



SPECIAL EVENT ANNUAL REPORT

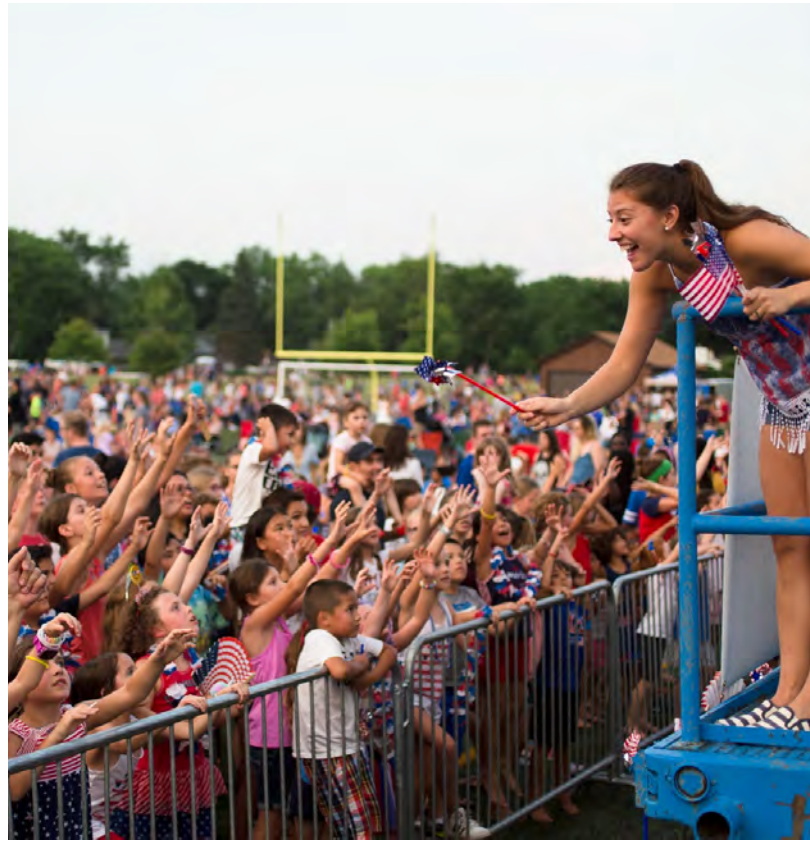


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EXECUTIVE SUMMARY

The Wheaton Park District is host to more than 90,000 people at our ten annual special events. These events offer the residents of Wheaton and neighboring communities a wide variety of activities, music and theater performances, runs and much more. Each event has unique attributes and relies heavily on the park district staff, community partners and volunteers.

In 2018, the Wheaton Park District showcased ten large special events. These include: Ice-A-Palooza, Go Fly a Kite, Fun Run in Color, Taste of Wheaton, July 3 & 4, Music Mondays, Wheaton Brew Fest, Shakespeare in the Park, Light the Torch 5K Night Run and Reindeer Run.

The DuPage County Historical Museum and Cosley Zoo host an additional seven events including Casino Night, Cosley Zoo Run for the Animals, Cosley Uncorked, Cosley Classic, Pumpkin Fest, October Fest and Festival of Lights. Each year these events support ongoing exhibit development at those institutions but also rely on the special events team. Those event reports are included in the individual facility annual reports.

The district's sustainable business model continues to approach each event strategically to meet and exceed several goals and objectives as follows:

- Develop a budget to outline what is needed to break even prior to the event day
- Be self-sustaining through sponsorship, registration, ticket sales, vendor fees, and/or alternate revenue sources
- Work together with community partners to create a larger impact through shared resources
- Account for labor hours of the Parks Services Department
- Increase traffic to our facilities, parks and the City of Wheaton through the execution of these events
- Fulfill the park district mission, spread the awareness and promote the park district brand (Create.Discover.Play)



SPECIAL EVENT SCHEDULE 2018

FEBRUARY

Ice-A-Palooza | February 3

APRIL

Fun Run in Color | April 14 | *Rotary Club of Wheaton AM*

MAY

Go Fly a Kite | May 5

JUNE

Taste of Wheaton | May 31 – June 3 | *Wheaton Chamber of Commerce*

JULY

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

Music Mondays | July 9, 16, 23 & 30

AUGUST

Wheaton Brew Fest | August 4 | *CASA of DuPage County*

Shakespeare in the Park | August 30, 31 & September 1 | *Wheaton College Arena Theater*

SEPTEMBER

Light the Torch Night Run | September 28 | *FT Cares Foundation*

DECEMBER

Lions Club Reindeer Run | December 1 | *Wheaton Lions Charities*

GOALS & OBJECTIVES

The overall goal for special events is to make a profit so that we can contribute to the operating budget of the park district. In addition, it is our goal to provide fun, recreational opportunities and new experiences to the community, increase visitorship to downtown Wheaton and provide financial support for our charitable event partners.

Additionally:

- Provide revenue support for our park district foundations and facilities (Cosley Zoo, DuPage County Historical Museum, Play for All Playground & Garden Foundation, Mary Lubko Center and Parks Plus Fitness Center)
- Develop and enhance our partnerships with local businesses and organizations through sponsorship
- Generate revenue to offset labor hours incurred to execute special events for our Parks Services Department
- Create additional marketing opportunities for the Wheaton Park District and its various facilities

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, Logistics & Operational Planning
- Assistant to Director of Special Facilities, *Kim Prazak* | Event Support
- Parks Plus Fitness Center Manager, *Michelle Artis* | Race Director

PARKS SERVICES

- Superintendent of Projects & Events, *Nic Novak* | Event Set Up & Execution
- Special Event Sign Specialist, *Brian Barry* | Signage

FINANCE

- Finance Assistant, *Mary Janik* | Financial Reporting
- Finance Assistant, *Joanna Koppang* | Financial 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 Community Emergency Response Team (CERT) 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. CERT 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 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.



ICE-A-PALOOZA

ICE-A-PALOOZA

February 3

EVENT SUMMARY

In its inaugural year, Ice-A-Palooza took place at the new Central Athletic Complex outdoor ice rinks. This event was a culmination of team work on behalf of the Special Event staff along with the Park Services, Recreation, Athletics, and Food & Beverage Departments.

The free event took place from 11A-2P on a Saturday afternoon and featured visits from Anna, Elsa, and Olaf from Disney's movie, Frozen. Additional activities included: live ice-carving demonstrations, open skating, concessions from Arrowhead Golf Club, games and activities by Wide Horizons preschool, snow painting, and skate rental from Play It Again Sports.

EVENT HIGHLIGHTS

- The Center for Ice of DuPage presented three ice performances that were well received from the audience.
- Our very own Wheaton Park District staff put on a superhero vs. Disney character hockey game for the kids to enjoy.
- It is estimated that more than 800 people were in attendance.
- One sponsor was on site.
- Play It Again Sports offered the district a store credit for allowing them to be onsite at the event which we used to purchase giveaways at the mainstage during the 4th of July parade.
- Arrowhead Golf Club sold \$1,245.63 at the concession area.



