

MEMO

COMMUNITY ENRICHMENT

To: Health and Recreation Committee

From: Allison Engels, Community Enrichment Program Manager
Alex DePagter, Community Enrichment Coordinator
Olivia Lamers, Community Enrichment Coordinator

Date: October 18, 2025

Re: Live! At Hydro Park Music Series and Farmers Market 2025 Recap

Background Information:

LIVE AT HYDRO MUSIC SERIES

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 sure was doozey with five rain days! This was the first season that mother nature has not cooperated with Wednesday night's concerts! We, however, were still able to have great beer and merchandise sales each week, and we had a record number of wonderful sponsors!

We started a Live! At Hydro Instagram account last year and continue to use our social media to post to the accounts to increase our visibility to a variety of age demographics. We are still pushing to reach a wider audience 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. Our contract with our entertainment company is good through 2026 and staff will work on next year's band contracts within the next few weeks!

As the final notes fade and the summer sun set, 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 heart!

Income

Sponsors

Abel Insurance

Kaukauna Utilities

Schmidt & Berkers Family Dentistry

Bank of Kaukauna

Fox Family Endurance Events, LLC.

Ahlstrom-Thilmany Mill

Stacey Hennessey, Century 21

Unison Credit Union

UA40

East Wisconsin Savings Bank

ATF Tire & Service Center

Dawes Rigging & Crane

Gene Frederickson Trucking & Excavating, Inc.

Van De Hey Financial Services

St. Paul Elder Services

Baisch Engineering

Midwest Carriers

Carstens Ace Hardware

Eagle Graphics – donated t-shirts, coozies, and signs

Jim and Marion Kobussen Family Fund within the Community Foundation for the Fox Valley Region

Total Sponsorships	\$27,550
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Beverage Sales	\$20,469
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Merchandise Sales	\$420
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Total Income	\$48,439
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Expenses

Talent and production contract	\$42,000.00
Beverage purchases	\$ 6,258.88
Advertising	\$ 538.00
Misc.	\$ 160.79 (wristbands, towels, folding table)
Lion's share of sales	\$ 2,176.50
Total Expenses	\$51,134.17

FARMERS MARKET

This year's Farmers Market season was a strong success, with 46 total vendors, including 20 new participants and 4 on the waitlist. The vendor mix represented a healthy variety, with 9 non-profits, 6 food trucks, and 2 brick-and-mortar businesses. The season included 7 live music performances from 2 musicians and had 2 rain cancellations. Keeping the market on Wednesday evenings in alignment with the Live from Hydro concert series proved effective in increasing visibility and driving higher foot traffic throughout the season.

In an effort to grow community involvement and financial support, we introduced a new tiered sponsorship program with levels including Musician, Plant, Friend of the Market, and In-Kind. These options were designed to accommodate a range of budgets and encourage broader participation. We were pleased to welcome FIRE Fitness Camp as a key sponsor, helping to establish a strong foundation for this new initiative.

One of the season's standout events was Fall Fest, which brought together 22 vendors, including 6 new participants, along with 2 food trucks and 1 brick-and-mortar business. Family-friendly attractions like face painting, a bounce house, and a visit from the fire department helped create a lively and festive atmosphere for attendees of all ages.

Expenses

Port-a-potty	\$737.50
Musicians	\$ 375.00
Advertising	\$ 421.86
Fall Fest(bounce house, face painter)	\$ 550.00
Total Expenses	\$2,084.36

Income

Weekly and annual market vendor payments \$6,250

Sponsor \$500

Total Income \$6,750

Strategic Plan:

Continue offering special events to the Community.

Budget:

See above

Staff Recommendation:

N/A

