

# COORDINATOR'S REPORT

June 19, 2024

## 2024 CURRENT CALENDAR OF EVENTS

THE SUMMARY BELOW IS THE TENTATIVE STATUS OF SCHEDULING

### NEW - June 19: YMCA Pop Up Event (9:30am-11:00)

June 19: YMCA Zumba on the Square (Wed 6-7)

June 21: Mallrats (7-9)

June 23: Underwater Sea Turtle Parent/Child Painting Class (Sun 1-2) – Needs a push

June 24: Pop-Up Lunch Express (Mon 11-2)

June 24: Food Truck Mondays (Mon 4-7)

June 27: Thursday Night Markets (Thur 4-7) **added music**

June 29: Hope Share from OCO Event (Sat 11-2)

June 29: Dueling Pianos (Sat 6-9)

July 8: Food Truck Mondays (Mon 4-7)

July 9: YMCA Pound Class (Tues 8am & 6pm)

July 12: Share the Love Series (Fri 5-8)

July 13: Panchromatic Steel (Sat 7-10)

July 14: Kids Fest/YMCA Family Zumba (Sun 11-1)

July 15: Food Truck Mondays (Mon 4-7)

### NEW - July 17: YMCA Pop Up Event (9:30am-11:00)

July 17: Sweet Stop Pop-Up Treats @ the Square (Wed 11-1)

July 19: Share the Love Movie (Fri 6-9)

July 20: Sidewalk Sales (Sat 10-3)

July 20: 33RPM (Sat 7-9)

July 22: Pop-Up Lunch Express (11-2)

July 22: Food Truck Mondays (Mon 4-7)

July 25: Thursday Night Markets (Thur 4-7) **added music**

July 25: Terrarium Class (Thur 5:30-7:30)

July 26: Share the Love Series (Fri 5-8)

### NEW - July 28: Sound Bath (10am)

July 28: Art at the Square (Sun 1-3)

July 29: Food Truck Mondays (Mon 4-7)

### NEW - Aug 21: YMCA Pop Up Event (9:30am-11:00)

Aug 2: Share the Love Movie (Fri 6-9)

Aug 3: WRMC Breastfeeding Celebration Event (Sat 10-2)

Aug 11: Community Worship Service (Sun 8-12)

Aug 16: Share the Love Series (Fri 5-8)

Aug 17: Ask Your Mother (Sat 7-9)

Aug 18: Art at the Square-kids craft (Sun 1-3)

Aug 19: Food Truck Mondays (Mon 4-7)

Aug 22: Thursday Night Markets (Thur 4-7) **added music**

Aug 23: Share the Love Movie (Fri 6-9)

Aug 24: Bootjack Road Band (Sat 7-9)

Aug 25: Koine Concert (Sun 3-7)

Aug 25: Family Fun Day (Sun 11-1)

Aug 26: Pop-Up Lunch Express (Mon 11-2)

Aug 26: Food Truck Mondays (Mon 4-7)

Aug 31: Fiesta @ the Square (Sat 10-7)

Sept 7: Last Bees (Sat 7-9)

Sept 9: Food Truck Mondays (Mon 4-7)

Sept 14: Back Bay Band (Sat 7-9)

Sept 16: Food Truck Mondays (Mon 4-7)

Sept 22: Art at the Square (Sun 1-3)

Sept 23: Pop-Up Lunch Express (Mon 11-2)



Sept 23: Food Truck Mondays (Mon 4-7)  
 Sept 26: Thursday Night Markets (Thur 4-7)  
 Sept 30: Food Truck Mondays (Mon 4-7)  
 Homecoming: still working on  
 Oct 7: Food Truck Mondays (Mon 4-7)  
 Oct 14: Food Truck Mondays (Mon 4-7)  
 Oct 21: Food Truck Mondays (Mon 4-7)  
 Oct 26: Pumpkin Palooza (Sat 11-3)  
 Nov 16: Tree Lighting (Fri 5:30-7)  
 Dec 7: Jingle Bell on the Rock (All Day)

**NEW - Date TBD for Watertown Blue Revue**

**NEW - Date TBD Urban Poling classes**

## **Marketing for events**

Lyn doing concert graphics and posts and I am doing all the other events along with promoting non-city sponsored events. Please share all events as much as you can especially to the FB groups you are part of.

## **NEW Grants & Sponsorships Update**

Still looking for \$300 sponsorships for 3 Night Markets

ITW Shakeproof will be donating \$1000 for Kids Fest July 14th

Ixonia Bank will be donating \$1000 – possibly Family Fun Day August 25<sup>th</sup>

ITW will also be looking for dates to do a Square Clean Up Day and other opportunities

\*Raised \$21k to date for events!!

## **Thursday Night Markets (4-7): June 27; July 25, Aug 22, Sept 26**

- Approx 27 vendors so far and at least 2 food options at each
- Have music for all 4 dates.
- Looking for 3 more nightly \$300 sponsors.
- Would still like some unique artisans.
- Still working on getting Farmers. Approved to be able to attend at no cost.



