



**TOWN SQUARE PROGRAMMING COMMISSION AGENDA**  
**WEDNESDAY, JANUARY 22, 2025 AT 12:00 PM**  
**514 S. FIRST STREET, WATERTOWN ROOM**

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Virtual Meeting Info: <https://us06web.zoom.us/join> Meeting ID: 563 709 0828 Passcode: 53094 One tap mobile +16469313860

All public participants' phones will be muted during the meeting except during the public comment period.

- 1. Call to order**
- 2. Review and approval of minutes**
  - A. Town Square minutes from December 18, 2024
- 3. Review and approval of financial reports**
  - A. Review and approve financial report
- 4. Citizens to be heard**

*Each individual who requests to address the Council will be permitted up to three minutes for their comments.*
- 5. Business**
  - A. Review final 2023 Annual Report
  - B. Review new MOU from Library
  - C. Review stats from 2024 events
- 6. Event Coordinator's report**
  - A. Event Coordinators Report
- 7. Adjournment**

*Persons requiring other reasonable accommodations for any of the above meetings, may contact the office of the City Clerk at [cityclerk@watertownwi.gov](mailto:cityclerk@watertownwi.gov) phone 920-262-4000*

*A quorum of any City of Watertown Council, Committee, Board, Commission, or other body, may be present at this meeting for observing and gathering of information only*

**TOWN SQUARE PROGRAMMING COMMISSION AGENDA**

**WEDNESDAY, DECEMBER 18, 2024 AT 12:00 PM**

**514 S. FIRST STREET, WATERTOWN ROOM**

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Virtual Meeting Info: <https://us06web.zoom.us/join> Meeting ID: 563 709 0828 Passcode: 53094 One tap mobile +16469313860

1. **CALL TO ORDER - 12:01pm by Konz (present: Kaufmann, Purtell, Zimmerman, Schneekloth, Konz, Butteris, Juhl. (Not Present: Zimmerman, Bartz, Hertel)**
2. **REVIEW AND APPROVAL OF MINUTES**
  - A. Town Square minutes from October 16, 2024 Motioned: Purtell; 2<sup>nd</sup>: Schneekloth
3. **REVIEW AND APPROVAL OF FINANCIAL REPORTS**
  - A. Review and approve: financial reports Motioned Kaufmann; 2<sup>nd</sup>: Purtell
4. **CITIZENS TO BE HEARD – None Present**

*Each individual who requests to address the Council will be permitted up to three minutes for their comments.*
5. **BUSINESS**
  - A. Update: Town Square Improvement Group  
Dave and Jody working together to on Improvement Group
    - o Work on 501c3 – Dave
    - o Accountant to work on the financials
    - o Friends of .... Should it be Bentzin Family Town Square only?? Members to determine.
    - o Discussed 501c3 vs just trying to keep involving non profits as much as possible. Non-profits are getting hit hard so 501c3 probably the best options.
    - o Brian offered to help Dave with 501c3
    - o Brian can go back to original members
  - B. Discuss: events we want in kiosk for winter  
Discussed doing banners across main again. Will need to discuss more with Mason and Andrew.  
Items for the kiosk will be provided by Chamber and Tourism and Main Street Program for winter programming.
    - o Sweet Stroll
    - o Sunday Morning Mixer
    - o Rally around Downtown
    - o Bingo at Turner
    - o Candlelight Hike
  - C. Review: approved 2025 Budget – no additional comments
6. **EVENT COORDINATOR'S REPORT**
  - A. December 2024 Coordinators Report  
Working with Jingle Bell on the Rock to determine if they are doing again this year. Will decide by March 2025. Date for Birthday Bash set for May 31<sup>st</sup>. We need to work on securing Non profits for this year's beer sales. Discussed the new process and permits that are needed for the 1031 list going forward.
7. **ADJOURNMENT – Motioned: Schneekloth; 2<sup>nd</sup>: Purtell**

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# COORDINATOR'S REPORT

As of December 2024

## 2024-25 Current Calendar of Events

The summary below is the tentative status of scheduling Remaining

- Dec 7: Jingle Bell on the Rock (11am-4pm)
- Dec 8: Holiday Train at BQ
- Dec 14 & 15: Stuff the Bus (11am-3pm)

- May 31: NEW Dueling Pianos
- June 21: Ask Your Mother
- July 19: Mallrats
- Sept 6: Boogie & and Yo Yoz (Sat 6-9pm)

Share the Love added 8 events for 2025  
Will add all the new ones once 10/31 list approved.



Section 2, Item A.

## NEW Grants & Sponsorships Update

WRMC donated 21 First Aid Kits for our Parks Crew to have in their vehicles.

## Maintenance Updates at the Square

Water test update: We did not pass the chlorine test – will have to try again in spring 2025 or discuss other options

## January 2025 Commission Meeting

- Final Stats from all events 2024
- Update on the 10/31 list
- Approved Library MOU
- New sign ordinance (Feb meeting)

Section 5, Item C.

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### CITY OF WATERTOWN TOWN SQUARE FUTURE FUND 2025

ACCT NO.	DEPARTMENT	ACTUAL 2023	ADOPTED 2024	ACTUAL TO 6/30/24	TOT. EST 2024	ESTIMATED 2025	MAYOR 2025	FINANCE 2025	ADOPTED 2025
	REVENUE	\$ 353,098	\$ 215,000	\$ 119,275	\$ 161,300	\$ 150,300	\$ 150,300	\$ 150,300	\$ 153,600
	TOTAL EXPENSES	\$ 132,005	\$ 194,269	\$ 58,104	\$ 162,730	\$ 193,647	\$ 193,647	\$ 193,647	\$ 193,647
	FUND BALANCE CHANGE	221,093	20,731	61,171	(1,430)	(43,347)	(43,347)	(43,347)	(40,047)

Fund Balance 12/31/23	221,093
Est. Fund Balance Change 2024	(1,430)
Est. Fund Balance 12/31/2024	219,663
Est. Fund Balance Change 2025	(40,047)
Est. Fund Balance 12/31/2025	179,616

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**CITY OF WATERTOWN  
TOWN SQUARE FUTURE FUND**

		2025							
ACCT NO.	DEPARTMENT	ACTUAL 2023	ADOPTED 2024	ACTUAL TO 6/30/24	TOT. EST 2024	ESTIMATED 2025	MAYOR 2025	FINANCE 2025	ADOPTED 2025
<b>REVENUES</b>									
26-44-62-10	TS Revenue- Nontaxable	8,975	1,200	19,645	22,000	10,000	10,000	10,000	10,000
26-44-62-11	TS Revenue- Taxable	380	24,500	11,980	14,000	15,000	15,000	15,000	15,000
26-44-62-50	Contribution from General Fund		75,300	37,650	75,300	75,300	75,300	75,300	78,600
26-44-62-66	TS Future Fund Contributions	343,743	114,000	50,000	50,000	50,000	50,000	50,000	50,000
<b>TOTAL REVENUE</b>		<b>\$ 353,098</b>	<b>\$ 215,000</b>	<b>\$ 119,275</b>	<b>\$ 161,300</b>	<b>\$ 150,300</b>	<b>\$ 150,300</b>	<b>\$ 150,300</b>	<b>\$ 153,600</b>
<b>EXPENSES</b>									
26-55-43-10	Salaries	\$ 16,196	\$ 65,478		\$ 65,478	\$ 68,266	\$ 68,266	\$ 68,266	\$ 68,266
26-55-43-16	Part-time Salaries					-	-	-	-
26-55-43-18	Supplies	4,897		9,148	10,000	7,650	7,650	7,650	7,650
26-55-43-19	Advertising		7,000			3,400	3,400	3,400	3,400
26-55-43-20	Repair/Maintenance	1,700	12,300	16,998	24,000	17,300	17,300	17,300	17,300
26-55-43-30	Electricity	832	2,600	917	1,750	1,952	1,952	1,952	1,952
26-55-43-31	Water	35,530	42,744	1,867	7,000	25,000	25,000	25,000	25,000
26-55-43-33	Wisconsin Retirement		4,518		4,518	4,744	4,744	4,744	4,744
26-55-43-34	Social Security		4,060		4,060	4,232	4,232	4,232	4,232
26-55-43-35	Medicare		949		949	990	990	990	990
26-55-43-36	Health Insurance					9,386	9,386	9,386	9,386
26-55-43-37	Life Insurance		295		295	361	361	361	361
26-55-43-38	Dental Insurance					366	366	366	366
26-55-43-41	Events Expenses	72,849	44,325	29,173	44,680	40,000	40,000	40,000	40,000
26-55-43-60	Capital Outlay		10,000			10,000	10,000	10,000	10,000
<b>TOTAL EXPENSES</b>		<b>\$ 132,005</b>	<b>\$ 194,269</b>	<b>\$ 58,104</b>	<b>\$ 162,730</b>	<b>\$ 193,647</b>	<b>\$ 193,647</b>	<b>\$ 193,647</b>	<b>\$ 193,647</b>

Watertown Parks and Recreation Department					
Financial Report					
End of Month OCT 2024					
Revenue	Year to Date		Year to Date	Budgeted	
Account #	Description	Revenue	Budget	Amount	Balance
26-446210	TS Revenue - Nontaxable	\$ 23,845.00	\$ 999.60	\$ 1,200.00	\$ (22,645.00)
26-446211	TS Revenue - Taxable	\$ 14,790.00	\$ 20,408.50	\$ 24,500.00	\$ 9,710.00
26-446250	Contributions FR General Fund	\$ 56,475.00	\$ 62,724.90	75,300.00	\$ 18,825.00
26-446266	TS Future Fund Contributions	\$ 50,000.00	\$ 94,962.00	114,000.00	\$ 64,000.00
<b>Grand Total Revenue</b>		<b>\$ 145,110.00</b>	<b>\$ 179,095.00</b>	<b>\$ 215,000.00</b>	<b>\$ 69,890.00</b>
Expense	Year to Date			Budgeted	
Account #	Description	Expenses		Amount	Balance
26-554310	Salaries	52,886.40	54,543.17	\$ 65,478.00	\$ 12,591.60
26-554316	Part-time Salaries	-	-	-	\$ -
26-554318	Supplies	(380.29)	-	-	\$ 380.29
26-554319	Advertising	214.09	5,831.00	7,000.00	\$ 6,785.91
26-554320	Repair/Maintenance	22,855.97	10,245.90	12,300.00	\$ (10,555.97)
26-554330	Electricity	1,352.31	2,165.80	2,600.00	\$ 1,247.69
26-554331	Water	5,789.87	35,605.75	42,744.00	\$ 36,954.13
26-554333	Wisconsin Retirement	173.77	3,763.49	4,518.00	\$ 4,344.23
26-554334	Social Security	153.37	3,381.98	4,060.00	\$ 3,906.63
26-554335	Medicare	35.87	790.52	949.00	\$ 913.13
26-554336	Health Insurance	727.88	-	-	\$ (727.88)
26-554337	Life Insurance	-	245.74	295.00	\$ 295.00
26-554338	Dental Insurance	29.88	-	-	\$ (29.88)
26-554341	Event Expenses	49,965.41	36,922.73	44,325.00	\$ (5,640.41)
26-554360	Capital Outlay	7,992.14	8,330.00	10,000.00	\$ 2,007.86
<b>Grand Total</b>		<b>\$ 141,796.67</b>	<b>161,826.08</b>	<b>\$ 194,269.00</b>	<b>\$ 52,472.33</b>

**Watertown Parks and Recreation Department**

**Financial Report**

Section 3, Item A.

**End of Month January 2024**

<b>Revenue</b>				
<b>Account #</b>	<b>Description</b>	<b>Year to Date Revenue</b>	<b>Budgeted Amount</b>	<b>Balance</b>
26-446210	TS Revenue - Nontaxable	\$ 175.00	\$ 1,200.00	\$ 1,025.00
26-446211	TS Revenue - Taxable	\$ 1,210.00	\$ 24,500.00	\$ 23,290.00
26-446250	Contributions FR General Fund	\$ -	75,300.00	\$ 75,300.00
26-446266	TS Future Fund Contributions	\$ -	114,000.00	\$ 114,000.00
<b>Grand Total Revenue</b>		<b>\$ 1,385.00</b>	<b>\$ 215,000.00</b>	<b>\$ 213,615.00</b>
<b>Expense</b>				
<b>Account #</b>	<b>Description</b>	<b>Year to Date Expenses</b>	<b>Budgeted Amount</b>	<b>Balance</b>
26-554310	Salaries	-	\$ 65,478.00	\$ 65,478.00
26-554316	Part-time Salaries	-	-	-
26-554318	Supplies	-	-	-
26-554319	Advertising	-	7,000.00	\$ 7,000.00
26-554320	Repair/Maintenance	1,000.00	12,300.00	\$ 11,300.00
26-554330	Electricity	3.12	2,600.00	\$ 2,596.88
26-554331	Water	373.44	42,744.00	\$ 42,370.56
26-554333	Wisconsin Retirement	-	4,518.00	\$ 4,518.00
26-554334	Social Security	-	4,060.00	\$ 4,060.00
26-554335	Medicare	-	949.00	\$ 949.00
26-554336	Health Insurance	-	-	-
26-554337	Life Insurance	-	295.00	\$ 295.00
26-554338	Dental Insurance	-	-	-
26-554341	Event Expenses	440.93	44,325.00	\$ 43,884.07
26-554360	Capital Outlay	-	10,000.00	\$ 10,000.00
<b>Grand Total</b>		<b>\$ 1,817.49</b>	<b>\$ 194,269.00</b>	<b>\$ 192,451.51</b>

**Watertown Parks and Recreation Department**

**Financial Report**

Section 3, Item A.