FINANCIAL IMPACT

	2018	2017	2016
Revenues	\$0*	-	-
Expenses	\$-3,884.92	-	-
Event Profit	\$-3,884.92	-	-
Wheaton Park District	\$-3,884.92	-	-

**Sponsors were not secured for this event specifically, but several companies sponsored the ice rink facility in 2018. This revenue was accounted for in the facility budget.*

POSTER

ICE A PALOOZA
Saturday, February 3 | 11A-2P
 Central Athletic Complex Ice Rinks | Free Outdoor Event

MEET & GREET
 with Elsa, Anna and Olaf!

Enjoy **OPEN SKATING | HOCKEY | KIDS GAMES**
 Bring your own skates or rent onsite from Play It Again Sports.*
*Sizes are limited and skates will be available first-come first-served.

See **PERFORMANCES**
 by Center Ice of DuPage

Watch live **ICE CARVING DEMONSTRATIONS**

Concessions will be available. Purchase a s'more kit and make your own by the bonfire.

More information and parking map at wheatonparkdistrict.com
 500 S. Naperville Rd, Wheaton | 630.690.4880

FACEBOOK HEADER

ICE A PALOOZA
FEBRUARY 3 | 11A-2P
 Central Athletic Complex Ice Rinks
WHEATONPARKDISTRICT.COM

SOCIAL MEDIA POST

Wheaton Park District
 Published by Gina Catalano (P) · February 6, 2018

We had so much fun last weekend at Ice-A-Palooza and hope you did too! We've got our photos at the link below but want to see yours too. Tag us on Twitter (@wheatonparks) or Instagram (@wheatonparkdistrict) with the hashtag #WheatonParks and you might see your photos here!

ICE A PALOOZA
FEBRUARY 3 | 11A-2P
 Central Athletic Complex Ice Rinks
WHEATONPARKDISTRICT.COM

WHEATONPARKDISTRICT.SMUGMUG.COM
Ice-A-Palooza 2018 - Wheaton Park District
 February 3, 2018. Thank you to everyone who came out!

357 People Reached 22 Engagements [Boost Post](#)

👍 Samantha Bauman, Sherry Casavechia Manschot and 2 others

COMMUNITY BANNER

ICE A PALOOZA
FEBRUARY 3 | 11A-2P
 Central Athletic Complex Ice Rinks
WHEATONPARKDISTRICT.COM

EVENT SIGNAGE

Welcome to
ICE A PALOOZA

Sponsored by DuPage Medical Group
WE CARE FOR YOU

TRANSNATIONAL
PAYMENTS • TECHNOLOGY • TRUST

SUPERSTAR KARATE

K-LOVE 94.3

CENTRAL athletic complex
A facility of the Wheaton Park District

EVENT SUMMARY

In its fifth year, the 2018 Fun Run in Color welcomed more than 1,000 runners and spectators.

Fun Run in Color is a casual, untimed running event for people of all abilities; 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 event. Unfortunately the spring rains caused the after party to get cut short.

EVENT HIGHLIGHTS

- Due to inclement weather and a slight decrease in sponsorship revenue, figures decreased 10% from 2017.
- 1,081 runners registered.
- Despite the weather, more than 80% of runners participated in this year's race.
- \$21,250 in sponsorship was raised.
- Five sponsors were onsite to interact with runners and pass out giveaways.
- \$6,890.45 (50% of the Wheaton Park District event proceeds) was donated to Play for All Playground & Garden Foundation.



FINANCIAL IMPACT

	2018	2017	2016
Revenues	\$49,221.00	\$55,227.50	\$64,682.11
Expenses	\$-21,659.21	\$-22,441.46	\$-26,240.51
Event Profit	\$27,561.79	\$32,786.04	\$38,444.60
Wheaton Rotary AM	\$13,780.90	\$16,393.02	\$19,222.30
Wheaton Park District	\$13,780.90	\$16,393.02	\$19,222.30

E-MARKETING



POSTER

FACEBOOK HEADER



EVENT SHIRT



SAVE THE DATE



SOCIAL MEDIA POST

Wheaton Park District
Published by Amy Lynn (?) · March 6, 2018 · 🌐

Get ready to kick off spring with the Fun Run in Color.

With wave starts, four color stations and a final color toss at the after-party, you're guaranteed to go home wearing colors you've never worn before.

The Fun Run in Color is an untimed 5K run/walk for all ages and abilities, presented by the Wheaton Park District and the Rotary Club of Wheaton AM.

EARLY BIRD SPECIAL ends next Wednesday, March 14th, so register at wheatonparkdistrict.com/funrun today!



2018 fun run IN COLOR Saturday, April 14
ROTARY CLUB OF WHEATON AM | WHEATON PARK DISTRICT 9A | Memorial Park

5 & Under Free | 4 Color Stations | Color After-Party

Register in advance and save!

	Before 3/14	3/15 through 4/10	Packet Pick-Up 4/12 Race Day 4/14
Individual	\$30	\$30	\$40
Team*	\$25	\$30	N/A

*Must have at least 4 runners 16 or older to qualify for team rates. Teams not registered in final transaction. Additional registration charges be added to previous teams.

WHEATONPARKDISTRICT.COM/FUNRUN

@RaceWheaton | /wheatonparkdistrict | Event Bonolis | **PLAYGROUND** play for all



COMMUNITY SIGNAGE

fun run IN COLOR Saturday, April 14
ROTARY CLUB OF WHEATON AM | WHEATON PARK DISTRICT
wheatonparkdistrict.com/funrun



GO FLY A KITE

May 5

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 10 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 2018, this event took place for the ninth time (2013 was cancelled due to excessive rains and flooding). The event takes place at Graf Park from 10A-2P, and is offered free to the community. More than 800 people attended. The Chicago Fire Kite Team provided kite flying demonstration and business vendors were on-site, 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.



EVENT HIGHLIGHTS

- Wheaton Eye Clinic was our presenting sponsor for the sixth year along with seven business vendors that were on-site.
- The event received 15% of onsite kite sales proceeds from Gift of Wings. This year proceeds totaled \$151.75.
- Wheaton Rams Football Board ran concessions this year for the event and maintained the profits of \$635.55 for their programs.
- The DuPage County Fairgrounds waived rental fees for use of their parking lot again this year.
- The decrease in revenue is a result of a bronze sponsor not returning. By watching expenses, staff was able to maintain the net profit from 2017.

FINANCIAL IMPACT

	2018	2017	2016
Revenues	\$3,901.75	\$4,388.55	\$4,375.95
Expenses	\$-2,209.50	\$-2,769.50	\$-1,768.25
Event Profit	\$1,692.25	\$1,619.05	\$2,607.70
Wheaton Park District	\$1,692.25	\$1,619.05	\$2,607.70

POSTER



FREE EVENT

Saturday, May 5
10A-2P | Graf Park

go fly a kite
WHEATON PARK DISTRICT

- Concessions, vendors and kite sales
- Grand Launch at 11A
- Chicago Fire Kite Team kite demonstrations
- Kids' Mad Dash & Candy Drop

Parking available at the DuPage County Fairgrounds.

