elton & Radio Gaga Concert July 30 UltraBeat & Sixteen Candles Concert	August 4 Wheaton Municipal Band August 6 Wheaton Brew & Seltzer Fest Noon-4P August 8 Rockabilly Band – FREE Family Night 6-7:30P August 12 ARRA & One of These Nights Concert August 13 The Chicago Experience & The PettyBreakers Concert August 25-27 Shakespeare in the Park 6-9P	 HiFi SUPERSTAR JUNE 25  WHEATON MUNICIPAL BAND	 WHEATON BREW & SELTZER FEST AUGUST 6  GOLD DUST DREAMS JUNE 24  KARLA & THE PHAT CATS JUNE 5  SHAKESPEARE IN THE PARK AUGUST 25-27
			SEPTEMBER September 9 The Ron Burgundy's and Rod Tuffcurls & The Bench Press Concert September 10 The Special Consensus & Bella Cain Concert September 17 DuPage Symphony Orchestra NOTE – September 22, 23, 24 and 25 will be reserved for any performances that get rained out and need to be rescheduled. – Free Wheaton Municipal Band performances are from 7 to 8P as listed above. – Concerts will take place from 6-9:30P unless otherwise noted.	
			TICKET SALES START APRIL 1	
			SPONSORED BY:  First Trust Portfolios First Trust Advisors	