**End of Month February 2024**

<b>Revenue</b>		<b>Year to Date</b>	<b>Year to Date</b>	<b>Budgeted</b>	
<b>Account #</b>	<b>Description</b>	<b>Revenue</b>	<b>Budget</b>	<b>Amount</b>	<b>Balance</b>
26-446210	TS Revenue - Nontaxable	\$ 175.00	\$ 200.00	\$ 1,200.00	\$ 1,025.00
26-446211	TS Revenue - Taxable	\$ 1,210.00	\$ 4,083.34	\$ 24,500.00	\$ 23,290.00
26-446250	Contributions FR General Fund	\$ -	\$ 12,550.03	75,300.00	\$ 75,300.00
26-446266	TS Future Fund Contributions	\$ -	\$ 19,000.04	114,000.00	\$ 114,000.00
<b>Grand Total Revenue</b>		<b>\$ 1,385.00</b>	<b>\$ 35,833.41</b>	<b>\$ 215,000.00</b>	<b>\$ 213,615.00</b>
<b>Expense</b>		<b>Year to Date</b>	<b>Year to Date</b>	<b>Budgeted</b>	
<b>Account #</b>	<b>Description</b>	<b>Expenses</b>	<b>Expenses</b>	<b>Amount</b>	<b>Balance</b>
26-554310	Salaries	-	10,913.02	\$ 65,478.00	\$ 65,478.00
26-554316	Part-time Salaries	-	-	-	\$ -
26-554318	Supplies	456.59	-	-	<b>\$ (456.59)</b>
26-554319	Advertising	-	1,166.67	7,000.00	\$ 7,000.00
26-554320	Repair/Maintenance	3,723.03	2,050.00	12,300.00	\$ 8,576.97
26-554330	Electricity	479.60	433.33	2,600.00	\$ 2,120.40
26-554331	Water	373.44	7,124.01	42,744.00	\$ 42,370.56
26-554333	Wisconsin Retirement	-	753.00	4,518.00	\$ 4,518.00
26-554334	Social Security	-	676.67	4,060.00	\$ 4,060.00
26-554335	Medicare	-	158.17	949.00	\$ 949.00
26-554336	Health Insurance	-	-	-	\$ -
26-554337	Life Insurance	-	49.17	295.00	\$ 295.00
26-554338	Dental Insurance	-	-	-	\$ -
26-554341	Event Expenses	5,290.93	7,387.51	44,325.00	\$ 39,034.07
26-554360	Capital Outlay	-	1,666.67	10,000.00	\$ 10,000.00
<b>Grand Total</b>		<b>\$ 10,323.59</b>	<b>32,378.23</b>	<b>\$ 194,269.00</b>	<b>\$ 183,945.41</b>

**Watertown Parks and Recreation Department**

**Financial Report**

Section 3, Item A.

**End of Month March 2024**

<b>Revenue</b>		<b>Year to Date</b>	<b>Year to Date</b>	<b>Budgeted</b>	<b>Balance</b>
<b>Account #</b>	<b>Description</b>	<b>Revenue</b>	<b>Budget</b>	<b>Amount</b>	
26-446210	TS Revenue - Nontaxable	\$ 6,175.00	\$ 200.00	\$ 1,200.00	\$ (4,975.00)
26-446211	TS Revenue - Taxable	\$ 2,565.00	\$ 4,083.34	\$ 24,500.00	\$ 21,935.00
26-446250	Contributions FR General Fund	\$ (18,825.00)	\$ 12,550.03	75,300.00	\$ 94,125.00
26-446266	TS Future Fund Contributions	\$ -	\$ 19,000.04	114,000.00	\$ 114,000.00
<b>Grand Total Revenue</b>		<b>\$ (10,085.00)</b>	<b>\$ 35,833.41</b>	<b>\$ 215,000.00</b>	<b>\$ 225,085.00</b>
<b>Expense</b>		<b>Year to Date</b>	<b>Year to Date</b>	<b>Budgeted</b>	<b>Balance</b>
<b>Account #</b>	<b>Description</b>	<b>Expenses</b>	<b>Expenses</b>	<b>Amount</b>	
26-554310	Salaries	-	10,913.02	\$ 65,478.00	\$ 65,478.00
26-554316	Part-time Salaries	-	-	-	\$ -
26-554318	Supplies	2,849.24	-	-	\$ (2,849.24)
26-554319	Advertising	-	1,166.67	7,000.00	\$ 7,000.00
26-554320	Repair/Maintenance	4,723.03	2,050.00	12,300.00	\$ 7,576.97
26-554330	Electricity	639.70	433.33	2,600.00	\$ 1,960.30
26-554331	Water	746.88	7,124.01	42,744.00	\$ 41,997.12
26-554333	Wisconsin Retirement	-	753.00	4,518.00	\$ 4,518.00
26-554334	Social Security	-	676.67	4,060.00	\$ 4,060.00
26-554335	Medicare	-	158.17	949.00	\$ 949.00
26-554336	Health Insurance	-	-	-	\$ -
26-554337	Life Insurance	-	49.17	295.00	\$ 295.00
26-554338	Dental Insurance	-	-	-	\$ -
26-554341	Event Expenses	5,365.89	7,387.51	44,325.00	\$ 38,959.11
26-554360	Capital Outlay	-	1,666.67	10,000.00	\$ 10,000.00
<b>Grand Total</b>		<b>\$ 14,324.74</b>	<b>32,378.23</b>	<b>\$ 194,269.00</b>	<b>\$ 179,944.26</b>

**Watertown Parks and Recreation Department**

**Financial Report**

Section 3, Item A.

**End of Month April 2024**

<b>Revenue</b>		<b>Year to Date</b>	<b>Year to Date</b>	<b>Budgeted</b>	<b>Balance</b>
<b>Account #</b>	<b>Description</b>	<b>Revenue</b>	<b>Budget</b>	<b>Amount</b>	
26-446210	TS Revenue - Nontaxable	\$ 6,475.00	\$ 200.00	\$ 1,200.00	\$ (5,275.00)
26-446211	TS Revenue - Taxable	\$ 5,625.00	\$ 4,083.34	\$ 24,500.00	\$ 18,875.00
26-446250	Contributions FR General Fund	\$ (18,825.00)	\$ 12,550.03	75,300.00	\$ 94,125.00
26-446266	TS Future Fund Contributions	\$ -	\$ 19,000.04	114,000.00	\$ 114,000.00
<b>Grand Total Revenue</b>		<b>\$ (6,725.00)</b>	<b>\$ 35,833.41</b>	<b>\$ 215,000.00</b>	<b>\$ 221,725.00</b>
<b>Expense</b>		<b>Year to Date</b>	<b>Year to Date</b>	<b>Budgeted</b>	<b>Balance</b>
<b>Account #</b>	<b>Description</b>	<b>Expenses</b>		<b>Amount</b>	
26-554310	Salaries	-	10,913.02	\$ 65,478.00	\$ 65,478.00
26-554316	Part-time Salaries	-	-	-	\$ -
26-554318	Supplies	7,849.23	-	-	\$ (7,849.23)
26-554319	Advertising	-	1,166.67	7,000.00	\$ 7,000.00
26-554320	Repair/Maintenance	9,611.57	2,050.00	12,300.00	\$ 2,688.43
26-554330	Electricity	718.54	433.33	2,600.00	\$ 1,881.46
26-554331	Water	1,120.32	7,124.01	42,744.00	\$ 41,623.68
26-554333	Wisconsin Retirement	-	753.00	4,518.00	\$ 4,518.00
26-554334	Social Security	-	676.67	4,060.00	\$ 4,060.00
26-554335	Medicare	-	158.17	949.00	\$ 949.00
26-554336	Health Insurance	-	-	-	\$ -
26-554337	Life Insurance	-	49.17	295.00	\$ 295.00
26-554338	Dental Insurance	-	-	-	\$ -
26-554341	Event Expenses	9,220.56	7,387.51	44,325.00	\$ 35,104.44
26-554360	Capital Outlay	-	1,666.67	10,000.00	\$ 10,000.00
<b>Grand Total</b>		<b>\$ 28,520.22</b>	<b>32,378.23</b>	<b>\$ 194,269.00</b>	<b>\$ 165,748.78</b>



**Watertown Parks and Recreation Department**

**Financial Report**

Section 3, Item A.

**End of Month MAY 2024**

<b>Revenue</b>		<b>Year to Date</b>	<b>Year to Date</b>	<b>Budgeted</b>	<b>Balance</b>
<b>Account #</b>	<b>Description</b>	<b>Revenue</b>	<b>Budget</b>	<b>Amount</b>	
26-446210	TS Revenue - Nontaxable	\$ 16,475.00	\$ 200.00	\$ 1,200.00	\$ (15,275.00)
26-446211	TS Revenue - Taxable	\$ 9,200.00	\$ 4,083.34	\$ 24,500.00	\$ 15,300.00
26-446250	Contributions FR General Fund	\$ (18,825.00)	\$ 12,550.03	75,300.00	\$ 94,125.00
26-446266	TS Future Fund Contributions	\$ -	\$ 19,000.04	114,000.00	\$ 114,000.00
<b>Grand Total Revenue</b>		<b>\$ 6,850.00</b>	<b>\$ 35,833.41</b>	<b>\$ 215,000.00</b>	<b>\$ 208,150.00</b>
<b>Expense</b>		<b>Year to Date</b>	<b>Year to Date</b>	<b>Budgeted</b>	<b>Balance</b>
<b>Account #</b>	<b>Description</b>	<b>Expenses</b>	<b>Expenses</b>	<b>Amount</b>	
26-554310	Salaries	-	10,913.02	\$ 65,478.00	\$ 65,478.00
26-554316	Part-time Salaries	-	-	-	\$ -
26-554318	Supplies	8,155.94	-	-	\$ (8,155.94)
26-554319	Advertising	-	1,166.67	7,000.00	\$ 7,000.00
26-554320	Repair/Maintenance	15,773.99	2,050.00	12,300.00	\$ (3,473.99)
26-554330	Electricity	796.31	433.33	2,600.00	\$ 1,803.69
26-554331	Water	1,493.76	7,124.01	42,744.00	\$ 41,250.24
26-554333	Wisconsin Retirement	-	753.00	4,518.00	\$ 4,518.00
26-554334	Social Security	-	676.67	4,060.00	\$ 4,060.00
26-554335	Medicare	-	158.17	949.00	\$ 949.00
26-554336	Health Insurance	-	-	-	\$ -
26-554337	Life Insurance	-	49.17	295.00	\$ 295.00
26-554338	Dental Insurance	-	-	-	\$ -
26-554341	Event Expenses	27,878.90	7,387.51	44,325.00	\$ 16,446.10
26-554360	Capital Outlay	-	1,666.67	10,000.00	\$ 10,000.00
<b>Grand Total</b>		<b>\$ 54,098.90</b>	<b>32,378.23</b>	<b>\$ 194,269.00</b>	<b>\$ 140,170.10</b>

**Watertown Parks and Recreation Department**

**Financial Report**

Section 3, Item A.

**End of Month JUNE 2024**

<b>Revenue</b>		<b>Year to Date</b>	<b>Year to Date</b>	<b>Budgeted</b>	<b>Balance</b>
<b>Account #</b>	<b>Description</b>	<b>Revenue</b>	<b>Budget</b>	<b>Amount</b>	
26-446210	TS Revenue - Nontaxable	\$ 19,445.00	\$ 200.00	\$ 1,200.00	\$ (18,245.00)
26-446211	TS Revenue - Taxable	\$ 11,980.00	\$ 4,083.34	\$ 24,500.00	\$ 12,520.00
26-446250	Contributions FR General Fund	\$ 37,650.00	\$ 12,550.03	75,300.00	\$ 37,650.00
26-446266	TS Future Fund Contributions	\$ 50,000.00	\$ 19,000.04	114,000.00	\$ 64,000.00
<b>Grand Total Revenue</b>		<b>\$ 119,075.00</b>	<b>\$ 35,833.41</b>	<b>\$ 215,000.00</b>	<b>\$ 95,925.00</b>
<b>Expense</b>		<b>Year to Date</b>	<b>Budgeted</b>		<b>Balance</b>
<b>Account #</b>	<b>Description</b>	<b>Expenses</b>	<b>Amount</b>		
26-554310	Salaries	-	10,913.02	\$ 65,478.00	\$ 65,478.00
26-554316	Part-time Salaries	-	-	-	-
26-554318	Supplies	9,148.18	-	-	\$ (9,148.18)
26-554319	Advertising	-	1,166.67	7,000.00	\$ 7,000.00
26-554320	Repair/Maintenance	16,998.28	2,050.00	12,300.00	\$ (4,698.28)
26-554330	Electricity	916.87	433.33	2,600.00	\$ 1,683.13
26-554331	Water	1,867.20	7,124.01	42,744.00	\$ 40,876.80
26-554333	Wisconsin Retirement	-	753.00	4,518.00	\$ 4,518.00
26-554334	Social Security	-	676.67	4,060.00	\$ 4,060.00
26-554335	Medicare	-	158.17	949.00	\$ 949.00
26-554336	Health Insurance	-	-	-	-
26-554337	Life Insurance	-	49.17	295.00	\$ 295.00
26-554338	Dental Insurance	-	-	-	-
26-554341	Event Expenses	29,173.12	7,387.51	44,325.00	\$ 15,151.88
26-554360	Capital Outlay	-	1,666.67	10,000.00	\$ 10,000.00
<b>Grand Total</b>		<b>\$ 58,103.65</b>	<b>32,378.23</b>	<b>\$ 194,269.00</b>	<b>\$ 136,165.35</b>

**Watertown Parks and Recreation Department**

**Financial Report**

Section 3, Item A.