WHEATON EYE CLINIC

1701 Manchester Rd., Wheaton
WHEATONPARKDISTRICT.COM



E-MARKETING



BANNER



GO FLY A KITE
SATURDAY, MAY 5

WHEATON EYE CLINIC

Graf Park | 10A-2P
FREE EVENT

WHEATONPARKDISTRICT.COM

RAMS CONCESSION MENU

CONCESSIONS		MENU
PRESENTED BY WHEATON RAMS		HOT DOG \$3.00
		HAMBURGER or CHEESEBURGER \$3.00
		PIZZA SLICE* \$3.00
		Cheese
		NACHOS \$3.00
		(with or without cheese)
		Extra Cheese \$0.50
		Hot Pretzel \$2.50
		(with or without cheese)
		Extra Cheese \$0.50
		POPCORN \$2.00
		CHIPS \$1.00
		COOKIES \$1.00
		SUNFLOWER SEEDS \$1.00
		WATER \$2.00
		GATORADE \$2.00
		SLUSHIE \$2.00
		JUICE BOX \$1.50
		SODA \$1.00
		COFFEE or HOT CHOCOLATE \$1.00
	CANDY \$1.00	
	COTTON CANDY* \$1.50	
	ICE CREAM NOVELTIES \$2.00	
	RING POPS \$0.50	
	BIG LEAGUE CHEW \$1.00	
	DOUBLE BUBBLE GUM 4 for \$1.00	

*When available



TASTE OF WHEATON

May 31– June 3 | 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 tenth year of the partnership with the Chamber. The district coordinated the event, marketing, logistics and permitting, craft fair, beer garden, ticket sales, cash handling, budgeting, accounts payables and receivables, entertainment, sponsorship recruitment, food vendors, carnival, park activities and event schedule. The Chamber assists with sponsorship recruitment, business expo vendors and coordinates volunteers. On Thursday night we continued the #ThrowbackThursday to honor the event's previous title and format, Cream of Wheaton. Some volunteers wore special shirts using the old logo and the first 500 attendees received a bottle opener. The event continues to grow and this year featured 24 food vendors, 37 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 100 volunteers were secured, \$39,000 in sponsorship was collected and we estimate more than 40,000 were in attendance.



EVENT HIGHLIGHTS

- The fest welcomed four days of enjoyable weather.
- Hi-Infidelity returned for the fourth year as Saturday's headliner.
- Saturday evening beverage sales exceeded \$20,000 this year.
- Carnival sales grossed over \$48,000.
- Activities on Hale Street (Saturday) were well-attended. The afternoon featured a DJ, teddy bear check-up, tie dye station, 10 touch-a-trucks, community performances and park district facility booths.
- Food vendor revenue increased this year by 17%.
- Business expo revenue increased by \$6,977 over 2017.

FINANCIAL IMPACT

	2018	2017	2016
Revenues	\$200,282.62	\$202,607.43	\$174,502.00
Expenses	\$-100,546.32	\$-107,359.78	\$-100,435.46
Event Profit	\$99,736.30	\$95,247.65	\$74,066.54
Wheaton Chamber	\$49,868.15	\$47,623.83	\$37,033.27
Wheaton Park District	\$49,868.15	\$47,623.82	\$37,033.27

E-MARKETING

Taste of WHEATON
Presents 1st First Trust

You're Invited to the Taste of Wheaton Kick-off Event!
Thursday, June 1
Memorial Park | 228 W. Grand Ave., Wheaton

Schedule of Events
8:00 PM Live for Thursday, Friday, Saturday, and Sunday
10:00 AM Live for Thursday, Friday, Saturday, and Sunday
11:00 AM Live for Thursday, Friday, Saturday, and Sunday
12:00 PM Live for Thursday, Friday, Saturday, and Sunday
1:00 PM Live for Thursday, Friday, Saturday, and Sunday
2:00 PM Live for Thursday, Friday, Saturday, and Sunday
3:00 PM Live for Thursday, Friday, Saturday, and Sunday
4:00 PM Live for Thursday, Friday, Saturday, and Sunday
5:00 PM Live for Thursday, Friday, Saturday, and Sunday
6:00 PM Live for Thursday, Friday, Saturday, and Sunday
7:00 PM Live for Thursday, Friday, Saturday, and Sunday
8:00 PM Live for Thursday, Friday, Saturday, and Sunday
9:00 PM Live for Thursday, Friday, Saturday, and Sunday

View Full Schedule

For details about carnival passes, wristbands, tickets, and the Cosley Zoo Run, visit TASTEofWHEATON.COM

Helpful Links

Facebook | Twitter | Instagram | YouTube

POSTER

Taste of WHEATON
Wheaton Chamber of Commerce
Wheaton Park District

MAY 31-JUNE 3
Memorial Park & Downtown Wheaton

PRESENTED BY
First Trust

CARNIVAL ARTS & CRAFTS ENTERTAINMENT FOOD BEER GARDEN

Get Your Carnival Pass by May 30 and Save!
Available at DuPage County Historical Museum & Community Center
TASTEofWHEATON.COM

BANNERS

Taste of WHEATON
Wheaton Chamber of Commerce
Wheaton Park District

MAY 31-JUNE 3

COSLEY ZOO 2018 RUN FOR THE ANIMALS
5K/10K * 1/2 MILE

JUNE 2
5K/10K & 1/2 MILE KIDS' RUN

Taste of WHEATON
Wheaton Chamber of Commerce
Wheaton Park District

MAY 31-JUNE 3
Memorial Park and Downtown Wheaton

CARNIVAL ARTS & CRAFTS ENTERTAINMENT
FOOD BEER GARDEN

Taste of WHEATON
Wheaton Chamber of Commerce
Wheaton Park District

MAY 31-JUNE 3

TASTEofWHEATON.COM

PRINT ADVERTISEMENTS

Taste of WHEATON
Wheaton Chamber of Commerce
Wheaton Park District

MAY 31-JUNE 3
Memorial Park and Downtown Wheaton

PRESENTED BY
First Trust

HACKETT DuPage Medical Group

KIDS' ACTIVITIES
Saturday
Touch-a-Truck, Toy Clinic, DJ, and more on Hale St!

CARNIVAL
All-you-can-ride wristbands sold for Thursday, Saturday, and Sunday. Buy before 9:00 AM and save \$5. Purchase at 1777 S. Blandford St. Limited time only.

