



Live! from Hydro 2024 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.

This year we moved the Farmers Market on Wednesday nights with a similar time to the Live! Concerts looking to drive participation to both events. This was a success as both events saw crossover participation.

We were able to take strides to close the revenue and expenditure gap. Past years, the gap was over 10,000, and this year we managed less than a 1,000 gap. Included in the tightening of the gap are new sponsorships, beer sales, and Live! Merchandise sales.

We started a Live! Instagram account this year. Posts to the account were the same as posts to Facebook and are a step in the right direction toward increasing visibility to a variety of age demographics. We are still pushing to reach wider audiences and will continue to keep this as part of our focus for years to come.

It is our goal for future years that the entertainment management company will assist with social media promotion, descriptions of the band's social media pages, etc. This will encourage music lovers from all over the fox valley area to attend.

As the final notes fade and the summer sun sets, we reflect on an incredible season of music, community, and unforgettable moments. Thank you to all the artists, volunteers, and especially our amazing audience for making this concert series a resounding success. We can't wait to see you all again next year for more spectacular performances and shared experiences. Until then, keep the music alive in your hearts!

Income

Sponsors

Abel Insurance,
Kaukauna Utilities
Bank of Kaukauna
Ahlstrom-Thilmany Mill
Unison Credit Union

UA400
 Bassett Mechanical
 East Wisconsin Savings Bank
 ATF Tire & Service Center
 Dawes Rigging & Crane
 Van De Hey Financial Services
 St. Paul Elder Services
 Baisch Engineering
 Heid Music
 Network Health
 Carstens Ace Hardware
 Kobussen Busses
 Eagle Graphics – donated tshirts, coozies, and signs
 Kaukauna Lions Club (Beer and Food Sales)

Total Sponsorships	\$22,700
Beverage Sales	\$26,271
Merchandise Sales	\$546

Total Income **\$49,517**

Expenses

Talent and production contract	\$40,000.00	
Beverage purchases	\$ 5,015.50	
Signs	\$ 772	
Advertising	\$ 13.99	
Printing	\$ Free	
Misc.	\$ 43.97	(wristbands, towels)
Lion's share of sales	\$ 2,627	

Total Expenses **\$ 48,693.56**

2024 Comparison:

Income	(Sponsorship)	\$22,700
Income	(Beer sales)	\$26,271
Expenses		\$48,693.56

2023 Comparison

Income	(Sponsorship)	\$17,200
Income	(Beer sales)	\$23,477
Expenses		\$51,452.16