**End of Month JULY 2024**

<b>Revenue</b>		<b>Year to Date</b>	<b>Year to Date</b>	<b>Budgeted</b>	<b>Balance</b>
<b>Account #</b>	<b>Description</b>	<b>Revenue</b>	<b>Budget</b>	<b>Amount</b>	
26-446210	TS Revenue - Nontaxable	\$ 19,945.00	\$ 200.00	\$ 1,200.00	\$ (18,745.00)
26-446211	TS Revenue - Taxable	\$ 12,440.00	\$ 4,083.34	\$ 24,500.00	\$ 12,060.00
26-446250	Contributions FR General Fund	\$ 37,650.00	\$ 12,550.03	75,300.00	\$ 37,650.00
26-446266	TS Future Fund Contributions	\$ 50,000.00	\$ 19,000.04	114,000.00	\$ 64,000.00
<b>Grand Total Revenue</b>		<b>\$ 120,035.00</b>	<b>\$ 35,833.41</b>	<b>\$ 215,000.00</b>	<b>\$ 94,965.00</b>
<b>Expense</b>		<b>Year to Date</b>	<b>Year to Date</b>	<b>Budgeted</b>	<b>Balance</b>
<b>Account #</b>	<b>Description</b>	<b>Expenses</b>	<b>Expenses</b>	<b>Amount</b>	
26-554310	Salaries	-	10,913.02	\$ 65,478.00	\$ 65,478.00
26-554316	Part-time Salaries	-	-	-	\$ -
26-554318	Supplies	9,230.68	-	-	\$ (9,230.68)
26-554319	Advertising	-	1,166.67	7,000.00	\$ 7,000.00
26-554320	Repair/Maintenance	19,624.61	2,050.00	12,300.00	\$ (7,324.61)
26-554330	Electricity	1,015.25	433.33	2,600.00	\$ 1,584.75
26-554331	Water	3,037.80	7,124.01	42,744.00	\$ 39,706.20
26-554333	Wisconsin Retirement	-	753.00	4,518.00	\$ 4,518.00
26-554334	Social Security	-	676.67	4,060.00	\$ 4,060.00
26-554335	Medicare	-	158.17	949.00	\$ 949.00
26-554336	Health Insurance	-	-	-	\$ -
26-554337	Life Insurance	-	49.17	295.00	\$ 295.00
26-554338	Dental Insurance	-	-	-	\$ -
26-554341	Event Expenses	41,495.26	7,387.51	44,325.00	\$ 2,829.74
26-554360	Capital Outlay	-	1,666.67	10,000.00	\$ 10,000.00
<b>Grand Total</b>		<b>\$ 74,403.60</b>	<b>32,378.23</b>	<b>\$ 194,269.00</b>	<b>\$ 119,865.40</b>

**Watertown Parks and Recreation Department**

**Financial Report**

Section 3, Item A.

**End of Month AUG 2024**

<b>Revenue</b>		<b>Year to Date</b>	<b>Year to Date</b>	<b>Budgeted</b>	<b>Balance</b>
<b>Account #</b>	<b>Description</b>	<b>Revenue</b>	<b>Budget</b>	<b>Amount</b>	
26-446210	TS Revenue - Nontaxable	\$ 22,095.00	\$ 800.00	\$ 1,200.00	\$ (20,895.00)
26-446211	TS Revenue - Taxable	\$ 13,365.00	\$ 16,333.42	\$ 24,500.00	\$ 11,135.00
26-446250	Contributions FR General Fund	\$ 37,650.00	\$ 50,200.25	75,300.00	\$ 37,650.00
26-446266	TS Future Fund Contributions	\$ 50,000.00	\$ 76,000.38	114,000.00	\$ 64,000.00
<b>Grand Total Revenue</b>		<b>\$ 123,110.00</b>	<b>\$ 143,334.05</b>	<b>\$ 215,000.00</b>	<b>\$ 91,890.00</b>
<b>Expense</b>		<b>Year to Date</b>		<b>Budgeted</b>	<b>Balance</b>
<b>Account #</b>	<b>Description</b>	<b>Expenses</b>		<b>Amount</b>	
26-554310	Salaries	-	43,652.22	\$ 65,478.00	\$ 65,478.00
26-554316	Part-time Salaries	-	-	-	-
26-554318	Supplies	-	-	-	-
26-554319	Advertising	175.09	4,666.69	7,000.00	\$ 6,824.91
26-554320	Repair/Maintenance	20,673.81	8,200.04	12,300.00	\$ (8,373.81)
26-554330	Electricity	1,113.64	1,733.34	2,600.00	\$ 1,486.36
26-554331	Water	4,253.49	28,496.14	42,744.00	\$ 38,490.51
26-554333	Wisconsin Retirement	-	3,012.02	4,518.00	\$ 4,518.00
26-554334	Social Security	-	2,706.68	4,060.00	\$ 4,060.00
26-554335	Medicare	-	632.67	949.00	\$ 949.00
26-554336	Health Insurance	-	-	-	-
26-554337	Life Insurance	-	196.67	295.00	\$ 295.00
26-554338	Dental Insurance	-	-	-	-
26-554341	Event Expenses	46,607.51	29,550.15	44,325.00	\$ (2,282.51)
26-554360	Capital Outlay	7,992.14	6,666.70	10,000.00	\$ 2,007.86
<b>Grand Total</b>		<b>\$ 80,815.68</b>	<b>129,513.31</b>	<b>\$ 194,269.00</b>	<b>\$ 113,453.32</b>

**Watertown Parks and Recreation Department**

**Financial Report**

Section 3, Item A.

**End of Month SEPT 2024**

<b>Revenue</b>		<b>Year to Date</b>	<b>Year to Date</b>	<b>Budgeted</b>	<b>Balance</b>
<b>Account #</b>	<b>Description</b>	<b>Revenue</b>	<b>Budget</b>	<b>Amount</b>	
26-446210	TS Revenue - Nontaxable	\$ 22,095.00	\$ 900.00	\$ 1,200.00	\$ (20,895.00)
26-446211	TS Revenue - Taxable	\$ 14,365.00	\$ 18,375.00	\$ 24,500.00	\$ 10,135.00
26-446250	Contributions FR General Fund	\$ 56,475.00	\$ 56,475.00	75,300.00	\$ 18,825.00
26-446266	TS Future Fund Contributions	\$ 50,000.00	\$ 85,500.00	114,000.00	\$ 64,000.00
<b>Grand Total Revenue</b>		<b>\$ 142,935.00</b>	<b>\$ 161,250.00</b>	<b>\$ 215,000.00</b>	<b>\$ 72,065.00</b>
<b>Expense</b>		<b>Year to Date</b>	<b>Year to Date</b>	<b>Budgeted</b>	<b>Balance</b>
<b>Account #</b>	<b>Description</b>	<b>Expenses</b>	<b>Expenses</b>	<b>Amount</b>	
26-554310	Salaries	-	49,108.50	\$ 65,478.00	\$ 65,478.00
26-554316	Part-time Salaries	-	-	-	\$ -
26-554318	Supplies	(380.29)	-	-	\$ 380.29
26-554319	Advertising	175.09	5,250.00	7,000.00	\$ 6,824.91
26-554320	Repair/Maintenance	21,123.81	9,225.00	12,300.00	\$ (8,823.81)
26-554330	Electricity	1,233.78	1,950.00	2,600.00	\$ 1,366.22
26-554331	Water	5,082.54	32,058.00	42,744.00	\$ 37,661.46
26-554333	Wisconsin Retirement	-	3,388.50	4,518.00	\$ 4,518.00
26-554334	Social Security	-	3,045.00	4,060.00	\$ 4,060.00
26-554335	Medicare	-	711.75	949.00	\$ 949.00
26-554336	Health Insurance	-	-	-	\$ -
26-554337	Life Insurance	-	221.25	295.00	\$ 295.00
26-554338	Dental Insurance	-	-	-	\$ -
26-554341	Event Expenses	48,490.65	33,243.75	44,325.00	\$ (4,165.65)
26-554360	Capital Outlay	7,992.14	7,500.00	10,000.00	\$ 2,007.86
<b>Grand Total</b>		<b>\$ 83,717.72</b>	<b>145,701.75</b>	<b>\$ 194,269.00</b>	<b>\$ 110,551.28</b>

**Watertown Parks and Recreation Department**

**Financial Report**

Section 3, Item A.

**End of Month OCT 2024**

<b>Revenue</b>		<b>Year to Date</b>	<b>Year to Date</b>	<b>Budgeted</b>	<b>Balance</b>
<b>Account #</b>	<b>Description</b>	<b>Revenue</b>	<b>Budget</b>	<b>Amount</b>	
26-446210	TS Revenue - Nontaxable	\$ 23,845.00	\$ 999.60	\$ 1,200.00	\$ (22,645.00)
26-446211	TS Revenue - Taxable	\$ 14,790.00	\$ 20,408.50	\$ 24,500.00	\$ 9,710.00
26-446250	Contributions FR General Fund	\$ 56,475.00	\$ 62,724.90	75,300.00	\$ 18,825.00
26-446266	TS Future Fund Contributions	\$ 50,000.00	\$ 94,962.00	114,000.00	\$ 64,000.00
<b>Grand Total Revenue</b>		<b>\$ 145,110.00</b>	<b>\$ 179,095.00</b>	<b>\$ 215,000.00</b>	<b>\$ 69,890.00</b>
<b>Expense</b>		<b>Year to Date</b>		<b>Budgeted</b>	<b>Balance</b>
<b>Account #</b>	<b>Description</b>	<b>Expenses</b>		<b>Amount</b>	
26-554310	Salaries	52,886.40	54,543.17	\$ 65,478.00	\$ 12,591.60
26-554316	Part-time Salaries	-	-	-	-
26-554318	Supplies	(380.29)	-	-	\$ 380.29
26-554319	Advertising	214.09	5,831.00	7,000.00	\$ 6,785.91
26-554320	Repair/Maintenance	22,855.97	10,245.90	12,300.00	\$ (10,555.97)
26-554330	Electricity	1,352.31	2,165.80	2,600.00	\$ 1,247.69
26-554331	Water	5,789.87	35,605.75	42,744.00	\$ 36,954.13
26-554333	Wisconsin Retirement	173.77	3,763.49	4,518.00	\$ 4,344.23
26-554334	Social Security	153.37	3,381.98	4,060.00	\$ 3,906.63
26-554335	Medicare	35.87	790.52	949.00	\$ 913.13
26-554336	Health Insurance	727.88	-	-	\$ (727.88)
26-554337	Life Insurance	-	245.74	295.00	\$ 295.00
26-554338	Dental Insurance	29.88	-	-	\$ (29.88)
26-554341	Event Expenses	49,965.41	36,922.73	44,325.00	\$ (5,640.41)
26-554360	Capital Outlay	7,992.14	8,330.00	10,000.00	\$ 2,007.86
<b>Grand Total</b>		<b>\$ 141,796.67</b>	<b>161,826.08</b>	<b>\$ 194,269.00</b>	<b>\$ 52,472.33</b>

**Watertown Parks and Recreation Department**

**Financial Report**

Section 3, Item A.

**End of Month NOV 2024**

<b>Revenue</b>		<b>Year to Date</b>	<b>Year to Date</b>	<b>Budgeted</b>	<b>Balance</b>
<b>Account #</b>	<b>Description</b>	<b>Revenue</b>	<b>Budget</b>	<b>Amount</b>	
26-446210	TS Revenue - Nontaxable	\$ 26,245.00	\$ 1,104.00	\$ 1,200.00	\$ (25,045.00)
26-446211	TS Revenue - Taxable	\$ 14,865.00	\$ 22,540.00	\$ 24,500.00	\$ 9,635.00
26-446250	Contributions FR General Fund	\$ -	\$ 69,276.00	75,300.00	\$ 75,300.00
26-446266	TS Future Fund Contributions	\$ 232,995.40	\$ 214,355.77	232,995.40	\$ -
<b>Grand Total Revenue</b>		<b>\$ 274,105.40</b>	<b>\$ 307,275.77</b>	<b>\$ 333,995.40</b>	<b>\$ 59,890.00</b>
<b>Expense</b>		<b>Year to Date</b>	<b>Budgeted</b>		<b>Balance</b>
<b>Account #</b>	<b>Description</b>	<b>Expenses</b>	<b>Amount</b>		
26-554310	Salaries	57,923.20	60,239.76	\$ 65,478.00	\$ 7,554.80
26-554316	Part-time Salaries	-	-	-	\$ -
26-554318	Supplies	-	-	-	\$ -
26-554319	Advertising	233.59	6,440.00	7,000.00	\$ 6,766.41
26-554320	Repair/Maintenance	24,538.62	11,316.00	12,300.00	\$ (12,238.62)
26-554330	Electricity	1,490.92	2,392.00	2,600.00	\$ 1,109.08
26-554331	Water	6,175.00	39,324.48	42,744.00	\$ 36,569.00
26-554333	Wisconsin Retirement	521.31	4,156.56	4,518.00	\$ 3,996.69
26-554334	Social Security	460.11	3,735.20	4,060.00	\$ 3,599.89
26-554335	Medicare	107.61	873.08	949.00	\$ 841.39
26-554336	Health Insurance	1,455.76	-	-	\$ (1,455.76)
26-554337	Life Insurance	29.48	271.40	295.00	\$ 265.52
26-554338	Dental Insurance	59.76	-	-	\$ (59.76)
26-554341	Event Expenses	36,847.10	40,779.00	44,325.00	\$ 7,477.90
26-554360	Capital Outlay	7,992.14	9,200.00	10,000.00	\$ 2,007.86
<b>Grand Total</b>		<b>\$ 137,834.60</b>	<b>178,727.48</b>	<b>\$ 194,269.00</b>	<b>\$ 56,434.40</b>
<b>Estimated FF Balance</b>		<b>\$ 136,270.80</b>			

# PARKS, RECREATION & FORESTRY

# ANNUAL REPORT

2023



THE CITY OF  
**WATERTOWN**

*Opportunity runs through it.*



# THE MISSION



The Bentzin Family Town Square mission is to be the vibrant heart of our community, providing a dynamic outdoor space that fosters connection, celebrates diversity, and cultivates a sense of belonging.