ENTERTAINMENT

Thursday, May 31	Saturday, June 2	Sunday, June 3
4-5:30P	10:15A-12P	12:15-2:30P
5:45-7:30P	12:30-2:30P	2-3:30P
8-9:30P	3-5P	3-5P
	5:30-7:30P	8-10P
Friday, June 1	Sunday, June 3	
4-5:30P	12:15-2:30P	
5:30-7:30P	2-3:30P	
8-10P	4-6P	

TASTEofWHEATON.COM

Taste of WHEATON
Wheaton Chamber of Commerce
Wheaton Park District

MAY 31-JUNE 3
Memorial Park | Downtown Wheaton

ENTERTAINMENT LINE-UP

Thursday, May 31	Saturday, June 2
4-5:30P A&R Band	10:15A-12P Sweet T's
5:45-7:30P The Hat Guys	12:30-2:30P Vital Signs
8-9:30P Planet Groove	3-5P This End Up
	5:30-7:30P Breakfast Club
Friday, June 1	8-10P Hi Infidelity
4-5:30P Eric Howell	
5:30-7:30P Five Guys Named Moe	Sunday, June 3
8-10P Wedding Banned	12:15-2:30P South of Disorder
	2-3:30P Red Woody
	4-6P Raise Your Glass

Presented by
First Trust

TASTEofWHEATON.COM

LIGHT POLE BANNER

Taste of WHEATON
Wheaton Chamber of Commerce
Wheaton Park District

MAY 31-JUNE 3

CARNIVAL ARTS & CRAFTS ENTERTAINMENT
FOOD BEER GARDEN



FIREWORKS & PARADE

July 3 & 4

EVENT SUMMARY

The Wheaton Park District hosted the fireworks and parade for the eighth year with financial support from the City of Wheaton. 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 event. 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 for fireworks that was used in 2017 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 firework event also featured a visit by Governor Rauner, Boy Scout flag ceremony, DJ, food vendors and carnival rides. The parade this year had 99 entries, our largest parade since 2014. The theme this year was "American Heroes" and encouraged parade participants to showcase the theme in their floats and decor. Our Grand Marshal this year was Army veteran Richard "Dick" Gerig. Gerig is a graduate of Wheaton College and has worked in roles at Wheaton College, City of Wheaton, Wheaton Chamber of Commerce and Wheaton Bible Church.



EVENT HIGHLIGHTS

- Even with the extreme heat in 2018, more than 38,000 was estimated to be in attendance over the course of the two-day event.
- 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 Wolverines Lacrosse, and the Parks Services Department.
- After nine years of announcing parade entries, David Loiacono retired and was presented with a plaque for his service.
- We adjusted the parade route to end with the viewing stand at Main & Wesley due to the downtown Wheaton construction.

FINANCIAL IMPACT

	2018	2017	2016
Revenues	\$45,302.70	\$43,641.73	\$42,331.47
Expenses	\$-42,582.57	\$-43,061.40	\$-41,494.86
Event Profit	\$2,720.13	\$610.33	\$836.61
Wheaton Park District	\$2,720.13	\$610.33	\$836.61

POSTER

WHEATON INDEPENDENCE DAY ★ 2018

AMERICAN HEROES



TUESDAY JULY 3RD
FIREWORKS
GRAF PARK

WEDNESDAY JULY 4TH
PARADE
DOWNTOWN WHEATON

Kid Rides & Games at 5P
Concessions
Fireworks at 9P
PARKING AVAILABLE AT DUPAGE COUNTY FAIRGROUNDS.

Stopoff at 10A
Review Stand at Main & Wesley Streets
Entertainment
More than 90 Parade Entries

wheatonparkdistrict.com/july4

WHEATON 2018 INDEPENDENCE DAY CELEBRATION IS SPONSORED BY:



EVENT SIGNAGE

WHEATON INDEPENDENCE DAY ★ 2018

AMERICAN HEROES

JULY 3RD ★ **JULY 4TH**
GRAF PARK | FIREWORKS 9P DOWNTOWN WHEATON | STEP OFF 10A

WHEATON INDEPENDENCE DAY ★ 2018

AMERICAN HEROES

JULY 3RD
GRAF PARK | FEST & FIREWORKS

★

JULY 4TH
DOWNTOWN WHEATON | PARADE

WHEATONPARKDISTRICT.COM

E-MARKETING

WHEATON INDEPENDENCE DAY ★ 2018

AMERICAN HEROES

FIREWORKS

TUESDAY, JULY 3
GRAF PARK

FUN STARTS AT 5P | FIREWORKS AT 9P
PARKING AVAILABLE AT DUPAGE COUNTY FAIRGROUNDS

PARADE

WEDNESDAY, JULY 4
10A | DOWNTOWN WHEATON

REVIEW STAND
AT MAIN AND WESLEY STREET
MORE THAN 80 PARADE ENTRIES

Wheaton 2018 Independence Day Celebration is sponsored by



New Parade Route for 2018
[Parade Route](#)

Learn more at
wheatonparkdistrict.com/july4

SOCIAL MEDIA POST

 **Wheaton Park District** shared a link to the event: 4th of July Fireworks and Parade. Published by Gina Catalano [?] · July 3, 2018 ·

Everything you need to know about our Independence Day celebration:
<https://wheatonparkdistrict.com/events/july4/>



WHEATONPARKDISTRICT.COM
Independence Day Celebration (July 3-4)
Independence Day Celebration Tuesday, July 3, 2018 | Graf Park...



MUSIC MONDAYS

July 9, 16, 23, 30

EVENT SUMMARY

For the fifth year, the Special Event Team planned and executed free concerts in Memorial Park on Mondays in July. 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 on-site coordination of the concession stand. It gives our interns great firsthand experience with event planning and marketing.

EVENT HIGHLIGHTS

- Approximately 300-350 people attended each of the free Music Mondays in July for a total estimated attendance of 1,250.
- Sponsorship for this event totaled \$3,000.
- The concession stand sold popcorn, soda, and ice cream with total sales of \$555.55, an increase of 200%.
- The increase in expenses was due to signage costs from the Park Services Department which had not been billed in the past to the event.
- Music acts were well-received by the residents. The lineup included: Saturday June Band, A&R Band, Industrial Drive and The Sting Rays.
- Staff will continue to do their best through sponsorship recruitment and expense reduction to make this a sustainable event in the future.



FINANCIAL IMPACT

	2018	2017	2016
Revenues	\$3,555.55	\$3,890.74	\$2,543.00
Expenses	\$-2,789.95	\$-2,137.60	\$-3,967.78
Event Profit	\$765.60	\$1,753.14	\$-1,424.78
Wheaton Park District	\$765.60	\$1,753.14	\$-1,424.78

POSTER

WHEATON PARK DISTRICT PRESENTS



MUSIC MONDAYS
IN THE PARK

FREE ENTERTAINMENT | 6:30-8:30P

July 9 | Saturday June Band
July 16 | A&R Band
July 23 | Industrial Drive
July 30 | The Sting Rays

Concessions will be available.

Memorial Park
208 W. Union, Wheaton



WHEATONPARKDISTRICT.COM

SPONSORED BY  First Trust

FACEBOOK HEADER



MUSIC MONDAYS
IN THE PARK

SPONSORED BY
 First Trust

FREE ENTERTAINMENT
6:30-8:30P | Memorial Park

July 9 | Saturday June Band
July 16 | A&R Band
July 23 | Industrial Drive
July 30 | The Sting Rays

BANDSHELL SIGNAGE



MUSIC MONDAYS
IN THE PARK

JULY 9, 16, 23, 30

MEMORIAL PARK | WHEATONPARKDISTRICT.COM

COMMUNITY BANNER



MUSIC MONDAYS
IN THE PARK

July 9, 16, 23, 30 | FREE

MEMORIAL PARK | WHEATONPARKDISTRICT.COM

SOCIAL MEDIA POST



Wheaton Park District is at Memorial Park.
Published by Blake Bond [?] · July 23, 2018 · Wheaton ·

The third Music Monday is underway! It turned out to be a beautiful night for music, concessions and family fun!




