

Memo

To: Finance Committee
From: Mayor McFarland
Date: 11-17-2022
Re: Riverfest

Dear Committee Members,

At our November 7th meeting I provided you all an update on the organizational and financial position of Riverfest. At the meeting, we determined that we'd issue a press release sharing the information with the community and come back at our next meeting to discuss any input received from the public and determine our next steps. A press release was issued via social media, the website and local newspaper (although the newspaper version was different than what the city issued). As a result, we've received some feedback and that is below for your consideration. The topic will be on the agenda for potential action in the event we feel like we've landed on a plan.

Feedback:

1. Are fireworks needed? Can they be cut out?
2. Have more kid friendly activities outside of the carnival.
3. Have donation jars at the food tents.
4. Charge for wristbands for drinking and then you wouldn't need security to check IDs.
5. Have more VIP/sponsor tents close to the stage that people pay for.
6. Ask for people to sponsor things like the stage, music, etc.
7. Bring in local bands to play.
 - a. Ask Dodge Co. Fair and other places that carry live music for ideas.
8. Have sports events at the softball field.
9. Committees
 - a. Have the SIDC help with Riverfest. Have it be part of their job. Bring on people from tourism.
 - b. Rotate people on the various committees so they aren't responsible every year.
 - c. Use vendors for a food committee, pop sponsors for beverage committee.



- i. Have local food carts come in
 - ii. Have local places like Tyranena, Hubbleton, (beer) Lewis Station, and Draegers (wine) come in to serve their products.
- 10. Move Riverfest to the downtown square.
- 11. Have a refillable souvenir mug that offers discounts on refills.

Thank you,

Mayor McFarland