# THE FOCUS



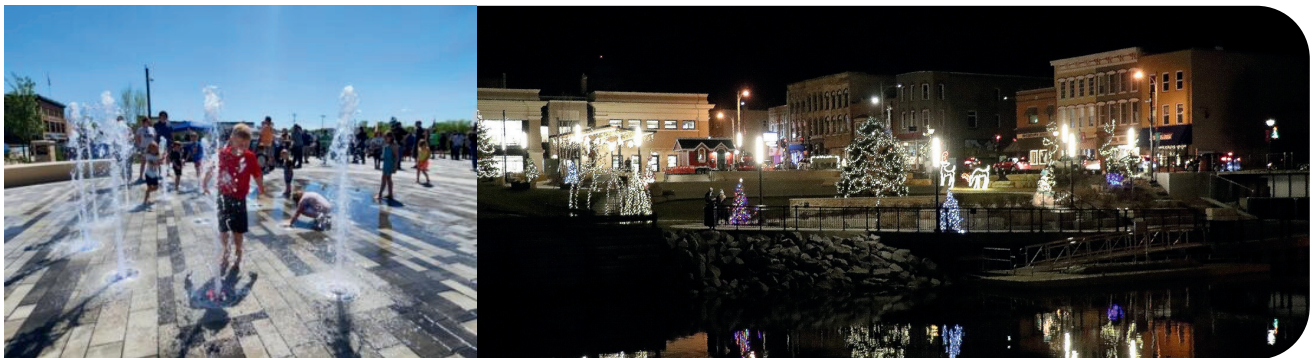
- **Community Hub:** Serve as the central gathering place where residents and visitors converge to connect, share experiences, and strengthen community bonds
- **Cultural Celebrations:** Celebrate the rich tapestry of the community's cultural diversity by hosting events that showcase art, music, food, and traditions
- **Event Excellence:** Be a versatile event space that accommodates a wide range of activities. From local markets and festivals, to live performances and community gatherings, the Bentzin Family Town Square has a diverse and engaging calendar of events throughout the year
- **Local Collaboration:** Foster partnerships with local businesses, artisans, and performers, promoting economic growth



# THE FOCUS

- **Family-Friendly Atmosphere:** Be a welcoming space that caters to individuals of all ages, offering family-friendly events, recreational areas, and amenities
- **Educational Initiatives:** Facilitate learning and cultural exchange through educational programs, workshops, and informative events
- **Adaptability and Flexibility:** Remain responsive to the evolving needs and preferences of the community, regularly updating offerings and amenities

**In Summary: Be a catalyst for downtown community and economic vitality**

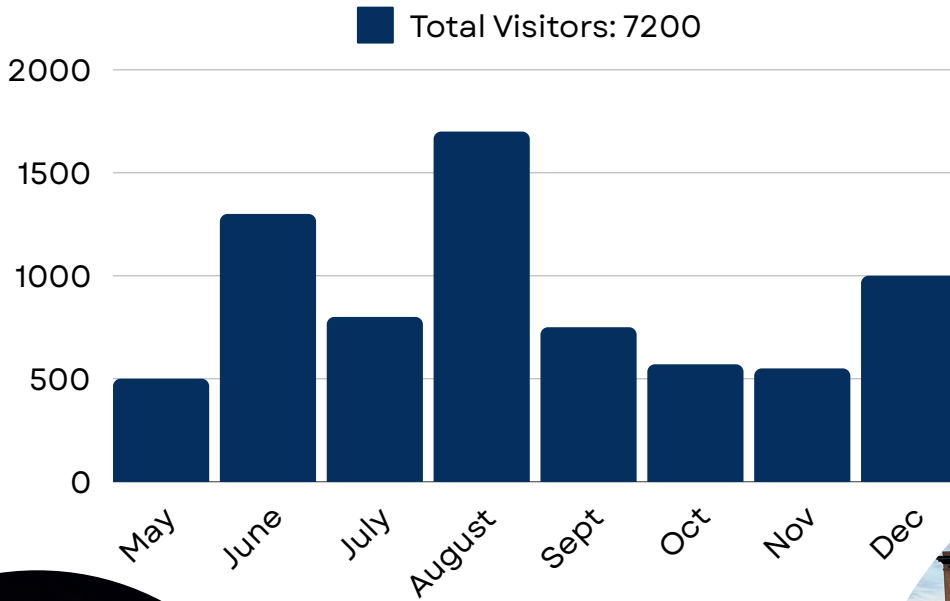


**By steadfastly pursuing this mission, the city aims to create a space that not only reflects the spirit of the community, but actively contributes to its livelihood, creating a space where memories are made and shared by all.**



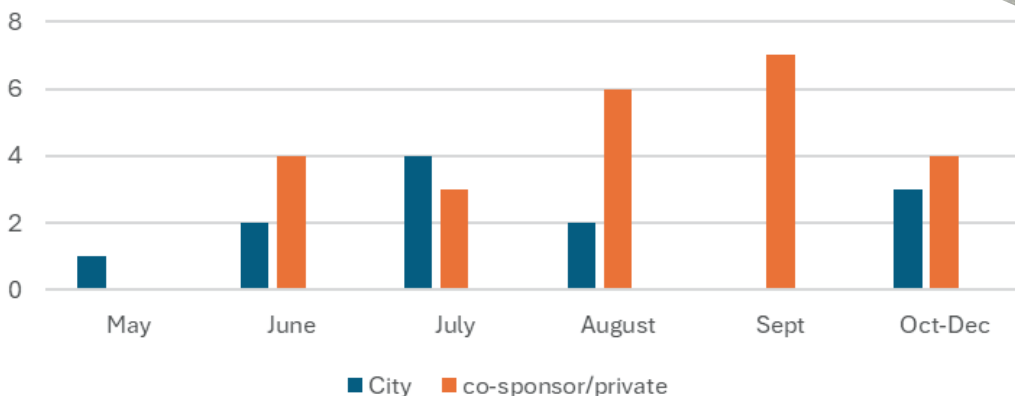
# EVENT ATTENDANCE

Section 5, Item A.



WE HAVE ADDED MORE TRACKING OF STATISTICS IN 2024

2023 Events  
36 Events Total





# SPONSORSHIPS & DONATIONS



Holiday Decorations Donated by:

- Chickens Unlimited
- The Joseph & Sharon Darcey Foundation
- Watertown Moose Lodge
- Watertown Parade Committee
- The Earl & Eugenia Quirk Foundation
- The Watertown Area Community Foundation
- Fort Community Credit Union

- Dave Yelk: Platinum Realty Executives
- TDS Telecom
- Piggly Wiggly
- Sassy Sweets
- Literatus
- Chandler House
- Berres Brothers

**Make Your Business Sparkle participants:**

- Biggs Restaurant & Grill
- Chandler House Bakery
- CommonHeart Home Health
- Domani
- EZ Promotions
- Fisher Barton
- Heroes for Heroes
- Holz Chevrolet
- The Marquardt



Holiday tree donors for the square:  
the Egnarski family and the Farrel family



# MOVING FORWARD

## We plan to...

- Incorporate layout adjustments to accommodate more events at the square
- Amend and create ordinances to help support future activities
  - Continual reevaluation of the water feature to ensure a balance between enjoyment and cost
  - Analyze electrical needs for performers and food trucks, including installation of WIFI
  - Continued evaluation of WRMC Plaza (Water Street) during events and non-events in an effort to create a safe environment for the community
- Collaboration with organizations to produce diverse events
- Working to add night markets, food trucks and more children and family events
- Working to create more shade for visitors by considering a shelter for performers on the Fisher Barton Stage, and a cover for the Talk, Read, Play Terrace shelter





# MARKETING

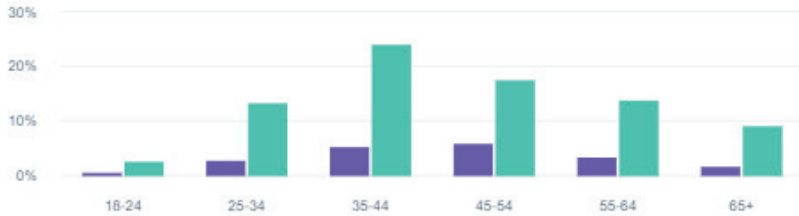
## Audience

These values are based on total followers of your Page or profile.

Create a post

## Age and Gender

80% OF OUR VISITORS ARE WOMEN.



## Location

Cities Countries

Watertown, WI	1,349
Johnson Creek, WI	
Ixonia, WI	22
Jefferson, WI	18
Lake Mills, WI	17
Lebanon, WI	16
Oconomowoc, WI	13
Waterloo, WI	11
Beaver Dam, WI	9

WHERE PEOPLE WHO VISIT LIVE WHICH HELPS US KNOW WHERE TO MARKET

**SOCIAL POSTS REACHED 42,800 PEOPLE FROM MAY 2023 THROUGH DECEMBER 2023 ...**

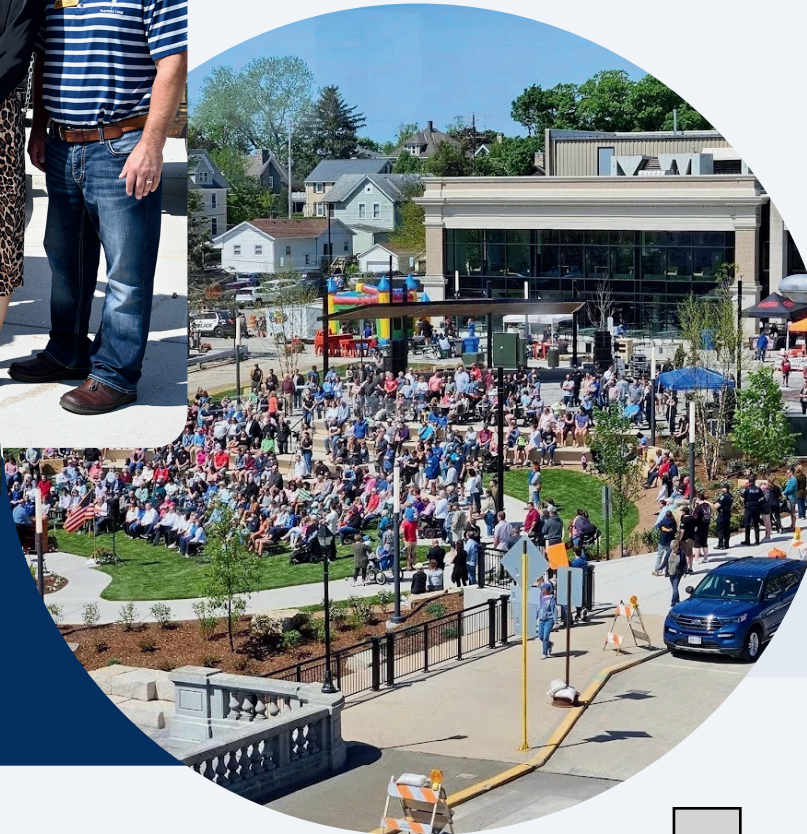
**...AND ACQUIRED 1800 FOLLOWERS**





# 2023 WINS

- Hosted 36 successful events, including moving Santa House to the Square
- Over 7,200 visitors from May 20th Grand Opening through end of 2023
- Received the Beltz Foundation Downtown Watertown Special Event Grant
- Received EPA Region 5 Brownfields Success Award
- Cultivated valuable partners and sponsorships
- Types of events held: music series, privately sponsored events, partnered community events, sidewalk sales, kids and family events





# AQUATICS

- INDOOR POOL OPEN: 231 DAYS
- OUTDOOR POOL OPEN: 70 DAYS
- 57 AQUATIC STAFF

## AQUATIC PASSES

**INDOOR: 71**

**COMBINATION: 70**

**OUTDOOR: 1888**

**RENTALS: 1 (INDOOR POOL)**

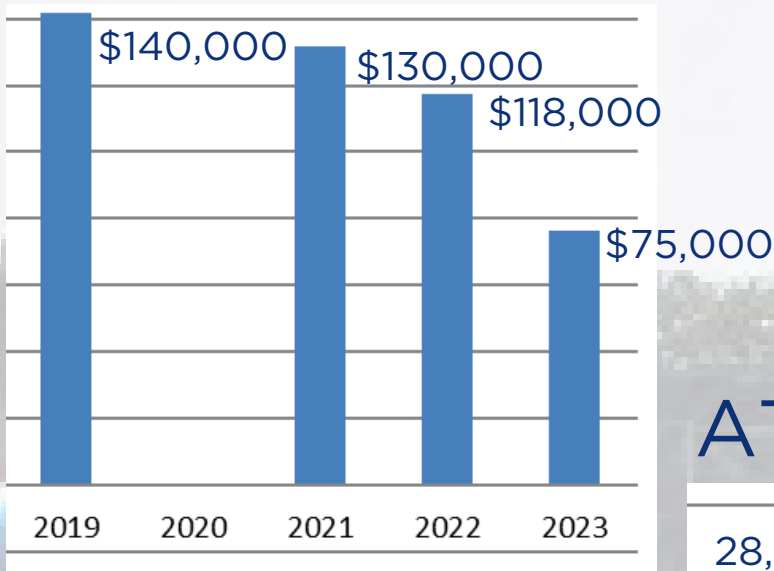
# PARTICIPANTS

## INDOOR POOL

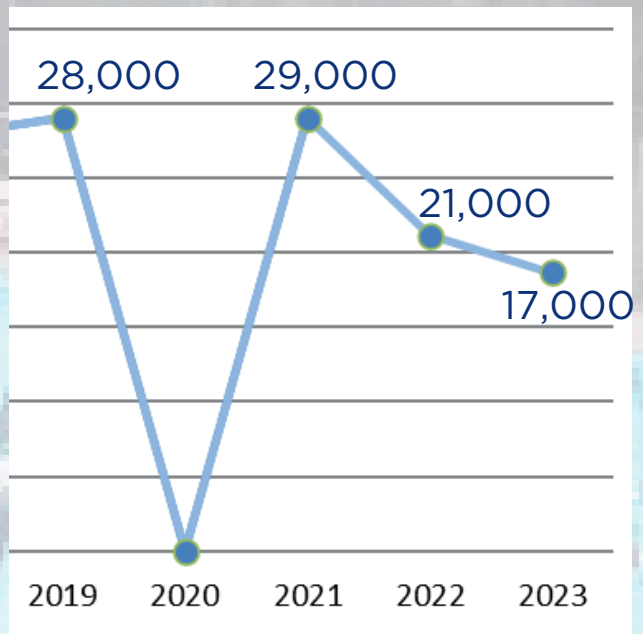
- **LAP SWIM: 1855**
- **OPEN SWIM: 395**
- **LESSONS: 75; 779 PARTICIPANTS**
- **PROGRAMS: 7; 155 PARTICIPANTS**