WHEATON BREW FEST

August 4 | CASA of DuPage County

EVENT SUMMARY

For the eighth year, the Wheaton Park District partnered with Court Appointed Special Advocates (CASA) of DuPage County to bring Wheaton Brew Fest to Memorial Park. 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. More than 100 volunteers plus brewery reps are required to make this event happen. Our partner, CASA, handles the volunteer recruitment. 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 "Cheers to 8 Years" theme.



EVENT HIGHLIGHTS

- Attendance for this year's event was 1,545. Overall ticket revenue increased by \$5,250.70, selling 200 more tickets this year than 2017.
- The sponsorship was \$7,500, an increase of 1% from the year before.
- Marketing continued 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

	2018	2017	2016
Revenues	\$89,883.33	\$80,391.39	\$87,997.10
Expenses	\$-55,046.05	\$-52,585.00	\$-52,719.81
Event Profit	\$34,837.28	\$27,803.39	\$35,277.29
CASA of DuPage County	\$17,418.64	\$13,903.20	\$17,638.65
Wheaton Park District	\$17,418.64	\$13,903.19	\$17,638.65

E-MARKETING

WHEATON BREW FEST 2018

Cheers TO 8 YEARS

SATURDAY, AUGUST 4
MEMORIAL PARK

TICKETS	VIP \$75 12-4:30P	DESIGNATED DRIVER OPTIONS AVAILABLE
	GENERAL ADMISSION \$45 1-4:30P	

FEATURING

- 80+ UNIQUE CRAFT BEERS
- FOOD VENDORS
- LIVE ENTERTAINMENT

SPONSORED BY

f /WHEATONBREWFESt WHEATONBREWFESt.COM

POSTER

WHEATON BREW FEST 2018

Cheers TO 8 YEARS

SATURDAY, AUGUST 4
MEMORIAL PARK

FEATURING

80+ UNIQUE CRAFT BEERS | FOOD VENDORS | LIVE ENTERTAINMENT

TICKETS

VIP \$75 12-4:30P
GENERAL ADMISSION \$45 1-4:30P

DESIGNATED DRIVER OPTIONS AVAILABLE
WHEATONBREWFESt.COM

f /WHEATONBREWFESt

FACEBOOK HEADER

WHEATON BREW FEST

SATURDAY AUGUST 4
TICKETS ON SALE NOW

Cheers TO 8 YEARS

WHEATONBREWFESt.COM

WHEATON BREW FEST 2018

Cheers TO 8 YEARS | **AUGUST 4** | **TICKETS ON SALE NOW**

MEMORIAL PARK WHEATON

TICKETS

VOLUNTEER SHIRT



PRINT ADVERTISEMENT

WHEATON BREW FEST 2018

Cheers TO 8 YEARS

AUGUST 4

VIP ENTRY OPENS 12-1P
GENERAL ADMISSION 1-4:30P

MEMORIAL PARK
208 W. UNION AVE. | WHEATON

EVENT PROCEEDS BENEFIT
CASA OF DUPAGE COUNTY
DUPAGE COUNTY HISTORICAL MUSEUM

WHEATONBREWFESt.COM



SHAKESPEARE IN THE PARK

August 30, 31 & September 1 | Wheaton College Arena Theater

EVENT SUMMARY

For the sixth 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 strengthen our involvement in the arts and its impact on the community as well as build our relationship with Wheaton College. Staff works with Wheaton College Staff and the Theater Director to establish the logistical needs for outdoor theater including sound, light, set design, transportation, security and concessions. The performances drew nearly 2,000 people, a decrease of about 25%, due to inclement weather. *The Tempest* was well-received and the partnership was seamless as the Wheaton Park District focused its efforts on marketing, park logistics, concessions, security and sound. Wheaton College hired the actors and handled set design, music, rehearsals, lighting and costuming.



EVENT HIGHLIGHTS

- Sponsorship for this event increased by \$3,000 from 2017.
- The Marketing & Development Team worked with an outside marketing company that marketed Shakespeare t-shirts and solicited donations. The program did not work as well as hoped as it only brought in \$590.00 but the team will continue to look at other revenue generating opportunities in the future.
- The DuPage County Historical Museum Foundation provided concessions for the event, keeping the proceeds which totaled \$2,555.50.
- 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 outdoors. The fees for labor costs came to \$4,000 which is reflected in expenses below.

FINANCIAL IMPACT

	2018*	2017	2016
Revenues	\$15,214.81	\$11,784.61	\$9,805.19
Expenses	\$-19,326.07	\$-20,845.31	\$-15,865.31
Event Profit	\$-4,111.26	\$-9,060.70	\$-6,060.12
Wheaton Park District	\$-4,111.26	\$-9,060.70	\$-6,060.12

**Based on non-audited projected figures as of January 2019.*

POSTER



The Tempest
Shakespeare in the Park

NEW THIS YEAR!
3 nights of performances!

Join us for our special preview night -
Thursday, August 30 | 7P

Friday, August 31 | 7P
Saturday, September 1 | 7P

Memorial Park | 208 W. Union Ave.
wheatonparkdistrict.com/shakespeare



SOCIAL MEDIA POST



Wheaton Park District

Published by Gina Catalano [?] · July 10, 2018 ·

Shakespeare in the Park is just around the corner, and we need help choosing a design for this year's shirt! Vote for your favorite by liking the picture and check back soon for the final design! Shakespeare in the Park will be held at Memorial Park from August 30- September 1.



FACEBOOK HEADER



THE TEMPEST
August 30-31 & September 1
7P | Memorial Park

Free outdoor theater!

SHAKESPEARE IN THE PARK
Presents **THE TEMPEST**
August 30, 31 & September 1 | 7PM

Memorial Park
WHEATONPARKDISTRICT.COM

DIGITAL ADVERTISEMENT



THE TEMPEST
August 30-31
& September 1
7P | Memorial Park

Free outdoor theater!

Onsite concessions,
live music, and an
evening under the stars.

wheatonparkdistrict.com/shakespeare





LIGHT THE TORCH 5K NIGHT RUN

September 28 | FT Cares Foundation

EVENT SUMMARY

2018 marked the fifth year for the FT Cares Light the Torch 5K 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 is the only district 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 featuring a laser light show. For the first time this year the course ran through Central Athletic Complex.

This year, we had 890 runners, a decrease of 2% due to the cold weather and rain forecasted. Our partner, the FT Cares Foundation, is the charitable arm of First Trust Portfolios. They support a variety of charities throughout the year; their mission is to make a difference locally, nationally and globally. The FT Cares Foundation handles sponsorship and volunteer recruitment for this event.



