

## Thrill on the Hill 2023 Recap

Commissioners,

There are some things of note regarding the planning of Thrill on the Hill that you should be aware of but are best not said aloud during a public meeting.

### In-Kind Sponsorships

Below are examples of in-kind sponsorships/donations that allow this event to function with the dollar amounts you see represented on our financial report. While these are amazing gifts given by families that love Buchanan and this event, they are also important variables to consider when determining the event's feasibility.

- Affordable Asphalt, John and Tim Wregglesworth, have been donating \$10K-\$15K of labor and materials annually to this event.
- Jessica and Randy Hendrixson
  - The use of Building 324 lot has been donated to us by the Hendrixson family
  - Both Hendrixsons serve on the committee to help plan the event as well as serve as event coordinators during the event handling security, entertainers, venue/set-up, and more.
  - They give us a generous discount on the stage A/V and the labor provided.
- The Buchanan Area Chamber of Commerce allows us to use their cattle gates

### Upcoming Costs

Below are some costs to consider should the event continue. We will need to reinvest into the slide's infrastructure either by rebuilding it as it currently exists, or rethinking the slide's design.

Things to consider: event's lifespan, staffing costs, volunteer capacity

- Rebuild failing wood deck/ramp (wood is rotting due to moisture) estimated cost \$8,000
- Restock 250 tons of sand estimated cost \$3,500
- Annual slide infrastructure costs = \$10,500 (Shrink Wrap, Sand Bags, Carpets, Lumber, Sand, Turf, etc.)
- Expected Slide Costs to Rebuild for 2024 = \$22,000
- Invest in Aluminum Ramp estimated cost ????
- Invest in Interlocking ABS Plastic Reusable Slide estimated cost ????

### Labor and Fatigue

Fatigue and burnout over this event are high. The overtime expectations are high. Planning the event also takes many staff hours.

- Employee overtime costs for 2023 were \$19K. This reflects set-up and working the event. These hours were fairly evenly split between DPW & City Hall (186.75 Hours) and Police. (163.25 Hours)
- Staff Prep & Planning Hours
  - Ashley - 94.5 Planning Hours (Assume \$24/hour = \$2,268)

- Britni 360 Planning Hours - (Assume \$24/hour = \$8,640)
- Emma and Courtney also invested a significant amount of time in planning, designing, marketing hours.
- DPW also invested a significant amount of time in planning, preparing, coordinating, etc.
- It's reasonable to assume another 50 hours at \$24/hour in planning from city hall staff, PD, and DPW = \$1,200
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- Assuming \$12,108 in Planning Hours and \$19,000 in Overtime = \$31,108 in Staffing Costs

## Financial Feasibility

Most large festival-type events finance themselves through ticket sales, sponsorships, merchandise sales, and concessions/bar.

- To increase ticket sales we would need to charge an entry fee (vs sliding fee) which would include a need to fence off the entire event and wristband/monitor attendees.
  - Pros - Increased Ticket Revenue
  - Pros - Increased Accuracy on Attendance Data
  - Cons - Potential Decline in Attendees
  - Cons - Additional Oversight Needed
  - Cons - Additional Supplies/Labor for Fencing
- To increase sponsorships we would need to offer more creative packages, highlight our sponsors in more visible ways, and spend time seeking high value sponsors that align with event mission.
  - Pros - Increased Revenue
  - Cons - Staff Labor/Infrastructure
  - Cons - Managing Sponsor Expectations
- To increase merchandise sales we would need to offer relevant items such as tubes, sunscreen, water, pop-ups, etc.
  - Pros - Increased Sales
  - Cons - Staff Labor/Infrastructure
  - Cons - Storage
  - Cons - Taking Potential Sales from Local Businesses
- To increase sales from concessions/bars we would need to self manage and/or charge higher fees for vendors.
  - Pros - Higher Fee brings in Additional Revenue
  - Pros - Controlling Concessions/Bar Bring in Additional Revenue
  - Cons - Staff Labor/Infrastructure
  - Cons - Storage
  - Cons - Taking Potential Sales from Local Businesses
- To increase attendance, we need to push marketing harder and earlier.
  - Pros - Increased Attendance = Increased Revenue
  - Cons - Point of Diminishing Returns (Slide can only process so many people so quickly. At a certain point we would need to consider expanding attractions to additional slides, additional attractions, additional locations, etc. in order to service additional people.)