



MEMO

Finance

To: Finance and Personnel Committee
From: Finance Director
Date: 2/5/2024
Re: Financial Request Submission - Electric City Experience 2024

The attached financial request has been submitted. This is the first request since implementing our process. The request is for an existing event that has happened for many years and appears to be successful without any issues with the crowd.

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 for this event as we were thinking about this during our 2024 budget process.

- Note: The event organizer has not provided any event financials in the past after being asked. He has agreed to provide for this request per the form.

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 to downtown with events like this.

Special Event application: This application has been submitted to Community Enrichment Department for review.

Event Description: With it being an existing event, we have an idea, but a formal description is what we would like to see that gives more information for our files.

Staff Recommended Action:

Approve funding request for Electric City Experience 2024 contingent upon event organizer providing more information on the event description than what he has below as well as it being approved by the special events committee.

William J. VanRossum

From: City of Kaukauna <wordpress@digisage.com>
Sent: Thursday, January 11, 2024 12:04 PM
To: William J. VanRossum
Subject: Financial or In-Kind Services - Request Submitted

Organization Name	Electric City Experience
Date	January 11, 2024
Contact Person	Jason Lipsky
Contact Email	appletonrockschool@gmail.com
Contact Phone	920-968-9773
Purpose of Request	Expenses for Electric City Experience
Amount Requested	\$10,000
Has this request been previously requested?	Yes
Is this financial support to help get a new event started or to keep an existing event surviving? Select one.	Survival
Organization's Mission or Cause	Electric City Experience event and related community engagements
Brief Description of Organization	Electric City Experience. I will follow up with this year's event letter when completed, but we are planning to run the same event layout as previous years.
How will the financial support be utilized (itemize the expenses)?	\$5000 Fox Valley Party Rental (tents) \$4000 Ray's Sanitation (porta-pots) \$1000 Elite Rentals (tents)
Event Name	Electric City Experience

Date of Event	June 5-8, 2024
Location of Event	Downtown Kaukauna
Brief Description of Event	I will follow up with this year's event letter when completed, but we are planning to run the same event layout as previous years.
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.