EVENT HIGHLIGHTS

- Sponsorship increased by 52%, totaling \$56,100.
- Runners received light up rings and glow necklaces at mile marker one.
- The after-party featured a laser light show, post-race refreshment tent, DJ, awards, food trucks, inflatable, fun slide, face painting, and vendors.
- Proceeds from this event benefited NAMI: Dupage County, Charity: Water, Sandy Hook Promise, Café Liberty Culinary Training Program, Cosley Foundation, Play for All Playground & Garden Foundation and DuPage County Historical Museum Foundation.

FINANCIAL IMPACT

	2018*	2017	2016
Revenues	\$80,660.92	\$78,729.09	\$59,847.27
Expenses	\$-33,214.35	\$-30,818.25	\$-25,963.67
Event Profit	\$47,446.57	\$47,910.84	\$33,883.60
FT Cares Foundation	\$23,723.29	\$23,955.42	\$16,941.80
Wheaton Park District	\$23,723.28	\$23,955.42	\$16,941.80

**Based on non-audited projected figures as of January 2019. Financial figures are still pending review and approval of the FT Cares Foundation.*

POSTER

Light the Torch 5K Night Run
 Friday, September 28, 2018
 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
 Laser lights illuminate final stretch to finish line!

Light the Torch 5K
 FT CARES FOUNDATION WHEATON PARK DISTRICT

Chapman and Curler LLP
 First Trust
 Annie & Will Frae
 NICK • SOPHIA • BARRY R.

Dodge Medical Group
 HACCERT
 Mitchell & Moore
 Jase Dyle
 WHEATON CENTER
 RICHARDS
 Kluhn
 M
 Collins & Miller

wheatonparkdistrict.com/lightthetorch

POSTCARD

SAVE THE DATE
 Friday, September 28, 2018
 7P | Downtown Wheaton

WE PROVIDE THE FUN, YOU PROVIDE THE LIGHT!
 Sponsored by First Trust

Light the Torch 5K
 FT CARES FOUNDATION WHEATON PARK DISTRICT

wheatonparkdistrict.com/lightthetorch

WEBSITE SLIDER

Light the Torch 5K
 FT CARES FOUNDATION WHEATON PARK DISTRICT

FRIDAY, SEPTEMBER 28, 2018
 7P | DOWNTOWN WHEATON

REGISTER

E-MARKETING

LIGHT THE TORCH NIGHT RUN

FRIDAY, SEPTEMBER 28
 7P | DOWNTOWN WHEATON

WE PROVIDE THE FUN, YOU PROVIDE THE LIGHT!
 Sponsored by First Trust

Light the Torch 5K
 FT CARES FOUNDATION WHEATON PARK DISTRICT

FUN FOR ALL AGES
 RACE STARTS AT SUNSET
 GLOW AND LIGHT UP GIVEAWAYS
 LASER LIGHT SHOW

wheatonparkdistrict.com/lightthetorch

COMMUNITY SIGNAGE

LIGHT THE TORCH 5K

FRIDAY, SEPTEMBER 28
 DOWNTOWN WHEATON

Light the Torch 5K
 FT CARES FOUNDATION WHEATON PARK DISTRICT

WHEATONPARKDISTRICT.COM/LIGHTTHETORCH

SOCIAL MEDIA

FRIDAY, SEPTEMBER 28, 2018
 7P | DOWNTOWN WHEATON

Light the Torch 5K
 FT CARES FOUNDATION WHEATON PARK DISTRICT



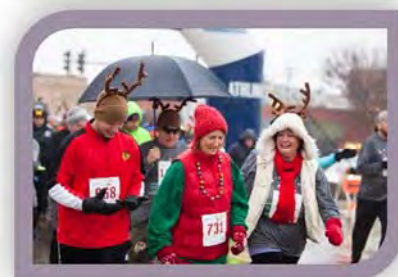
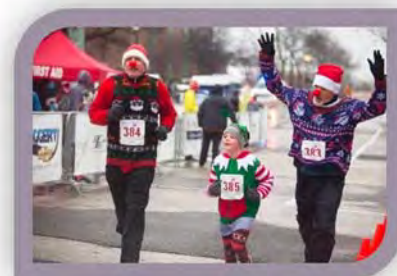
LIONS CLUB REINDEER RUN

December 1 | Wheaton Lions Charities

EVENT SUMMARY

This year marked the seventh year of the Lions Club Reindeer Run. We had 1,135 runners register and due to the cold and wet weather, only about 60% of those runners participated. All registrants received a commemorative gray 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.



EVENT HIGHLIGHTS

- \$42,600 in sponsorship was secured which was a slight increase from 2017.
- Runner registration was down by approximately 200.
- An increase in expenses was due to race recertification and increased shirt expense based on growth projections.
- This event has a large number of in-kind donations for post-race refreshments, which include Culligan of Wheaton (water), Einstein Bagels (bagels), Houlihans (hot chocolate) and Five and Hoek Coffee (coffee).
- A portion of the proceeds benefited the DuPage County Historical Museum Foundation and for the first time in 2018, the Cosley Foundation.

FINANCIAL IMPACT

	2018*	2017	2016
Revenues	\$73,994.00	\$80,608.50	\$69,047.11
Expenses	\$-29,392.35	\$-24,691.74	\$-25,428.92
Event Profit	\$44,601.65	\$55,916.76	\$43,618.19
Wheaton Lions Charities	\$22,300.83	\$27,958.38	\$21,809.10
Wheaton Park District	\$22,300.82	\$27,958.38	\$21,809.10

**Based on non-audited projected figures as of January 2019.*

POSTER

LIONS CLUB
 7TH ANNUAL *Reindeer Run*
SATURDAY, DECEMBER 1ST
 8:30AM | DOWNTOWN WHEATON



REGISTER IN ADVANCE AND SAVE!

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

Reindeer Run 5K



WHEATONPARKDISTRICT.COM/REINDEERRUN

PRINT ADVERTISEMENT

LIONS CLUB
 7TH ANNUAL *Reindeer Run*
SATURDAY, DECEMBER 1ST
 8:30AM | DOWNTOWN WHEATON

Thank You to our Sponsors!



USE CODE **DAILY18** TO SAVE \$5 OFF REGISTRATION

Reindeer Run 5K

REGISTER IN ADVANCE AND SAVE!

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

WHEATONPARKDISTRICT.COM/REINDEERRUN

COMMUNITY SIGNAGE



LIONS CLUB *Reindeer Run*
SATURDAY, DECEMBER 1ST
 DOWNTOWN WHEATON | 8:30AM

WHEATONPARKDISTRICT.COM/REINDEERRUN

SOCIAL MEDIA POST

Wheaton Park District shared a post.
 Published by Gina Catalano [?] · November 1, 2018 · 🌐

Now's your chance to save \$5! Register for Reindeer Run by the end of the day and make sure to bring your holiday cheer on December 1!

Race Wheaton
 Published by Gina Catalano [?] · November 1, 2018 · 🌐

Didn't register for Reindeer Run yesterday? You still have a chance to save \$5 by registering today!



