



# MEMO

## Finance

To: Finance and Personnel Committee  
From: Mayor, Anthony Penterman  
Date: 09/30/24  
Re: Electric City River Jam 2025 Planning Commitment Request

As we prepare for the 2025 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 19–21, 2025. This year's event will feature carnival rides, live music, a variety of food options, and scenic riverfront views. The music festival is proposed to take place in Hydro Park and Farmers parking lot. These locations offer ample space for all planned activities, catering to attendees of all ages. While the exact layout is still being developed, the venue is well-suited to accommodate the event's diverse offerings.

To secure vendor commitments for these dates, the City will need to enter into agreements in the coming weeks. A few deposits will be required, but most of the fixed costs will not be due until closer to the event in 2025.

The desired approach on handling this event is to have a committee of community members that will continue to help plan the event from year to year. The committee will help with the duties of planning as well as the days of the event. City staff will still need to provide the in-kind services the day of the event.

**Budget:** The estimated fixed cost for the event is \$60,000. This includes expenses for bands, staging, tents, portable restrooms, and barricades. The planning committee is working to 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.

**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 active in the City.

**Staff Recommended Action:**

*Grant Permission to Mayor to enter into agreements with vendors to secure commitments for the 2025 Electric City River Jam event with a total commitment not to exceed \$60,000.*