# OUTDOOR AQUATICS

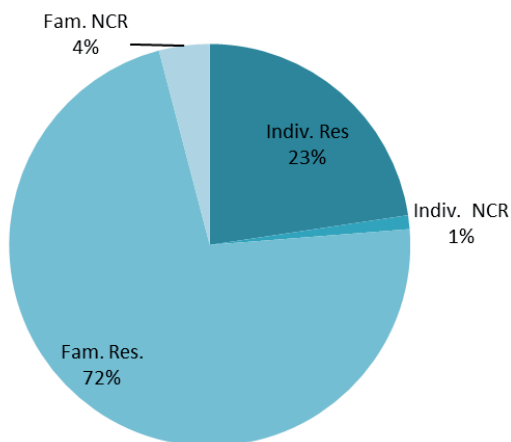
## REVENUE



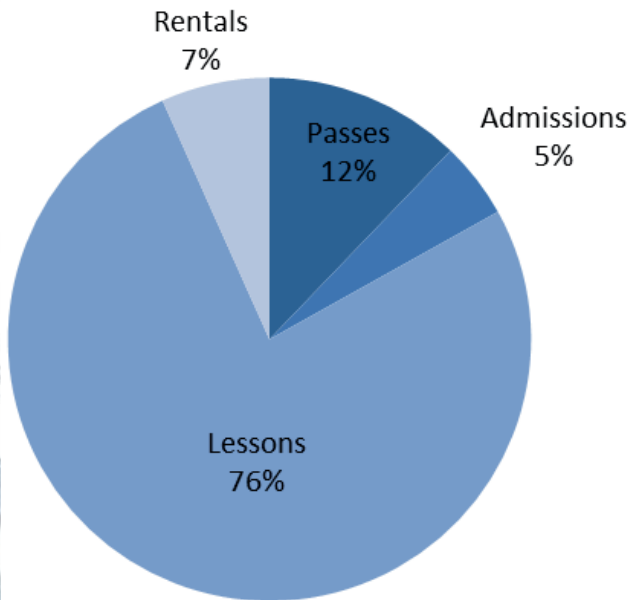
## ATTENDANCE



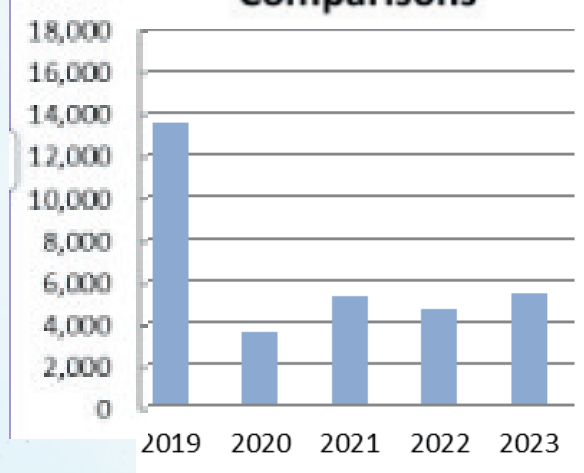
### City Resident vs Non-City Resident Pass Sales



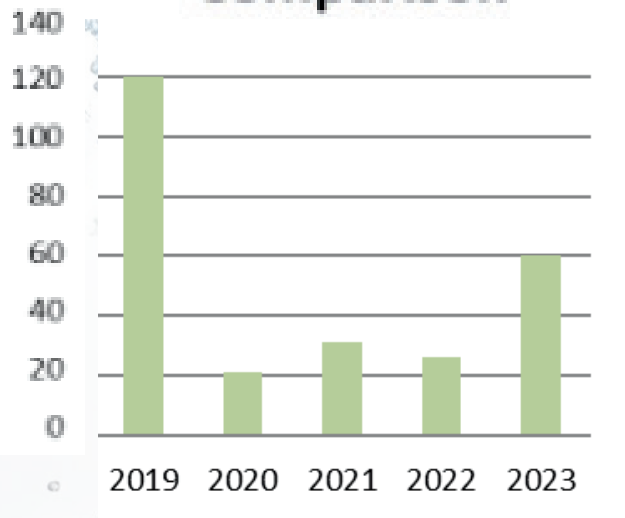
# Indoor Pool Revenue



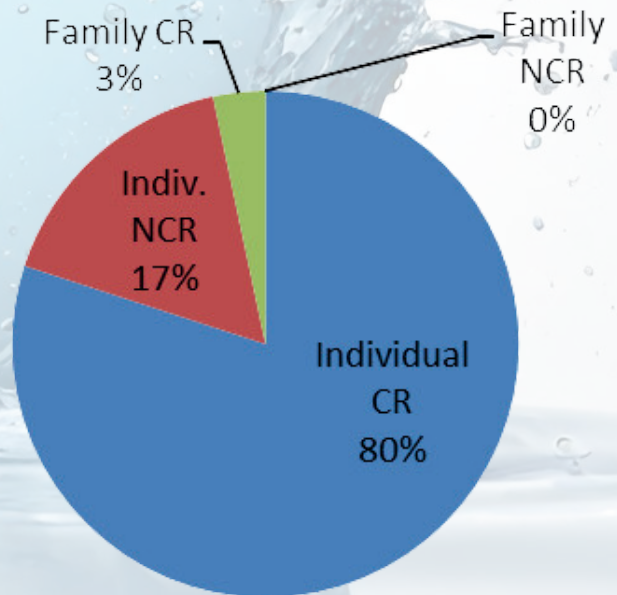
## Yearly Attendance Comparisons



## Yearly Pass Sale Comparison



## City Resident vs Non-City Resident Pass Sale Comparison



# PARKS

## Town Square

- Prepped for opening, installed garbage cans, pergola tarp, event prep and clean-up
- Built and installed holiday tree stands, cone trees, and lighted archway
- Installed aeration pump for pier
- Winterized irrigation system

## Riverside Park

- Riverfest - prep and tear down for event.
- Volleyball playground - removed playground and sand, fill, seed, and mulch

## Brandt Quirk Park

- Power washed BQ Tennis courts, 3-week process

## Senior Center

- Start construction of walls in old entrance.
- Shelter - remove shingles and failing roof boards, install new boards and shingles

## Reflection Park

- Install pergola, assemble, and install picnic table and bench, install new paver sidewalk, re-seed grass area

## Interurban Trailhead -

- Install concrete pad for bike storage, install signage

## Aquatic Center

- Prep pool for opening and fall winterizing



# PARKS CONT.

- Preparations, setups and staff instruction for approximately 45 park events
- Prepped approximately 325 ball diamond for games, grooming and diamond/field maintenance
- Winterize all bathrooms
- Installed five memorial benches at Riverside and Brandt Quirk
- Renovations to plumbing in older park restrooms using American Rescue Plan Act funds

## Weed Ordinances

- 59 weed ordinance reviews
- 16 weed ordinance mowings



# FORESTRY

- Removed 160 trees
- Planted 150 trees
- 41 boulevard trees planted for residents through the Tree Program
- Replaced and updated the forestry GIS system



# RECREATION

## YOUTH SPORTS

35 Programs; 1651 Participants



## ADULT SPORTS

8 Programs; 333 Participants



## FITNESS CLASSES

9 Fitness Classes; 276 Participants



## NEW SPORTS PROGRAMS

5 New Programs; 114 Participants

## ENRICHMENT PROGRAMS

10 Programs; 389 Participants



# RESERVATIONS



## PARKS

220 Rentals  
22,703 attendees



## SENIOR CENTER

212 Rentals  
5725 attendees

**RESOLUTION  
of the Board of Trustees of the  
Watertown Public Library**

The following resolution is made by the Board of Trustees (the "Library Board") of the Watertown Public Library (the "Library"):

**WHEREAS**, the Library opened to the public in 1903, has operated in its current location since 1906, and has undergone a number of significant expansions and renovations through the generous support of private donations and appropriations of the City of Watertown ("City").

**WHEREAS**, in 2016 a City advisory referendum was held in which 62% of City residents voted in favor of a major Library expansion and renovation.

**WHEREAS**, through substantial funding from the City and private sources, and as part of a larger comprehensive downtown redevelopment, the Library's most recent renovation and expansion was completed in 2022.

**WHEREAS**, pursuant to its statutory charge under Wis. Stat. § 43.001, the Library plays a critical role in providing to residents access to knowledge, information, and a diversity of ideas by offering programs and materials, both physical and electronic.

**WHEREAS**, when compared to the year 2018, the Library, based upon figures available for 2023, has seen increased use of materials and services by residents, including a 98% increase in total program attendance.

**WHEREAS**, an annual appropriation of the City provides approximately 70% of the funds required for the ongoing operation and maintenance of the Library each year.

**WHEREAS**, Wis. Stat. §43.58 provides, in pertinent part, that the Library Board "...shall have exclusive control of the expenditure of all moneys collected, donated or appropriated for the library fund, and...shall have exclusive charge, control and custody of all lands, buildings, money or other property devised, bequeathed, given or granted to, or otherwise acquired or leased by, the municipality for library purposes."

**WHEREAS**, a decrease in the City's historical level of funding to the Library may result in a decrease in Library services and may affect certain third party agreements to which the Library is a party, including with respect to the Library's participation in the Bridges Library System and the shared resources offered by it.

**WHEREAS**, the Library Board recognizes the positive effect that uniform and consistently applied policies of employment have with regard to the efficient administration of government, establishing expectations relating to employee performance and behavior, and mitigating legal risk.

**WHEREAS**, the Library Board recognizes that a uniform City budgeting process assists the City in strategic planning and meeting operational goals.



**WHEREAS**, the Library Board recognizes that the building in which the Library operates is a public building for which the City appropriated substantial funds for construction, the operation and maintenance of which the City continues to support through its annual Library appropriation.

**THEREFORE, BE IT RESOLVED**, that the Library Board hereby re-affirms and/or adopts, as the case may be, the following policies and procedures:

1. **Employment Policies.** The Library shall apply and follow the employment policies of the City, including but not limited to policies as may be set forth from time-to-time in any employee handbook, Ch. 2 of City's Policy Manual or other personnel policies of the City. The foregoing notwithstanding, the Library Board may, in its reasonable discretion, determine it is necessary for certain employment policies of the Library to differ from the those of the City in particular respects, in which case the Library shall provide notice to the City of the existence, passage, or contemplated passage of such differing provisions of employment policy and the nature thereof.

Notwithstanding the above, the Library Board hereby provides notice to the City and re-affirms its prior decision that Library employment policy shall deviate from the City of Watertown's Employee Handbook now in effect, and as may be amended from time-to-time, as set forth in the superseding amendments listed in the Library's Board's Resolution of June 9, 2022, attached hereto and incorporated herein by reference, provided however, that the foregoing amendments shall apply only to the extent necessary to reserve to the Library Board those powers prescribed by applicable law, including the right to prescribe the duties, responsibilities, conditions, and collateral aspects of Library employment and the manner in which Library employees discharge their professionally assigned tasks.

2. **Budget Submittal.** The Library shall follow substantially the same budget submittal process that the City requires of its department heads, which such process may include the obligation to use budget sheets, provide estimates and budget requests within timelines established by the City, and/or respond to reasonable questions or requests for information from the City's Finance Director or Committee.
3. **Main Street Bathrooms.** In addition to being accessible to the public during the Library's normal hours of operation hours, the Main Street Bathrooms shall be accessible to the public outside of the Library's normal hours of operation: i) on those days and times specified by the City, from time-to-time, in accordance with the City's ordinances relating to the hours for public parks; and ii) at such other times as the needs require, from time-to-time, by the City, City affiliated entities, and City-approved special events; provided however that the City shall provide reasonable advanced notice to the Library of any changes or additions relating to bathroom access. The Library Board acknowledges that the Building is covered against property loss and damage by the City's insurance and that Fund 11 shall, in the event of an occurrence of loss of damage to the Building, be responsible therefore, to the extent not covered by the City's insurance.
4. **Meeting Rooms.** The City shall be entitled to use of the Community Events Room, the Meeting Rooms (Rooms 133 & 134), and other such rooms within the Library available for

rental, at no charge. The City and its governing bodies shall have reasonable priority use of such spaces and shall, to the extent practicable, provide reasonable advanced notice of any room reservation and/or requests to the Library.

**ADOPTED** this 14th day of November, 2024 at a regularly scheduled meeting of the Board of Trustees of the Watertown Public Library.

Christopher J. Koppes, President  
Watertown Library Board of Trustees

**CERTIFICATE OF SECRETARY**

The undersigned hereby certifies that she is the duly elected and qualified Secretary of the Board of Trustees and the foregoing is a true and correct record of a resolution duly adopted by the Board on the 14th day November, 2024.

