



MEMO

Finance

To: Finance and Personnel Committee
From: Finance Director
Date: 5/7/2024
Re: Financial Request Submission - 50 On The Fox Challenge

The attached financial request has been submitted. The request is for an existing event that has happened for the past few years. The city has partner with the Heart of the Valley chamber on this event in the past.

The event organizer has shared that the event will be like years past and has indicated the request is to help pay for expenses for the event to survive. While reviewing the request, below are the items we took into consideration.

Budget: There are budgeted funds to support this event request.

Strategic Plan: Although there is not a specific initiative on this one, it fits under community of choice in that we want to continue getting people out and about in the City that includes the trails as well as downtown this event.

Special Event application: This is more of a promotional awareness event than an event that will congregate people. With that there is no Special event application needed.

Event Description: 50 on the Fox challenges community members to run, bike, walk & collect miles utilizing the trails and roadways in & around the Fox River! The event is free to for community members to participate in and runs from May 15 - Sept. 1. The event was started 2021 and each year over 650 community members have registered to take part.

Staff Recommended Action:
Approve \$500 funding request for 50 on the Fox challenge for 2024

From: City of Kaukauna <wordpress@digisage.com>
Sent: Tuesday, April 30, 2024 10:37 AM
To: William J. VanRossum <wvanrossum@kaukauna.gov>
Subject: Financial or In-Kind Services - Request Submitted

Organization Name	Heart of the Valley Chamber of Commerce
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Date	April 30, 2024
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Contact Person	Nicci Sprangers
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Contact Email	nicci@heartofthevalleychamber.com
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Contact Phone	9207661616
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Purpose of Request	<p>We would like to invite the City of Kaukauna to partner with us again this year to offer 50 on the Fox to the residents of Kaukauna and surrounding community. community to get out, get active and explore the Heart of the Valley!</p> <p>50 on the Fox challenges community members to run, bike, walk & collect miles utilizing the trails and roadways in & around the Fox River! The event is free to for the community to participate in and runs from May 15 - Sept. 1. The event was started 2021 and each year over 650 community members have registered to take part. Since its inception, over 2,000 community members have taken part in 50 on the Fox.</p>
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Amount Requested	\$500
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Has this request been previously requested?	Yes
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Is this financial support to help	Survival
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get a new event started or to keep an existing event surviving? Select one.

Organization's Mission or Cause The Heart of the Valley Chamber of Commerce will assist new and existing Heart of the Valley businesses and communities in their endeavors to be successful.

Brief Description of Organization The Heart of the Valley Chamber of Commerce serves the small business community as connector, an advocate, a community champion and as a resource to promote the success of business in the Heart of the Valley. We are also the biggest cheerleader for small business and use our voice to build community pride for our local business community. We connect our members to one another and serve as a catalyst for business partnerships. We educate and elevate business professionals in our community through continued opportunities to for professional development, networking and leadership.

How will the financial support be utilized (itemize the expenses)? The financial support from the City of Kaukauna will be used to help to reward 50 on the Fox Finishers! As a reward, participants who collect over 50 miles bring their log form to the Heart of the Valley Chamber and receive a custom-made Chamber Bucks Scratch Off ticket that reveals a mystery amount of Chamber Bucks that the person receives! The goal of providing Chamber Bucks gift certificates is to encourage people to get out and explore all of the great local businesses. Chamber Bucks can be used at over 130 local stores, restaurants, boutiques, bars, fitness centers, flower shops, hardware stores, etc.

The City of Kaukauna will be recognized for your support on all marketing materials.

Event Name 50 on the Fox

Date of Event May 15-September 1, 2024

Location of Event	Trails along the Fox River
Brief Description of Event	50 on the Fox challenges community members to run, bike, walk & collect miles utilizing the trails and roadways in & around the Fox River! The event is free to for community members to participate in and runs from May 15 - Sept. 1. The event was started 2021 and each year over 650 community members have registered to take part.
Additional Information (optional)	Since its inception, over 2,000 community members have taken part in 50 on the Fox, logging over 92,000 miles!!! New this year, and based on feedback from the community we will also be offering an option to register for 500 on the Fox! This is a brand-new option that will give our more active community members a bigger challenge!
Recipient agrees to report back to City staff and council on the event success. Any support request over \$5,000 will require the update to include the financials of the event.	Yes, I agree.
