

HEALTH AND RECREATION COMMITTEE

City of Kaukauna
Council Chambers
Municipal Services Building
144 W. Second Street, Kaukauna



Monday, December 18, 2023 at 6:15 PM

AGENDA

In-Person

1. Correspondence.
2. Discussion Topics.
 - a. Introduction of Community Enrichment Coordinators Alex Depagter and Tayler Lentz.
 - [b.](#) Live! at Hydro 2023 Recap.
 - [c.](#) Request for Proposal (RFP) for Live! from Hydro.
3. Adjourn.

NOTICES

Notice is hereby given that a majority of the City Council will be present at the meeting of the Health and Recreation Committee scheduled for Monday, December 18, 2023 at 6:15 P.M. to gather information about a subject over which they have decision making responsibility.

IF REQUESTED THREE (3) DAYS PRIOR TO THE MEETING, A SIGN LANGUAGE INTERPRETER WILL BE MADE AVAILABLE AT NO CHARGE.





Live! from Hydro 2023 Recap

Observations and Notes

Live from Hydro is all about music. If the music is something people want to hear, and they know what music to expect when they get there, they will attend in large numbers. Our best night for attendance and sales was 8/16, which was a rain makeup night. The band was easy to promote - Petty Things, a Tom Petty Tribute Band. People knew the music and came to hear it, even though they didn't know the band. Over \$7,000 in beer sales that evening. Working with the Lions Club continues to be successful for them and for the City. We worked together to purchase an ice machine for the shelter to ensure that the beer is served chilled, and they did not need to walk to the SPaR building with coolers. We found it was very helpful having City Staff at each concert beneficial.

We hope that in future years the hired entertainment management company will assist with social media promotion, descriptions to the band's social media pages, etc. This will encourage an increase in attendance.

Holding the Farmer's Market on Wednesday evening will be great for both the market and Hydro. It will allow an increase in visibility for both the Farmers Market vendors and the Music Series.

Income

Sponsors

- Abel Insurance
- Unison credit Union
- Bank of Kaukauna
- American Legion of Kaukauna
- East Wisconsin Savings Bank
- UA 400 Pipe Trade Union
- Stacey Hennessey-Century 21
- Kaukauna Utilities
- Van De Hey Financial Services
- Baisch Engineering
- Berken Heating & Cooling
- Heid Music
- Eagle Graphics – donated 50 t-shirts to be sold at concerts

Kaukauna Clinic
 Carstens ACE Hardware
 Kaukauna Lions Club

Total Sponsorships	\$17,200
Beverage Sales	\$23,477
Food Truck Sales	\$200
Merchandise Sales	\$385

Total Income	\$41,262
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Expenses

Talent and production contract	\$41,750.00
Beverage purchases	\$ 6,550.66
Signs	\$ 165.00
Advertising	\$ 475.00
Printing	\$ 30.00
Misc.	\$ 60.00 (wristbands, water)
Lion's share of sales	\$ 2,421.50

Total Expenses	\$51,452.16
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2022 Comparison:

Income	(Sponsorship)	\$15,700
Income	(Beer sales)	\$22,385
Expenses		\$52,035



MEMO

COMMUNITY ENRICHMENT

To: Health and Recreation Committee
From: Terri Vosters, Community Enrichment and Recreation Director
Date: December 18, 2023
Re: Live! from Hydro Park Concert Series RFP

Two proposals for entertainment management for the City of Kaukauna's Live! from Hydro Park Concert Series were submitted to City staff. At this time, staff is asking for permission to enter into contract negotiations with ARS Productions, LLC based on the proposal received.