## **Thirsty Thursdays Update**

## **Water Street Closure Concerns Update**

## **Engineering Permits/Ordinances Update**

# Food Trucks at Senior Center!

May 15<sup>th</sup> - Fuelify did not do so great, Quacky Jacks did amazing!

June 12<sup>th</sup> - will update at meeting

# FOOD TRUCK DAYS

WATERTOWN SENIOR & COMMUNITY CENTER

514 South First St, Watertown

**MAY 15**

FUELIFY &  
QUACKY JACKS GRILLED  
CHEESE:  
11 AM-1 PM

**JUNE 12**

LITTLE SISTER COOKIES:  
9 AM-1 PM

**JUNE 14**

TRACIA TREAT TRAIKE:  
11 AM-2 PM

**JULY 12**

TRACIA TREAT TRAIKE:  
11 AM-2 PM

**JULY 23**

KONA ICE:  
11 AM-2 PM

**AUGUST 23**

TRACIA TREAT TRAIKE:  
11 AM-2 PM

WATERTOWN  
Community and Events

## Past Events Update

Thank you to everyone who showed up for Birthday Bash help!

Birthday Bash May 18th, 2024				
Costs				
11 One Louder	\$1,750			
Glen Gerard Magician	\$750			
Ezra Suhr	\$200			
Extreme Sound	\$375			
Radiant Smiles	\$1,000			
General Rental: Bounce House	\$310			
Essential Details Marketing	\$100			
Green Room refreshments for band	\$87			
total	\$4,572			
Revenue				
RDA Donation	\$3,000			
Tourism Grant	\$5,000			
Watertown Rotary	\$250			
total	\$8,250			
Does not include: labor, concessions in parks or everyday costs such as water, theder, etc.				
Attendance	500			

May 28: WHS Art Walk (Tue 4-7) It rained – not sure of turnout!

June 6: Last Day of School Pop up (Thur 11-5) Was a hit! Quacky Jacks 110 sandwiches; Fuelify said they did awesome!

## Boy Band Night June 8, 2024

<b>Costs</b>		
Right Stuff	\$5,000	
Essential Details	\$550	
AG Entertainment	\$1,959	
Pro-Line Entertainment	\$2,500	
<b>Total</b>	<b>\$10,009</b>	
<b>Revenue</b>		
Watertown main Street / YES!	\$250	
<b>Total</b>	<b>\$250</b>	Does not include: labor, concessions in parks or everyday costs such as water, theder, etc.
<b>Attendance</b>		400
<b>Bar Revenue</b>		\$2,700
<b>Bar Tips</b>		\$300

June 10: Food Truck Mondays (Mon 4-7) Great 1<sup>st</sup> event parking IN the square. Quacky Jacks sold out at 220 sandwiches; Maria's Taco Truck – **Waiting response** (they said they did great when at event)

June 14: Share the Love Series (Fri 5-8) **will update at meeting**

June 15: Conscious Pilot (Sat 7-9) **will update at meeting**

June 17: Cookie Decorating (Mon 6-7) **will update at meeting**

June 17 Food Truck Mondays (Mon 4-7) **will update at meeting**

## Maintenance Updates at the Square

- Water test update: Pete said...The river is up too high, it's inside the outfall structure so I can't get a clean sample until the water level goes down.
- The PD will be locking up after each concert they are present for. Waiting to hear if they will be locking up for non-city events.
- Bonnie to update. Wayfinder from Leadership will be installed soon. Concrete has been poured. See Photo. The Watertown Area Chamber of Commerce's Leadership Watertown Class of 2022 had set their sites on creating a wayfinding sign to be placed in or near the Bentzin Family Town Square for their class project. This project took much longer than originally planned as the group worked through many delays and hurdles along the way. We are excited to announce that the wayfinding sign is finally ready and will be placed at the BFTS in late June with a ribbon cutting to take place on Thursday, June 27th at 5:30.

\*Need to confirm Tourism will be providing graphics.



- A memorial bench will be installed in the lower level facing the Masonic Temple. Concrete was poured last week.

## **Artwork Submissions**

*From Steven: My first concern is whether the boxes are the City's or if they belong to a utility that has an easement. If the boxes are the City's and your committee overseeing the square wants to move forward. I would suggest having them draft a proposal or example before permitting them to actually paint the boxes. The City or at least a committee should be approving the design instead of letting a third party paint whatever they want to. They should also let you know what materials they intend to utilize on the boxes, or you should dictate what types of materials they can use to ensure that they do not cause any damage to the box and that the work will last without becoming a blight.*

*Waiting for confirmation and clarification from Doug Zweig.*

*Our committee, along with the Mayor will be the voting committee on design.*



*In reference to the building image above*

- Paint the utility boxes as miniature versions of old brick buildings
- The more you paint that are brick buildings, brings a feeling of consistency throughout the city which can artistically tie them together
- Utilize design features and colors from buildings within Watertown
- There would be opportunity to make reusable stencils to save time to duplicate simpler elements such as windows, doors, brick patterns, etc, and stencils could be saved to touch up if needed

## **Fall 2024 & 2025 Planning**

Still working on... Any new ideas or thoughts?

### **Needs**

Moveable Picnic tables and benches

10x10 Custom tent