

City of Kaukauna Music Festival Recap

Observations and Notes

In mid-May 2024, the planner of Electric City Experience moved the event location to Menasha and changed the name to Fox Cities Experience. A few weeks later, a group of interested parties gathered to discuss moving forward with the City of Kaukauna's music festival.

With six weeks to plan and get everything organized, it was an all-hands-on-deck effort. We created a webpage for the event with areas for volunteers, sponsors, and general information and resources. From June 27 - August 11, the Kaukauna Music Festival landing page was the third-most visited page according to Google Analytics, with 7,286 views, 4,557 active users, and 21,468 interactions with the page. The volunteer opportunities page was the seventh-most visited page with 2,462 views, 1,657 active users, and 7,525 interactions with the page. A Facebook page was also created for the event, which averaged 1,994 people daily from June 27-August 11. The page gained 827 followers during that time as well and had an overall engagement rate of 14.1%. Engagement rate is calculated using the number of times users engaged with the content (reactions, comments, shares, post link clicks) compared to the number of times content associated with the page was displayed to users. To put that into perspective, the average Facebook engagement rate for entertainment and media pages is only 0.99% and the average Facebook engagement rate for government pages is 1.54% (according to a June 2024 analysis by Hootsuite). Paid advertisement for the event included two boosted posts on Facebook, and an ad in the Times Villager for a total spend of \$421.32.

The event was held August 9-10 and offered live music from seven bands, food trucks, food tents, beer tent, and family activities such as face painting, balloon twisting, and bounce houses.

There were several organizations that volunteered their time and over 125 individuals that volunteered at the event.

Sponsors

Abel Insurance

Stoneridge-Piggly Wiggly

Kaukauna Utilities

Heart of the Valley-Chamber of Commerce

Edward Jones-Gabriel Koch

Eagle Graphics

313 Dodge

Volunteers/Organizations

Green Bay Elite Booster Club

Kaukauna Boys Soccer Booster Club

Kaukauna High School Girls Volleyball

Friends of Grignon Mansion

Electric Dance Company

Outagamie County CERT

Kaukauna Alcohol, Tobacco, and Other Drug Abuse Prevention

Electric Dance Company

Heart of the Valley Dance

Wild & Free Rescue

Appleton Boys Choir

Kaukauna Lions Club

Expenses

Bands	7,600.00
Food	6,863.96
Volunteer Hours Paid	5,370.00
Backstage/Stagehand	4,600.00
Tents	4,440.00
August 14th - Special Concert	4,000.00
Beer	3,507.40
Portable Restrooms	3,424.00
Barricades	2,650.00

Staging	1,855.00
Balloon Maker & Face Painter	1,300.00
Supplies	1,116.14
Advertising	421.32
Stage Banner	120.00
Name Tag for Volunteer Coordinator	14.00
Sale of left over product	(2,853.00)

Income

Electric City River Jam Sales	17,014.00
Electric City River Jam Sponsorships	13,500.00

Total Expense: \$ 44,428.82

Total Income: \$ 30,514.00