Betsy Gejike, Secretary  
Watertown Library Board of Trustees

# 2024 EVENTS MASTER LIST

As of 12/5/24

March 8: YMCA Zumba (Fri 8am)  
 March 17: Lucky Leprechaun (Sun 12-2)  
 May 18: 1<sup>st</sup> Annual Birthday Bash (Sat 11-7)/Splash Pad Opens  
 May 28: WHS Art Walk (Tue 4-7)  
 June 6: Last Day of School Pop Up (Thur 11-5)  
 June 8: Boy Band Concert (Sat 7-9)  
 June 10: Food Truck Monday (Mon 4-7)  
 June 14: Share the Love Series (Fri 5-8)  
 June 15: Conscious Pilot Concert (Sat 7-9)  
 June 17: Food Truck Monday (Mon 4-7)  
 June 17: Cookie Decorating (Mon 6-7) **CANCELED**  
 June 19: YMCA Pop Up (Wed 9:30am-11) **CANCELED**  
 June 19: YMCA Zumba (Wed 6-7)  
 June 21: Mallrats Concert (7-9)  
 June 23: Underwater Sea Turtle Parent/Child Painting Class (Sun 1-2) **CANCELED**  
 June 24: Pop-Up Lunch Express (Mon 11-2)  
 June 24: Food Truck Monday (Mon 4-7)  
 June 27: Thursday Night Market (Thur 4-7)  
 June 28: Share the Love Series (Fri 5-8) **MOVED TO AUGUST 16**  
 June 29: Hope Share from OCO Event (Sat 11-2)  
 June 29: Kids Time in the Park hosted by 7<sup>th</sup> Day Adventist Church (Sat 2:30-3:30)  
 June 29: NEW Dueling Pianos (Sat 6-9)  
 July 8: Food Truck Monday (Mon 4-7)  
 July 9: YMCA Pound Class (Tues 8am & 6pm)  
 July 12: Share the Love Series (Fri 5-8)  
 July 13: Panchromatic Steel Concert (Sat 7-10)  
 July 14: Kids Fest/YMCA Family Zumba (Sun 11-1)  
 July 16 Jandy's Pop Up (Tue 11-3)  
 July 15: Food Truck Monday (Mon 4-7)  
 July 17: YMCA Pop Up Event (9:30am-11:00)  
 July 17: Sweet Stop Pop-Up Treats @ the Square (Wed 9:30am-1)  
 July 19: Share the Love Movie (Fri 6-8)  
 July 20: Sidewalk Sales (Sat 10-3) **CANCELED**  
 July 20: 33RPM Concert (Sat 7-9)  
 July 22: Pop-Up Lunch Express (11-2)  
 July 22: Food Truck Monday (Mon 4-7)  
 July 23 Kona Ice Pop Up (Tues 11-3)  
 July 25: Thursday Night Market (Thur 4-7)  
 July 25: Terrarium Class (Thur 5:30-7:00)  
 July 26: Share the Love Series (Fri 5-8)



July 28: Sound Bath (10am) **CANCELED**  
 July 28: Sunflower Wood Round Painting Class (Sun 1-3)  
 July 29: Food Truck Monday (Mon 4-7)  
 Aug 2: Share the Love Movie (Fri 6-8)  
 Aug 3: WRMC Breastfeeding Celebration Event (Sat 10-2) **CANCELED**  
 Aug 11: Community Worship Service (Sun 9:30-11:30)  
 Aug 14: YMCA Body Combat (Wed 8-9)  
 Aug 16: Share the Love Series (Fri 5-8)  
 Aug 17: Ask Your Mother Concert (Sat 7-9)  
 Aug 18: Art at the Square-kids craft (Sun 1-3) **MOVED TO SEPT**  
 Aug 19: Food Truck Monday (Mon 4-7)  
 Aug 21: YMCA Pop Up Event (Wed 9:30am-11:00)  
 Aug 22: Thursday Night Market (Thur 4-7)  
 Aug 22: Pop In & Paint (Thur 4-7)  
 Aug 22: Versiti Blood Drive (Thur 4-7)  
 Aug 23: Share the Love Movie (Fri 6-8)  
 Aug 24: Bootjack Road Band Concert (Sat 7-9)  
 Aug 25: Family Fun Day (Sun 11-1) **COMBINED WITH BATTLE OF THE BADGES**  
 Aug 25: Koine Concert (Sun 4-6)  
 Aug 26: Pop-Up Lunch Express (Mon 11-2)  
 Aug 26: Food Truck Monday (Mon 4-7)  
 Aug 27: YMCA Body Balance (Tue 9-10)  
 Aug 31: Fiesta @ the Square (Sat 10-7) **CANCELED**  
 Sept 7: Last Bees Concert (Sat 7-9)  
 Sept 9: Food Truck Monday (Mon 4-7)  
 Sept 14: Back Bay Band Concert (Sat 7-9)  
 Sept 15: Art at the Square (Sun 1-3) **CANCELED**  
 Sept 16: Food Truck Monday (Mon 4-7)  
 Sept 18: Urban Poling (Wed 10:30am)  
 Sept 23: Pop-Up Lunch Express (Mon 11-2)  
 Sept 23: Food Truck Monday (Mon 4-7)  
 Sept 26: Thursday Night Market (Thur 4-7)  
 Sept 26: Terrarium Class (Thur 5:30-6:30)  
 Sept 29: Calvary Baptist Orchestra (Sun 5:00-6:30)  
 Sept 30: Food Truck Monday (Mon 4-7)  
 Oct 1-4: EZ Promotion Homecoming Pop Up w/Fuelify **CANCELED**  
 Oct 7: Food Truck Monday (Mon 4-7)  
 Oct 14: Food Truck Monday (Mon 4-7)  
 Oct 15: Cousins Maine Lobster Food Truck (Tue 11-7)  
 Oct 19: Hope Church Event (Sat 2-4)  
 Oct 20: Music of Democracy (Sun 5-7) **CANCELED**  
 Oct 21: Food Truck Monday (Mon 4-7)  
 Oct 26: Blue Water Review (Sat 12-12:30)  
 Oct 26: Boo Bash (Sat 12-3)

Nov 16: Tree Lighting (Sat 5:30-7)

Dec 7: Jingle Bell on the Rock (All Day)

Dec 14 & 15: Stuff the Bus (11-3)

### Costs not associated directly with an event

	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>Portos</b>					\$380.29	\$550.00	\$550.00	\$550.00	\$550.00	\$212.15	\$0.00	\$0.00	<b>\$2,792.44</b>
<b>Water</b>	\$280.08	\$280.08	\$280.08	\$280.08	\$373.44	\$373.44	\$373.44	\$1,215.69	\$829.05	\$707.33	\$382.13	\$306.37	<b>\$5,681.21</b>
<b>Electrical</b>	\$250.44	\$250.44	\$250.44	\$250.44	\$77.77	\$120.56	\$98.38	\$98.39	\$120.14	\$118.53	\$138.61	\$388.08	<b>\$2,162.22</b>
<b>Theeder</b>	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	<b>\$12,000.00</b>
<b>etc)</b>				\$5,000.00									<b>\$5,000.00</b>
<b>United Electric</b>		\$2,723.03		\$3,835.00		\$420.00							<b>\$6,978.03</b>
<b>Maddux Plumbing-irrigation system</b>							\$950.00						<b>\$950.00</b>
<b>BMI</b>								\$435.00					<b>\$435.00</b>
<b>ASCAP</b>				\$144.67									<b>\$144.67</b>
<b>chairs &amp; hardware to mount</b>			\$2,392.65	\$53.54									<b>\$2,446.19</b>
<b>Trailer &amp; stuff</b>				\$5,169.49	\$99.96	\$224.29							<b>\$5,493.74</b>
<b>Tarps, hoses, nozzels</b>					\$241.66								<b>\$241.66</b>
<b>Sod</b>							\$70.00						<b>\$70.00</b>
<b>mason cutwhl, washers</b>							\$56.33						<b>\$56.33</b>
<b>misc ext cords, cord covers, etc for season</b>											\$682.65		<b>\$682.65</b>
<b>space heater</b>												\$33.43	<b>\$33.43</b>
<b>New orange boards</b>												\$398.92	<b>\$398.92</b>
<b>Social Media &amp; Advertising</b>		\$26.59		\$10.00	\$20.00	\$99.00	\$10.00		\$19.50	\$58.50		\$19.50	<b>\$263.09</b>
<b>Trophy</b>												\$50.00	<b>\$50.00</b>
<b>Generator-BFTS portion</b>		\$430.00											<b>\$430.00</b>

\$46,309.58

this is anything not already included in an event costs

Year	Business	Grant / Gift	Sponsorship	Amount	Pending	Used for
2024	Watertown Tourism	x		\$5,000		Concert Series
2024	Watertown Chamber	x		\$1,200		Concert Series Holiday Season
2024	Beltz Foundation - 4th Qtr	x		\$10,000		Concert Series
2024	Beltz Foundation - 1st Qtr	x		\$10,000		Concert Series
2024	RDA Gift	x		\$3,000		Concert Series
2024	Ixonia Bank		x	\$1,000		Boo Bash
2024	Clausen Quality Chocolates		x	\$900		TNM
2024	Dave Yelk		x	\$250		Watertown Players
2024	Brian Konz		x	\$300		TNM Music
2024	ITW Shakeproof		x	\$1,000		Kids Fest
2024	Brian Konz		x	\$200		MBS
2024	Oasis Salon		x	\$200		MBS
2024	Holz Chevrolet		x	\$200		MBS
2024	ltw Shakeproof		x	\$200		MBS
2024	Brisco Plumbing		x	\$200		MBS
2024	Fisher Barton		x	\$200		MBS
2024	Riverfest		x	\$200		MBS
2024	EZ Promotions		x	\$200		MBS
2024	Area Dental Clinic		x	\$200		MBS
2024	Bank of Lake Mills		x	\$200		MBS
2024	Lebanon Lutheran		x	\$200		MBS
2024	Northwestern Mutual		x	\$200		MBS
2024	St. Lukes Evangelical Lutheran Church		x	\$200		MBS
2024	Scotty's Body Shop		x	\$200		MBS
2024	Strauss Feeds		x	\$200		MBS
2024	Summit Credit Union		x	\$200		MBS
2024	The Marquardt		x	\$200		MBS
2024	WUSD		x	\$200		MBS
2024	J&L Tire		x	\$750		Ornament program
	<b>Total 2024</b>			<b>\$37,000</b>		
2025	Watertown Chamber		submitted	\$1,200	x	Birthday Bash

<b>Concessions in Parks *excludes alcohol</b>	<b>Amt pd</b>	<b># Events Booked</b>	<b># Events Showed</b>
*\$250 alcohol permits are listed in each event			
18 Acres	\$300	4	3
American Legion	\$25	1	1
Ben's Pretzels	\$75	1	1
Big Daddy Dawgs	\$300	10	10
Buddha Belly Pizza	\$300	7	6
C&J BBQ	\$300	4	4
Cousins Maine Lobster	\$75	1	1
Crawfish Junction	\$150	3	2
Fuelify	\$300	6	3
Harvest Moon Coffee	\$300	6	5
Herbies Coffee Camper	\$75	1	1
Iron Pig	\$300	5	3
Jandy Base Camp	\$300	7	4
Kona Ice of Monona	\$300	4	4
Little Sister Cookies	\$300	7	7
Maria Taco Truck	\$300	4	4
Mike's Lunch & Brunch	\$300	6	6
Mr. Ps Grilled Cheese	\$225	3	3
Pizza Ranch	\$300	5	4
Quacky Jack's Grilled Cheese	\$300	12	9
Shiver Shack	\$300	6	6
Sugar Spun	\$225	3	3
Sunrise Acai Bowls	\$150	2	0
The Score	\$300	9	7
Tracia Treat Trike	\$300	5	3
WHS Booster Club	\$150	2	2
WYBA	\$300	10	10
Yum Yum	\$300	29	29
<b>Total</b>	<b>\$ 6,250.00</b>	<b>163</b>	<b>141</b>



# Cxld by vendor
1
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3
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0
2
2
2
0
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0
<b>22</b>

## Water Street Closure Information

Month	# Days Closed per month	# occurrences closed per month	# Events during closure
May	3	1	1
June	11	5	5
July	5	3	5
August	6	3	5
September	5	3	3
October	2	1	1
November	2	1	1
December	3	1	1
<b>Totals</b>	<b>37</b>	<b>18</b>	<b>22</b>

This # is used for labor costs for streets dept. 18ct =36ct since the street is closed and has to be reopened so the number is double)

	Total # non city Events	Total # of partner events	Total # city events (incl food trucks)	Cancelled events City (scheduled)	Cancelled events Non City (scheduled)	# of attendees (not incl food trucks)	# Alcohol Events	Revenue (Grants/Sponsoships)	Revenue (Grants/Sponsoships)	Notes
<b>2024</b>	29	2	54	3	7	8876	11	37,000	TNM \$3220 Kids Fest \$10 Concessions Park \$6250 Non City Events \$2975 <b>TOTAL: \$12,545</b>	zumba, artwalk, mallrats, panchromatic steel were rained out or partial rainouts
<b>2025</b>										
<b>2026</b>										

Date	Vendor	Event	Location	Served	Response
27-Apr	Harvest Moon Coffee	Soccer	BQS		
15-May	Quacky Jacks		SC	100	Happy
15-May	Fuelify		SC		
11-May	Harvest Moon Coffee	Soccer	BQS		
18-May	Harvest Moon Coffee	Soccer	BQS		
18-May	Big Daddy Dawgs	Birthday Bash	BFTS		not happy
18-May	Sugar Spun	Birthday Bash	BFTS		not happy
18-May	C&J BBQ	Birthday Bash	BFTS		
18-May	Score	Birthday Bash	BFTS		
18-May	Pizza Ranch	Birthday Bash	BFTS		
6-Jun	Fuelify	Schools Out	BFTS		
6-Jun	Quacky Jacks	Schools Out	BFTS	112	happy
8-Jun	Iron Pig	Boy Band	BFTS	80	\$20 avg sale
8-Jun	Score	Boy Band	BFTS		sold out
8-Jun	Big Daddy Dawgs	Boy Band	BFTS		
10-Jun	Quacky Jacks	FTM	BFTS	220	sold out
10-Jun	Marias Taco Truck	FTM	BFTS		happy
12-Jun	Harvest Moon Coffee		SC	Cxld	
12-Jun	Little Sister Cookie		SC	45	234 cookies
14-Jun	Tracia Treat Trike		SC/BFTS	20	1-hour
15-Jun	Shiver Shack	Conscious Pilot	BFTS		happy once we moved to BFTS
15-Jun	C&J BBQ	Conscious Pilot	BFTS		
15-Jun	Marias Taco Truck	Conscious Pilot	BFTS		
15-Jun	Score	Conscious Pilot	BFTS		
17-Jun	Quacky Jacks	FTM	BFTS	90	sold out
17-Jun	Jandy's Base Camp	FTM	BFTS		Happy
24-Jun	18 Acres	Pop Up Lunch Express 11-2	BFTS		\$500 sales
24-Jun	Harvest Moon Coffee	Pop Up Lunch Express 11-2	BFTS	5	did not do well--would prefer morning next time. Glad she tried it out.
24-Jun	Buddha Belly Pizza	FTM	BFTS	50	Iron Pig broke down - Buddha only one
27-Jun	Buddha Belly Pizza	TNM	BFTS	55	We sold roughly 55 meals. That's about what we like to shoot for as a minimum for events we pay a fee to. So on the lower end but not bad. As the event gains popularity that'll only go up. My only suggestion is logistical. Possibly blocking off the road with more mobile means. Those concrete barriers don't allow any organizational passage. If you guys were even in charge of that lol.
27-Jun	Tracia Treat Trike	TNM	BFTS	84	\$337
27-Jun	Quacky Jacks	TNM	BFTS	sold out	did very well
29-Jun	Mike's Lunch & Brunch	NEW Dueling Pianos	BFTS	50	It sure was a perfect night for the concert and Dueling Piano's was awesome.  * We served approximately 50 customers and sold 51 crepes, 10 bags of chips, two ice cream cups, and about five drinks (soda/water). * We definitely feel we did well at the event. It was our first time and we sold out. We now have a better idea for planning because we closed about half an hour early and could easily have sold 10-20 more crepes. * I think it is great how organized and involved you and Stephanie are. We had no questions and received a great amount of help. I also appreciated the police officers being there as part of the event and their willingness to help.  Other than the above, we were so busy inside that we didn't have a chance to experience much of the rest of what was going on. I think the concerts are definitely a great draw for the community.
29-Jun	Score	NEW Dueling Pianos	BFTS		