WHEATONPARKDISTRICT.COM
December 1: Lions Club Reindeer Run
 Lions Club Reindeer Run December 1 | 8:30-11A | ... [Learn More](#)

FACEBOOK HEADER



LIONS CLUB
 7TH ANNUAL *Reindeer Run*
SATURDAY, DECEMBER 1ST
 8:30AM | DOWNTOWN WHEATON

RUNNER SHIRTS



RACE WHEATON

RACE WHEATON

SUMMARY

The Race Wheaton Package was offered for the third 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 and new this year, a Race Wheaton medal. We will continue to offer this in 2019, as it helps each of the races grow individually and is a great promotion for the Wheaton community.

HIGHLIGHTS

- Race Wheaton participation stayed steady at 200 runners.
- Two sponsors supported all four races this year deeming them, Race Wheaton Sponsors. Total sponsorship for Race Wheaton was \$8,000 (\$2,000 in sponsorship generated for each race).
- In 2019, individual race fees will increase so the race package will be even more attractive.



FINANCIAL IMPACT

	2018 200 Runners	2017 202 Runners	2016 139 Runners
Registration Revenue	\$20,000	\$20,200	\$13,900
Individual Race Revenue	\$5,000	\$5,050	\$3,475



SPECIAL EVENT ADDITIONAL REVENUE GENERATION

GENERATING REVENUE FOR DISTRICT DEPARTMENTS

The Wheaton Park District Special Event Model is strong due to 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

All of our special events rely on the Parks Services Department for set up, 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 provides us with the opportunity to provide larger contribution to the district's operational budget, district foundations and partnering foundations. Each special event budget covers the labor hours incurred by the specific event needs.

The event and parks teams collaborate on a regular basis to review event calendars, set up requirements, staffing needs and signage orders. Prior to each event day, event and parks team walk through the work order, emergency management plan and punch list to insure a safe and successful event.

<i>Park Services Department</i>	LABOR	SIGNAGE
Ice-A-Palooza	\$0.00	\$0.00
Fun Run in Color	\$3,710.44	\$2,057.50
Go Fly a Kite	\$800.00	\$662.50
Taste of Wheaton	\$13,938.36	\$4,919.79
3 rd & 4 th of July	\$3,933.61	\$2,425.00
Music Mondays	\$0.00	\$506.27
Wheaton Brew Fest	\$2,908.12	\$1,539.58
Shakespeare in the Park	\$4,000.00	\$1,147.92
Light the Torch Run	\$2,800.00	\$2,487.50
Lions Club Reindeer Run	\$2,047.00	\$2,826.00
	TOTAL	TOTAL
	\$34,137.53	\$18,572.06

MARY LUBKO CENTER

Memorial Park is a valuable asset for special events, due to its central location, proximity to downtown Wheaton and onsite building, Mary Lubko Center, allows for a volunteer headquarters. In recent years, interest in rentals at the center has increased, so the event team secures space in January for the present year. A few years ago, a rental fee was negotiated at \$200 a day, for 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

DUPAGE COUNTY HISTORICAL MUSEUM

DuPage County Historical Museum staff assists with the VIP Area for Wheaton Brew Fest. Providing valuable staff coverage in this area alliviating the event from hiring additional special event assistance. The DuPage County Historical Museum building serves as a warming shelter and packet pick-up, race day registration, and gear check for the Reindeer Run. For this assistance, the events make a donation from the park district proceeds to their operation.

<i>DuPage County Historical Museum</i>		% OF PROCEEDS
Wheaton Brew Fest		\$4,000.00
Lions Club Reindeer Run		\$2,500.00
		TOTAL
		\$6,500.00



COMMUNITY PARTNERSHIPS

GIVING BACK TO THE COMMUNITY

Wheaton Park District Special Events continue to have a strong impact on the Wheaton community and our partnering organizations. In 2018, we were able to give back more than \$170,000 to charitable organizations, local 501(c)3s, and other community organizations. The events also provide an enormous economic impact on the downtown Wheaton businesses.

	PARTNER	DISBURSEMENT
Fun Run in Color	Rotary Club of Wheaton AM	\$13,780.90
	Play for All Playground & Garden Foundation*	\$6,890.45
Taste of Wheaton Wheaton Brew Fest	Wheaton Chamber of Commerce	\$49,868.15
	CASA of DuPage	\$17,418.64
Shakespeare in the Park	DuPage County Historical Museum Foundation*	\$8,709.32
	DuPage County Historical Museum Foundation**	\$2,555.50
Light the Torch Run	FT Cares Foundation	\$23,723.29
	Cosley Foundation*	\$5,930.82
	DuPage County Historical Museum Foundation*	\$5,930.82
Lions Club Reindeer Run	Play for All Playground & Garden Foundation*	\$5,930.80
	Wheaton Lions Club	\$22,300.83
	DuPage County Historical Museum Foundation*	\$3,500.00
	Cosley Foundation*	\$3,500.00
	TOTAL IMPACT	\$ 170,039.52

*Disbursements are from the Wheaton Park District event proceeds.

**Concession sales



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.



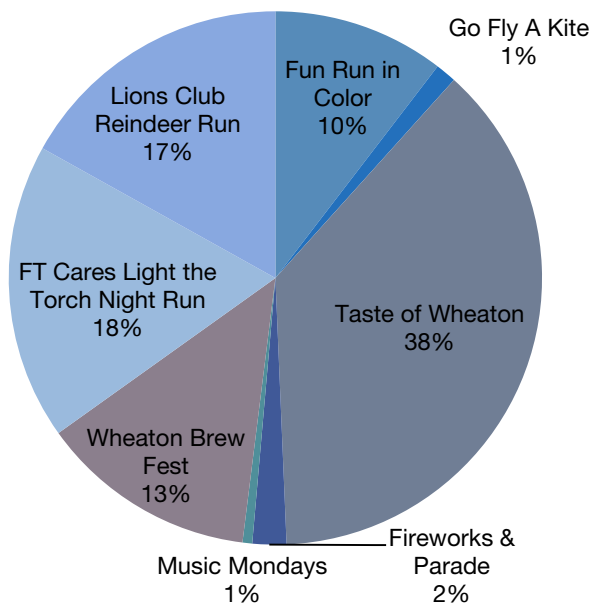
To create connections between people and animals that will inspire lifelong conservation of the natural world.

