

MEMO

COMMUNITY ENRICHMENT

To: Health and Recreation Committee
From: Allison Engels, Community Enrichment Program Manager
Terri Vosters, Community Enrichment & Recreation Director
Date: 9/14/2026
Re: Electric City River Jam Recap 2026

Background Information:

We are the Electric City, and we like to party and jam by the river.

2026 marked the second year of Electric City River Jam, a city-led festival that brought music, food, and community fun to the heart of Kaukauna. Building on the success of its inaugural year, the festival returned with a mix of familiar local favorites and new artists, drawing residents and visitors from across the Fox Valley. Despite some rain throughout the event, the second year was a great success and continues to build momentum for Electric City River Jam as a community celebration.

In its second year, Electric City River Jam continued to grow its local business and sponsor support. The "Support & Save" promotion returned with an expanded group of participating businesses, offering event week deals and encouraging attendees to explore downtown Kaukauna. Several sponsors also returned for a second year, providing continued support for the festival's success.

We welcomed back many of our returning vendors this year, including the carnival, food trucks, and face painters, which continues to add to the festival experience. This year, we also partnered with Stone Arch Brewpub to fully operate the beverage tent. Stone

Arch handled the ordering, staffing, and serving beverages, while bringing a selection of well-known local favorites to the festival.

Our advertising efforts reached a wide audience through Facebook where nearly 7,000 people marked themselves as interested in the event. We also featured one of our bands on local radio and partnered with WAPL, whose radio hosts served as MCs for one night of the festival. Along with event merchandise and new signage throughout the community, we were able to expand our reach and build excitement for our second year.

Over the course of just two days, our incredible volunteers contributed over 200 hours of their time, making our music festival a true success. We were able to support 9 nonprofits thanks to their dedication.

As we wrap up another successful Electric City River Jam, we want to extend our sincere thanks to everyone who helped make the second year of the festival possible. We are especially grateful to the dedicated committee; Kyle Megna, Marty DeCoster, Angey Carrel, Mayor Tony Penterman, Andrea Fencel, Terri Vosters, Allison Engels, for their time and commitment to making the festival a success. We also appreciate the Kaukauna Streets Department and everyone who worked behind the scenes to support the event. Their continued efforts and community spirit helped make this year's festival another great experience for Kaukauna.

A special thank you goes to the talented artists who took the stage, the volunteers who helped keep the festival running, and everyone who came out to enjoy the weekend. Your support and enthusiasm helped make the second year of Electric City River Jam a memorable one. More than just a music festival, this event continues to be a celebration of community, local talent, and the energy that makes Kaukauna special. We look forward to bringing everyone back to the river next year and continuing to grow the event together.

Strategic Plan

Second Annual Electric City River Jam Music Festival to continue adding Special Event to the Community of Choice.

Budget

Sponsors:

Van De Hey Financial
Renewal by Andersen

Kaukauna Utilities
Fox Communities Credit Union
Amplitel Technologies
Heart of the Valley Chamber of Commerce
Unison Credit Union
East Wisconsin Savings Bank
313 Dodge
Bassett Mechanical

In Kind Sponsors:

Event Production Systems
S & J Enterprizes
Haen Meat
Festival Foods
105.7 WAPL
Kwik Trip

Total Sponsorships	\$16,750
Tickets/Beverage Sales	\$18,271
Vendor Sales	\$2,421
Support Local & Save	\$900

2026 Total Income	\$38,342
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Bands and Production	\$29,000
Stone Arch Brewpub	\$11,060
Volunteers	\$2,874
Food	\$1,605
Miscellaneous	\$13,683
(Tents, restrooms, signs, merch, marketing)	

2026 Total Expenses	\$58,222
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