						I served about 150 customers and did very well. The last couple events I had quite a few customers ask if I had any drinks and they were frustrated that I had to point them to The Score for a soda. I get that we don't want to step on other vendors toes, but it is a hassle for customers to wait in line for food and then have to spend more time waiting in another line just to get a soda or water. People come to these events to have a good time, not to wait in multiple lines. My opinion is that if any vendor wants to serve soda/water they should be able to provide that service for their customers. Any other "mocktail" or specialty drink can be had by another vendor.
29-Jun	Big Daddy Dawgs	NEW Dueling Pianos	BFTS	150		
8-Jul	Big Daddy Dawgs	FTM	BFTS			
8-Jul	Fuelify	FTM	BFTS			
12-Jul	Tracia Treat Trike	Pop up	SC/BFTS			
12-Jul	Quacky Jacks	Pop Up	SC			did ok--not as good
13-Jul	Mikes lunch & brunch	PanChromatic Steel-shortened	BFTS	33		says she did not like way trailer was situated
13-Jul	Score	PanChromatic Steel-shortened	BFTS			
13-Jul	Marias Taco Truck	PanChromatic Steel-shortened	BFTS			
13-Jul	Big Daddy Dawgs	PanChromatic Steel-shortened	BFTS	30		during Jefferson County Fair & concert at drafty after beer walk
14-Jul	Sugar Spun	Kids Fest	BFTS	20		
14-Jul	Shiver Shack	Kids Fest	BFTS			said they did well
14-Jul	Quacky Jacks	Kids Fest	BFTS			cxld storm damage
15-Jul	Pizza Ranch	FTM	BFTS		\$52	
15-Jul	18 Acres	FTM	BFTS			Not good=very slow
16-Jul	Jandy's Base Camp	pop up lunch	BFTS			
17-Jul	Sweet Talkin Treats	Pop Up w/ YMCA	BFTS	15	\$30	pretty slow-thy need to promote more and thinks they have storefront is issue. May do better if part of a bigger event. Was happy to try new things
20-Jul	Shiver Shack	33 RPM	BFTS			
20-Jul	Quacky Jacks	33 RPM	BFTS			
20-Jul	Pizza Ranch	33 RPM	BFTS	72		handed out 50 coupons for buffets
20-Jul	Score	33 RPM	BFTS			
22-Jul	Little Sister Cookie	FTM & pop up all day	BFTS	50	180 cookies	not best day but not worst
22-Jul	Quacky Jacks	FTM pop up only 4-7	BFTS			
22-Jul	Shiver Shack	FTM & pop up all day	BFTS			
22-Jul	Big Daddy Dawgs	FTM & pop up all day	BFTS	100		all in all success--happy with pop up
23-Jul	Jandy's Base Camp	Pop up	SC	6		
23-Jul	Kona Ice	Pop up	BFTS	35		knows this is a trial-did not hit their minimums
25-Jul	Big Daddy Dawgs	TNM	BFTS	125		success
25-Jul	Buddha Belly Pizza	TNM	BFTS		Broke down	
25-Jul	Little Sister Cookies	TNM	BFTS		sold out	happy
25-Jul	Kona Ice	TNM	BFTS	65		very happy
29-Jul	Crawfish Junction	FTM	BFTS			not great but willing to stick it out to see if it builds
29-Jul	Mikes lunch & brunch	FTM	BFTS			broke down-did not come
29-Jul	Kona Ice	FTM	BFTS			not great but willing to stick it out to see if it builds
14-Aug	Jandy's Base Camp	Pop Up	SC			CXLD
17-Aug	C&J BBQ	Ask Your Mother	BFTS			
17-Aug	Mr. P's Grilled Cheese	Ask Your Mother	BFTS	80-90	\$600	late to set up
17-Aug	Little Sister Cookies	Ask Your Mother	BFTS			did ok
17-Aug	Score	Ask Your Mother	BFTS			slow--not good!
19-Aug	18 Acres	FTM	BFTS		\$160	
19-Aug	Quacky Jack's	FTM	BFTS			CXLD
19-Aug	Shiver Shack	FTM	BFTS			
22-Aug	Quacky Jacks	TNM	BFTS			
22-Aug	Jandy's Base Camp	TNM	BFTS			Cxld
22-Aug	Shiver Shack	TNM	BFTS			broken down - did not come
22-Aug	Little Sister Cookie	TNM	BFTS			
24-Aug	Crawfish Junction	BootJack Road	BFTS			
24-Aug	Big Daddy Dawgs	BootJack Road	BFTS			
24-Aug	Score	BootJack Road	BFTS			
25-Aug	Sugar Spun	Battle of the Badges	Riverside			not good
25-Aug	American Legion	Battle of the Badges	Riverside			ok
25-Aug	Tracia Treat Trike	Battle of the Badges	Riverside			Cxld
25-Aug	Pizza Ranch	Battle of the Badges	Riverside			
25-Aug	Kona Kice	Battle of the Badges	Riverside			

26-Aug	Jandy's Base Camp	FTM	BFTS			
26-Aug	Buddha Belly Pizza	FTM	BFTS	15	\$200	
26-Aug	Iron Pig	FTM	BFTS		\$148	not good
7-Sep	Marias Taco Truck	Last Bees	BFTS			
7-Sep	Quacky Jacks	Last Bees	BFTS		cxld	last minute back out
7-Sep	Score	Last Bees	BFTS		cxld	last minute backout
9-Sep	Jandy's Base Camp	FTM	BFTS		no show	
9-Sep	Pizza Ranch	FTM	BFTS		CXLD	death in family
9-Sep	Fuelify	FTM	BFTS		CXLD	
14-Sep	Score	Back Bay Band	BFTS		cxld	
14-Sep	Iron Pig	Back Bay Band	BFTS			
14-Sep	Mikes lunch & brunch	Back Bay Band	BFTS			
16-Sep	Ben's Pretzels	FTM	BFTS			
16-Sep	Mr. P's Grilled Cheese	FTM	BFTS			
23-Sep	Buddha Belly Pizza	FTM	BFTS			
23-Sep	18 Acres	FTM	BFTS		cxld	
26-Sep	Big Daddy Dawgs	TNM	BFTS			
26-Sep	Little Sisters Cookies	TNM	BFTS			
26-Sep	Tracia Treat Trike	TNM	BFTS		cxld	
30-Sep	Crawfish Junction	FTM	BFTS		broke down	
30-Sep	little sister cookies	FTM	BFTS			
30-Sep	Mikes lunch & brunch	FTM	BFTS			
7-Oct	Big Daddy Dawgs	FTM	BFTS			
7-Oct	Mike's Lunch & Brunch	FTM	BFTS			
14-Oct	Buddha Belly Pizza	FTM	BFTS			not good
14-Oct	Iron Pig	FTM	BFTS		broke down	
15-Oct	Cousins Maine Lobster	Private	BFTS	350		very good!
21-Oct	Mr. Ps Grilled Cheese	FTM	BFTS			Did fine
21-Oct	Little Sister Cookies	FTM	BFTS			gave option to attend
26-Oct	Buddha Belly Pizza	Boo Bash	BFTS	sold out		did amazing
26-Oct	Harvest Moon Coffee	Boo Bash	BFTS			did amazing

**110 Scheduled 15 cancelled**

	Market vendors	Food Trucks <small>(conc fees not included here)</small>	Entertainment Fees	booth fees	Sponsor	Marketing	Attendance	Profit
<b>June</b>	30 present (4 exempt from payments) 1ct No shows-not pd	3 showed	\$105	\$650	\$300 + \$175	\$100	250	<b>\$995</b>
<b>July</b>	31 present (7 exempt from payments) 4ct No shows (2 pd; 2 did not)	3 showed (1 had breakdown)	\$300	\$650	\$175	\$100	400	<b>\$525</b>
<b>August</b>	33 present (6 exempts from payments) 5ct no shows (5 pd)	4 showed (1 broke down)	\$150	\$950	\$175	\$100	300	<b>\$975</b>
<b>September</b>	28 present (5 exempts from payments) 12ct no shows (11 pd)	2 showed (1 no show)	\$300	\$850	\$175	\$100	200	<b>\$725</b>

**Profit from TNM \$3,220**

does not include food truck fees

Konz & Clausen Sponsors

## Non-City & Partnered Events

Date	Business	Event	Amt Pd	Other Vendors	Attendance
6-Jun	Fuelify	Schools Out Hang Out	\$30	Fuelify - Quacky Jack's	112
14-Jun	Share the Love	Faith Lutheran	\$0	NA	120
17-Jun	Sassy Sweets	Cookie Decorating class	\$0		cxld
19-Jun	YMCA Popup 9:30am	1 hr	\$0		cxld
19-Jun	YMCA Zumba 6pm	1 hr	\$0		7
23-Jun	Art in Park	Set Apart Art	\$0		cxld
29-Jun	Hope Church		\$450	Glenns Catered	200
29-Jun	Kids Time in the Park	1 hr 7th Day Adventist	\$0		12
9-Jul	YMCA Pound class 9am	1 hr	\$0		10



9-Jul	YMCA Pound class 6pm	1 hr	\$0		16
12-Jul	Share the Love	1st Baptist Church Outreach	\$130		80
17-Jul	YMCA Pop UP	Sharon's Events	\$0		12
17-Jul	Sweet Stop	Sweet Talking Treats	\$0		10
19-Jul	Share the Love Movie Night	River Valley Alliance	\$130		140
25-Jul	Terrarium Class	Wilders	\$50	during TNM	13
26-Jul	Share the Love	Christian Life family church	\$130		100
28-Jul	Sunflower Board Day	Set Apart Art	\$0		20
2-Aug	Share the Love Movie Night	River Valley Alliance	\$130		148
3-Aug	WRMC	Breast Feeding Coalition	\$180		cxld
11-Aug	Community Worship Service	Immanuel Evangelical Luther Church	\$130		175
14-Aug	YMCA Body Combat	1 hr	\$0		8
16-Aug	Share the Love	River Valley Alliance	\$130		100
18-Aug	Art in Park - Suzanne	Lake Street Ave	\$0		cxld
21-Aug	YMCA Pop Up		\$0		2
22-Aug	Versiti Blood Drive	During TNM	\$0		11
22-Aug	Pop in & Paint	Set Apart Art - During TNM	\$0		14
23-Aug	Share the Love Movie Night	River Valley Alliance	\$130		110
25-Aug	Koine Concert	St Lukes Lutheran	\$210	Quacky Jacks, Big Daddy Dawgs, Little Sister Cookie	350
27-Aug	YMCA Body Balnace		\$0		9
31-Aug	Fiesta Cultural		\$270		cxld
15-Sep	Outdoor Pumpkin Light Event	Suzanne	\$0		cxld
18-Sep	Urban Poling		\$10		10
29-Sep	Calvary Orchestra		\$210		250
19-Oct	Hope Church		\$305		150
7-Dec	JBOTR	partner with Main Street Program	\$350	Nut guy, sugar spun, Ben's Pretzels, Sarahs sweet treats, vendor fair	200

Dec 14-15	Stuff the Bus	partnered with WUSD			75
<b>Total</b>			<b>\$2,975</b>		<b>2464</b>

S

**Notes**

**Great turnout**

We had approximately 120 people between 6 to 8:30 pm.  
 We had some people that had never been down to the square, especially some of our older members of the congregation. It is a beautiful location and I think it was a success as we will plan to do it again next year. With the bridge being out, there was little foot traffic or vehicle traffic that passed by. It will be nice when the bridge is completed and make the downtown even better.  
 We kept the fountains on. There were families that came for that purpose.  
 We tried to pick up everything.

low registrations

no new members-rain before class-they did not advertise well

low registrations and poor weather

Thank you so much for all of your help in making this weekend's event a success! We had about 200 people in attendance based on those pre-registered and those who registered on-site.  
 Our team feels it was 100% a success—our goal was for people to connect and meet each other while creating excitement about our next location. We feel like both objectives were met. The space is absolutely beautiful and conducive to big groups.  
 The splash pad was a hit! I don't think I have anything we would change. Again, appreciate all your help to make the space welcoming with lots of places where people could hang out (picnic tables, high top tables, benches, etc.)

We had a handful of visitors, beyond the people that came from the church. It didn't turn out quite as we had planned, but I think we had some nice connections.

Thanks so much for letting us use the upper area until the next group needed it for set up. It was much more visible being there and cooler also in the shade. The lower area probably would not have worked so well, but we have wisdom for next time. Since I hadn't seen the area previously, it was hard to know what to expect, but all turned out fine.