memorialparkwheaton.com

memorialparkwheaton.com

Memorial Park Newsletter



JULY 3

ACTIVITIES & FIREWORKS

5:30P | GRAF PARK

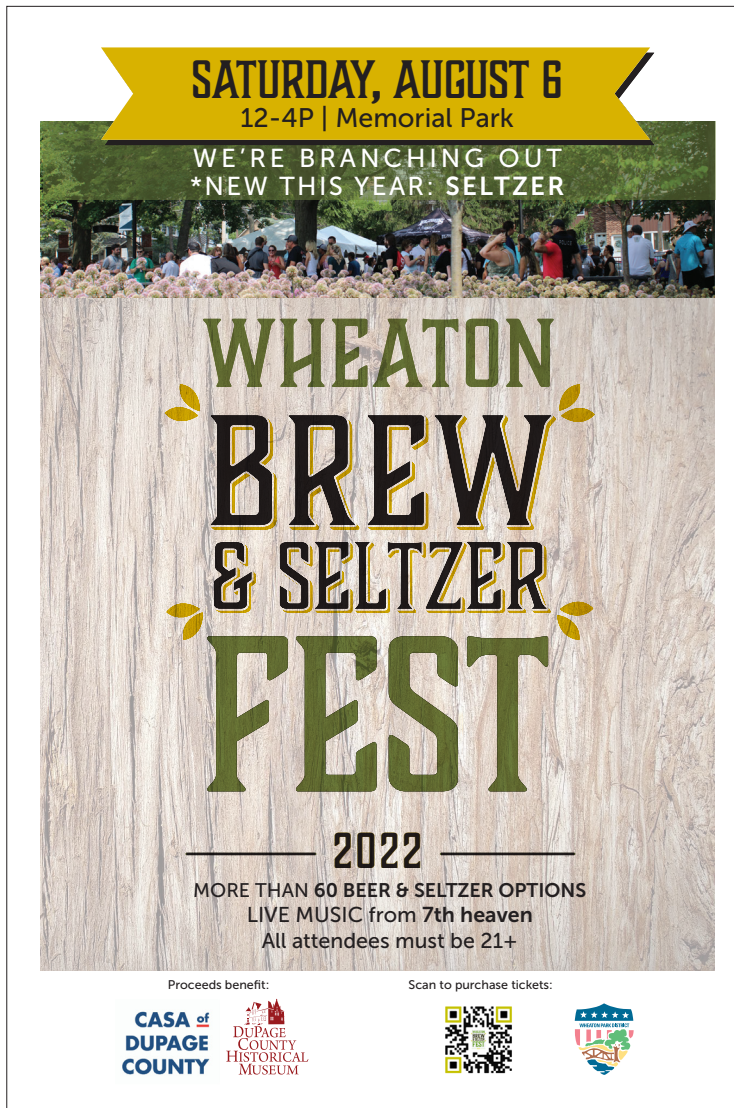
JULY 4

PARADE

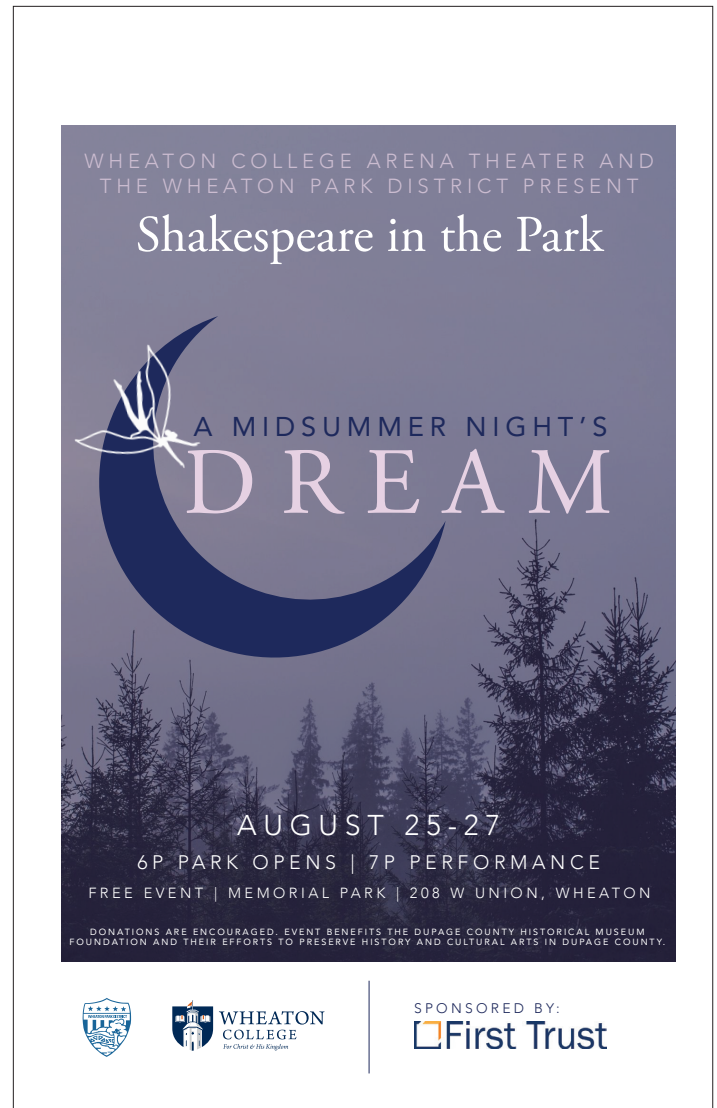
10A | DOWNTOWN WHEATON

Roadside Banner

MARKETING MATERIALS



Poster



Poster

MARKETING MATERIALS



Social Media Post



Event T-shirt

LOOKING TOWARD 2023

Superhero Fun Run 5K – Saturday, April 15 (NEW THEME FOR 2023)

Cream of Wheaton – Thursday – Sunday, June 1 – 4

Summer Entertainment Series – Friday – Saturday, June 23 – 24

Free Concert at Memorial Park – Monday, June 26

July 3rd Fireworks & Parade – Monday, July 3 & Tuesday, July 4

Summer Entertainment Series – Friday – Saturday, July 14 – 15

Free Concert at Memorial Park – Monday, July 24

Wheaton Brew and Seltzer Fest – Saturday, August 5

Summer Entertainment Series – Friday – Saturday, August 11 – 12

Shakespeare in the Park – Thursday – Saturday, August 24 – 26

Summer Entertainment Series – Friday – Saturday, September 8 – 9

Light the Torch 5K Night Run – Saturday, September 30

Reindeer Run 5K – Saturday, December 2

