



Live! from Hydro 2023 Recap

Observations and Notes

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. Our best night for attendance and sales was 8/16, which was a rain makeup night. The band was easy to promote - Petty Things, a Tom Petty Tribute Band. People knew the music and came to hear it, even though they didn't know the band. Over \$7,000 in beer sales that evening. Working with the Lions Club continues to be successful for them and for the City. We worked together to purchase an ice machine for the shelter to ensure that the beer is served chilled, and they did not need to walk to the SPaR building with coolers. We found it was very helpful having City Staff at each concert beneficial.

We hope that in future years the hired entertainment management company will assist with social media promotion, descriptions to the band's social media pages, etc. This will encourage an increase in attendance.

Holding the Farmer's Market on Wednesday evening will be great for both the market and Hydro. It will allow an increase in visibility for both the Farmers Market vendors and the Music Series.

Income

Sponsors

- Abel Insurance
- Unison credit Union
- Bank of Kaukauna
- American Legion of Kaukauna
- East Wisconsin Savings Bank
- UA 400 Pipe Trade Union
- Stacey Hennessey-Century 21
- Kaukauna Utilities
- Van De Hey Financial Services
- Baisch Engineering
- Berken Heating & Cooling
- Heid Music
- Eagle Graphics – donated 50 t-shirts to be sold at concerts

Kaukauna Clinic	
Carstens ACE Hardware	
Kaukauna Lions Club	
Total Sponsorships	\$17,200
Beverage Sales	\$23,477
Food Truck Sales	\$200
Merchandise Sales	\$385
Total Income	\$41,262

Expenses	
Talent and production contract	\$41,750.00
Beverage purchases	\$ 6,550.66
Signs	\$ 165.00
Advertising	\$ 475.00
Printing	\$ 30.00
Misc.	\$ 60.00 (wristbands, water)
Lion's share of sales	\$ 2,421.50
Total Expenses	\$51,452.16

2022 Comparison:	
Income (Sponsorship)	\$15,700
Income (Beer sales)	\$22,385
Expenses	\$52,035