Thanks for working with us to provide this event!

all Y members

2 non- Y members
Felt it was a success!
Was a win!
Not great. 9:30-1pm
Happy with turnout--
\$50 was shared registration fees--went great
very happy
successful
Cancelled - did not ask for refund as of 8/14/24
Happy-loved having restrooms from library-people did nto come due to lack of parking due to bridge. Handicapped signs were never elivered to them.
8 regulars - no public members
facebook hacked and could not do registrations
Very happy - 11 units
Went ok - 14 ppl \$140 per person
Very Happy-food trucks did well. Wants to book next year.
9 members-0 from public--back to school time expected lower numbers
cancelled for family medical reasons - did not ask for refund as of 8/14/24
huge success-6 people bought poles
very successful
very happy
not well attended - will decide March 2025 if doing again

Bus was donated from DTC and only expense was \$20 boost on FB - city paid - very successful. Emptied bus 2.5 times

# Boo Bash October 26, 2024

<b>Costs</b>	
Watertown Players	\$250
Extreme Sound	\$400
Face Painter	\$375
Sugar Llamas	\$300
Geraldo Balloon Twister	\$50
<b>total</b>	<b>\$1,375</b>

<b>Revenue</b>	
Concessions 2ct on other form	
Ixonia Bank	\$1,000
Dave Yelk	\$250
<b>total</b>	<b>\$1,250</b>

pd august  
pd sept 4

<b>Attendance</b>	<b>1000</b>
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**NET (\$125)**

# Kids Fest July 14, 2024

<b>Costs</b>	
Electro Dj's	\$325
Jester Fun	\$600
<b>Total</b>	<b>\$925</b>

<b>Revenue</b>	
ITW Shakeproof Sponsorship	\$1,000
vendor	\$25
<b>Total</b>	<b>\$1,025</b>

Does not include:  
 labor, concessions in  
 parks or everyday  
 costs such as water,  
 theater, etc.

<b>Attendance</b>	<b>250</b>
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**NET \$100**

# Tree Lighting (& MBS) November 16, 2024

<b>Expenses (Estimates)</b>	<b>\$</b>	<b>Notes</b>
Portos ( used library)	\$ -	
Z Farms 18ct Trees	\$ (1,336.50)	
build octagon seats for around tree and new orange boad style tables	\$ (1,057.82)	parks crew will make
3 new cone trees	\$ (66.33)	Parks Crew built
lights purchased - Farm & Fleet	\$ (488.30)	purchase amount
extension cords, timers, floor covers	\$ (762.90)	
snowflake replacements	\$ (90.98)	
rental of archway from Aaron Zimmerman	\$ -	
risers rental for carolers Dave Zimmerman	\$ -	
Gas for heaters	\$ (107.66)	
table cloths, misc supplies	\$ (22.35)	
Trophy for MBS winner	\$ (50.00)	
Proline Entertainment sound and lights	\$ (4,375.00)	
Bronners 4' Star to use each year	\$ (1,400.00)	\$ (235.42)

<b>Total Expenses</b>	<b>\$ (9,993.26)</b>	
<b>Beltz Grant</b>	<b>\$ 10,000.00</b>	

attendance

750

Make Your Business Sparkle Sponsors	\$ 3,600.00	\$200 ea
		portion of donation-not included above
Farm & Fleet Donation of partial lights	\$ 275.88	
Refreshments	\$ -	all donated



# Holiday Train December 8th

<b>Expenses (Estimates)</b>	<b>\$</b>
Portos	\$ 346.00
Kwik Trip Brownies & water	\$ 264.33
Light up toys	\$ 500.00
Gas for heaters	\$ 74.23
<b>Total Expenses</b>	<b>\$ 1,184.56</b>
Refreshments and toys sold	\$ 1,093.00
Coffee Truck Food Permit	\$ 75.00
Donations Box	\$ 136.00
<b>Total Income</b>	<b>\$ 1,304.00</b>

<b>Concert Series Summary</b>		
Band	<b>(\$31,900.00)</b>	
Audio	<b>(\$1,959.00)</b>	
Lighting and Power	<b>(\$2,500.00)</b>	
Management (Essential Details)	<b>(\$550.00)</b>	
Marketing (Essential Details)	<b>(\$1,400.00)</b>	\$100, per band x 11 Bands. \$300 Season Flyer
Hospitality	<b>(\$250.00)</b>	estimate
<b>Total</b>	<b>(\$38,559.00)</b>	
Budget	\$28,700.00	
<b>Over Budget</b>	<b>(\$9,859.00)</b>	
tourism grant	\$5,000.00	
Chamber of Commerce	\$1,200.00	
Beltz Grant	\$10,000.00	
RDA Gift	\$3,000.00	
<b>Under Budget</b>	<b>\$9,341.00</b>	





























































































## Beer Sales Reporting

Year	# Concerts	Bar Revenue	Tips	Fees Paid to P&R ONLY (\$250 per event)	Profit after P&R cost	Avg Bar Revenue & Tips
2023	7	\$13,595.25	\$1,537.75	\$0.00	\$15,133.00	\$2,161.86
2024	11	\$9,726.84	\$866.00	\$2,750.00	\$7,842.84	\$712.99

Additional expenses for beer vendor per event		
Refrid trailer	\$225	
Temp B Permit	\$10	
Rolling Coolers	?	
Ice	\$25	
Insurance	\$700-\$1000	
cost of product	?	
<b>Total</b>	<b>\$960 approx</b>	

# Birthday Bash May 18th, 2024

<b>Costs</b>	
11 One Louder	\$1,750
Glen Gerard Magician	\$750
Ezra Suhr	\$200
Extreme Sound	\$375
Radiant Smiles	\$1,000
General Rental: Bounce House	\$310
Essential Details Marketing	\$100
Green Room refreshments for band	\$87
<b>total</b>	<b>\$4,572</b>

<b>Revenue</b>	
RDA Donation	\$3,000
Tourism Grant	\$5,000
Watertown Rotary	\$250
Chamber Grant	\$1,200
<b>total</b>	<b>\$9,450</b>

Does not include: labor, concessions in parks or everyday costs such as water, theater, etc.

<b>Bar Revenue</b>	<b>\$1,339</b>
<b>Bar Tips</b>	<b>\$245</b>

<b>Attendance</b>	<b>500</b>
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**NET \$4,878**

# Boy Band Night June 8, 2024

<b>Costs</b>	
Right Stuff	\$5,000
Essential Details	\$550
AG Entertainment	\$1,959
Pro-Line Entertainment	\$2,500
<b>Total</b>	<b>\$10,009</b>

<b>Revenue</b>	
Watertown main Street / YES!	\$250
Beltz Grant (using a portion of \$10,000)	\$9,759
<b>Total</b>	<b>\$10,009</b>

Does not include: labor, concessions in parks or everyday costs such as water, theeder, etc.

<b>Attendance</b>	<b>400</b>
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<b>Bar Revenue</b>	<b>\$2,700</b>
<b>Bar Tips</b>	<b>\$300</b>

**NET \$0**

# Conscious Pilot June 15, 2024

Costs	
Conscious Pilot	\$2,500
Green Room Refreshments	\$87
<b>Total</b>	<b>\$2,587</b>

Revenue	
Tavern League	\$250
Beltz Grant (using remainder of \$10,000)	\$211
<b>Total</b>	<b>\$461</b>

Does not include:  
labor, concessions in  
parks or everyday costs  
such as water, theder,  
etc.

<b>Attendance</b>	<b>200</b>
-------------------	------------

Bar Revenue	\$297
Bar Tips	?

requested 3x for stats

**NET (\$2,126)**

# Mallrats June 21, 2024

<b>Costs</b>	
Mallrats	\$5,000
Green Room Refreshments	\$45
FB Boost	\$10
<b>Total</b>	<b>\$5,055</b>

<b>Revenue</b>	
Rotary	\$250
<b>Total</b>	<b>\$250</b>

Does not include:  
labor,  
concessions in  
parks or everyday  
costs such as  
water, theeder,  
etc.

<b>Attendance</b>	<b>0</b>
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<b>Bar Revenue</b>	<b>\$0</b>
<b>Bar Tips</b>	<b>\$0</b>

**NET (\$4,805)**



# NEW Dueling Pianos June 29, 2024

Costs	
NEW Dueling Pianos	\$4,200
Green Room Refreshments/Water	\$45
<b>Total</b>	<b>\$4,245</b>

Revenue	
Sam	\$250
<b>Total</b>	<b>\$250</b>

Does not include: labor, concessions in parks or everyday costs such as water, theder, etc.

<b>Attendance</b>	<b>450</b>
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<b>Bar Revenue</b>	<b>\$1,400</b>
<b>Bar Tips</b>	

**NET (\$3,995)**

# Panchromatic Steel July 13, 2024

<b>Costs</b>	
PanChromatic Steel	\$2,000
Green Room Refreshments/Water	\$25
<b>Total</b>	<b>\$2,025</b>

Concert Ended at 8pm due to weather

<b>Revenue</b>	
Rotary	\$250
<b>Total</b>	<b>\$250</b>

Does not include: labor, concessions in parks or everyday costs such as water, theder, etc.

<b>Attendance</b>	<b>300</b>
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<b>Bar Revenue</b>	<b>\$300</b>
<b>Bar Tips</b>	

only because they did not have to do insurance  
People were not buying alcohol at this event

**NET (\$1,775)**

# 33 RPM July 19, 2024

<b>Costs</b>	
33 RPM	\$4,000
Green Room Refreshments/Water	\$47
<b>Total</b>	<b>\$4,047</b>

<b>Revenue</b>	
Rotary	\$250
<b>Total</b>	<b>\$250</b>

Does not include: labor, concessions in parks or everyday costs such as water, theater, etc.

<b>Attendance</b>	<b>500</b>
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<b>Bar Revenue (profit)</b>	<b>\$594</b>
<b>Bar Tips</b>	

**NET (\$3,797)**

Rotary net income for this event is \$1,712.58

Expenses – Total = \$1074.87

Park & Rec Fee - \$250

Trailer - \$225

Coolers \$6.33

Cost of beer sold - \$593.54

# Ask Your Mother August 17, 2024

Costs	
Ask Your Mother	\$3,000
Green Room Refreshments/Water	\$25
<b>Total</b>	<b>\$3,025</b>

Revenue	
White Tails Unlimited	\$250
<b>Total</b>	<b>\$250</b>

Does not include: labor, concessions in parks or everyday costs such as water, theeder, etc.

<b>Attendance</b>	<b>300</b>
-------------------	------------

Bar Revenue (profit)	\$1,338
Bar Tips	\$112

\$644.11 after all acceptable returns

**Our net income for this event is**

**NET**

**(\$2,775)**

Expenses – Total =

Park & Rec Fee - \$250

Trailer - 0

Coolers

Cost of beer sold -

# Bootjack Road August 24, 2024

Costs	
Bootjack Road	\$2,400
Green Room Refreshments/Water	\$25
<b>Total</b>	<b>\$2,425</b>

Revenue	
White Tails Unlimited	\$250
<b>Total</b>	<b>\$250</b>

Does not include: labor, concessions in parks or everyday costs such as water, theeder, etc.

<b>Attendance</b>	<b>250</b>
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Bar Revenue (profit)	\$1,412
Bar Tips	\$119

\$612.42 after all acceptable returns

**Our net income for this event is**

fewer cutomers but higher per customer sales

**NET**

**(\$2,175)**

Expenses – Total =

Park & Rec Fee - \$250

Trailer - 0

Coolers

Cost of beer sold -

# Last Bees September 7, 2024

Costs	
The Last Bees	\$800
Green Room Refreshments/Water	\$25
<b>Total</b>	<b>\$825</b>

Revenue	
Rotary	\$250
<b>Total</b>	<b>\$250</b>

Does not include: labor, concessions in parks or everyday costs such as water, theeder, etc.

<b>Attendance</b>	<b>100</b>
-------------------	------------

<b>Bar Revenue (profit)</b>	<b>\$0</b>
<b>Bar Tips</b>	<b>\$0</b>

broke even

Park & Rec Fee - \$250

**NET**

**(\$575)**

Expenses – Total =

Trailer - 0

Coolers

Cost of beer sold -

# Back Bay Band September 14, 2024

Costs	
Back Bay Band	\$2,400
Green Room Refreshments/Water	\$25
<b>Total</b>	<b>\$2,425</b>

Revenue	
WHS Booster Club	\$250
<b>Total</b>	<b>\$250</b>

Does not include: labor, concessions in parks or everyday costs such as water, theeder, etc.

<b>Attendance</b>	<b>250</b>
-------------------	------------

<b>Bar Revenue (profit)</b>	<b>\$347</b>
<b>Bar Tips</b>	<b>\$90</b>

**NET**

**(\$2,175)**

Expenses – Total =  
 Park & Rec Fee - \$250  
 Trailer - 0  
 Coolers  
 Cost of beer sold -

# COORDINATOR'S REPORT

As of January 2025

## 2024-25 CURRENT CALENDAR OF EVENTS

THE SUMMARY BELOW IS THE APPROVED EVENTS FROM 1031 LIST

March 16: Lucky Leprechaun  
May 31: Birthday Bash w/ NEW Dueling Pianos (6-9pm)  
June 12: Thursday Night Market  
June 21: Ask Your Mother (6-9pm)  
July 10: Thursday Night Market  
June 16: Food Truck Monday  
July 13: Kids Fest  
July 19: Mallrats (6-9pm)  
July 21: Food Truck Monday  
Aug 18: Food Truck Monday  
Aug 28: Thursday Night Market  
Sept 6: Boogie & and Yo Yoz (Sat 6-9pm)  
Sept 15: Food Truck Monday  
Sept 25: Thursday Night Market  
Oct 6: Food Truck Monday  
Oct 16: Thursday Night Market  
Oct 25: Boo Bash  
Nov 15: Tree Lighting

Share the Love added 8 events for 2025

Sunday Band dates TBD

### NEW Grants & Sponsorships Update

Applied for Chamber of Commerce grant.

### Maintenance Updates at the Square

Built new orange boards for events.

### In Progress

Ordinance changes affecting the square.

410-52(B) Possession of Alcohol Beverages on Public Ways

428-7 Special Events

Updated map of what is considered a park and parking in those areas. – Working with Engineering on this project.

Adding Thursday Night Market Reservations to Rec Desk

Marketing plan and procedures for more non-city usage of the square

Updating permits and applications for reservations/rentals of the square

Taking on a few programming projects outside of the square.

Fire Dept Grand Opening on June 8

Battle of the Badges summer 2025