SPECIAL EVENT REVENUE & REACH

2018 RECAP: REVENUE & REACH

	NET TO DISTRICT	ESTIMATED ATTENDANCE <i>Includes participants, volunteers, and spectators.</i>
Ice-A-Palooza	\$-3,884.92	800
Fun Run in Color	\$13,780.90	1,300
Go Fly a Kite	\$1,692.25	800
Taste of Wheaton	\$49,868.15	42,000
3 rd & 4 th of July	\$2,720.13	38,000
Music Mondays	\$765.60	1,250
Wheaton Brew Fest	\$17,418.64	1,900
Shakespeare in the Park	\$-4,111.26	2,000
Light the Torch Run	\$23,723.28	1,200
Lions Club Reindeer Run	\$22,300.82	1,100
	TOTAL REVENUE TO DISTRICT	TOTAL ESTIMATED ATTENDANCE
	\$124,273.59	90,350+

REVENUE GENERATED BY SPECIAL EVENT

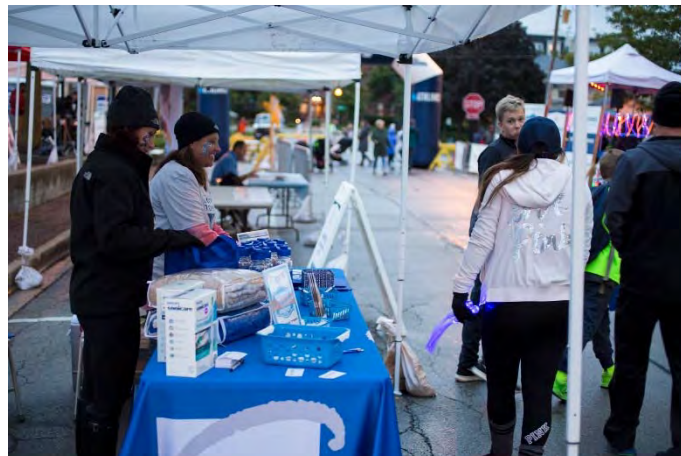


SPONSORSHIP

2018 SPONSORSHIP REVENUE

The Special Event Model of breaking even prior to the day of the event is accomplished by securing sponsorship, in-kind donations and offering advanced ticket sales. The district is fortunate to have many returning businesses each year that sponsor and provide support for the events. In exchange, sponsors receive numerous marketing benefits based on their financial level of support. In-kind donations provide product valued at thousands of dollars that is not reflected in the chart below.

	2018 SPONSORSHIP	2017 SPONSORSHIP	% CHANGE
Ice-A-Palooza	-	-	-
Fun Run in Color	\$21,250	\$26,750	-21%
Go Fly A Kite	\$3,750	\$4,250	-12%
Taste of Wheaton	\$39,000	\$42,250	-8%
3 rd & 4 th of July	\$4,500	\$4,250	6%
Music Mondays	\$3,000	\$3,625	-17%
Wheaton Brew Fest	\$7,500	\$7,000	7%
Shakespeare in the Park	\$10,000	\$7,000	43%
Light the Torch Run	\$56,100	\$54,100	4%
Lions Club Reindeer Run	\$42,600	\$41,000	4%
2018 TOTAL	\$187,700	2017 TOTAL	-1%



ECONOMIC IMPACT

2018 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 the economy". Based on information obtained from the DuPage Convention & Visitors Bureau, the direct economic impact of our special events on the Wheaton economy is more than 11.5 million dollars. The calculation is based on \$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
Ice-A-Palooza	800	\$103,200
Fun Run in Color	1,300	\$167,700
Go Fly A Kite	800	\$103,200
Taste of Wheaton	42,000	\$5,418,000
3 rd & 4 th of July	38,000	\$4,902,000
Music Mondays	1,250	\$161,250
Wheaton Brew Fest	1,900	\$245,100
Shakespeare in the Park	2,000	\$258,000
Light the Torch Run	1,200	\$154,800
Lions Club Reindeer Run	1,100	\$141,900
	TOTAL ESTIMATED ATTENDANCE	TOTAL ESTIMATED ECONOMIC IMPACT
	90,350	\$11,655,150



CONTINUOUS IMPROVEMENT

SURVEY RESULTS

Following each event the Special Event Team and committees meet to review the event and record highlights as well as areas for improvement. In addition to these meetings, we distribute surveys to participants and/or sponsors following events. Listed below are some survey insights from this year's Fun Run in Color and Taste of Wheaton. The results will be utilized to help focus marketing efforts in 2019. A majority of participants are finding out about our events from our emails and Facebook page. We will continue these efforts while exploring more social media opportunities. In addition, it is great to hear how well received our volunteers are at events and we will continue to promote these events as great ways to get involved.

FUN RUN IN COLOR

What did you enjoy most about your race experience?

- The energy
- Being involved in the Wheaton community
- Smiling volunteers
- Residents cheering from their driveways

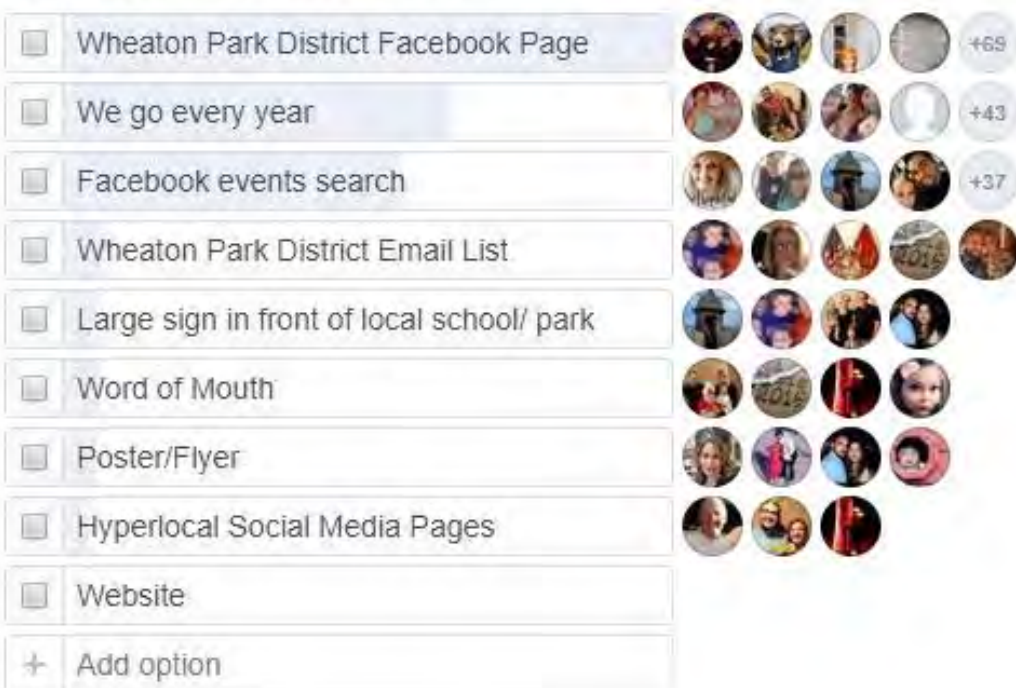
HOW DID YOU HEAR ABOUT THIS RACE?



TASTE OF WHEATON



How did you find out about this event?



LOOKING TOWARDS 2019

SPECIAL EVENT SCHEDULE

In 2019, the Special Event Team is planning to offer the same special events. However, with the construction planned to begin in the summer at Memorial Park, some of the events may need to be relocated to another facility or park or cancelled until 2020.

Ice-A-Palooza | February 9

Fun Run in Color | April 13

Go Fly A Kite | May 4

Taste of Wheaton | May 30 - June 2

4th of July Fireworks & Parade | July 3 & 4

Music Mondays in the Park | July 8, 15, 22, 29

Wheaton Brew Fest | August 4

Shakespeare in Park | August 29, 30, 31

Light the Torch Night Run | September 28

Reindeer Run | December 7



WORK HARD. HAVE FUN. MAKE A DIFFERENCE.

