



MEMO

FINANCE AND PERSONNEL COMMITTEE

To: Finance and Personnel Committee
From: Terri Vosters, Community Enrichment & Recreation Director
Date: September 15, 2025
Re: Electric City River Jam 2026

As we prepare for the 2026 Electric City River Jam, the planning committee is finalizing details for the fixed costs associated with hosting the event. The dates for the festival have been set for June 17–20, 2026. This year's event will feature carnival rides, live music, a variety of food options, and scenic riverfront views. The music festival will take place in Hydro Park and Farmers parking lot as it did in 2025. These locations offer ample space for all planned activities, catering to attendees of all ages. To secure vendor commitments for these dates, the City will need to enter into agreements in the coming months. A few deposits may be required, but most of the fixed costs will not be due until closer to the event in 2026. The ECRJ Committee will continue to help plan the event from year to year. Along with City staff, the committee will help with the duties of planning as well as the days of the event.

Tentative schedule of events:

June 17-18, Carnival only

June 19-20, Carnival, food trucks, food & beverages, and live music

Budget: The estimated fixed cost for the event is \$60,000. This includes expenses for bands, staging, tents, portable restrooms, and food/drinks. The planning committee will continue establish a sponsorship program, which is expected to cover much of these expenses. Any shortfall in sponsorship funding will need to be addressed by the City's budget if something happens where the event does sell enough product during the event due to poor attendance or bad weather. As reported in August of 2025, Electric City River Jam expenses were \$58,572.25 with revenues of \$49,252.50.

Strategic Plan:

Continue to offer the Community of Choice including special events to the residents of Kaukauna and surrounding communities.

Recommended Action:

Grant Permission for the Community Enrichment Program Manager to enter into agreements with vendors to secure commitments for the 2026 Electric City River Jam event with a total commitment not to exceed \$60,000. This will be included in the 2026 Community Enrichment budget.

