

# COORDINATOR'S REPORT

September 18, 2023



## 1. Upcoming Programming



September 15<sup>th</sup> – Receiving EPA Award from DNR 2pm

September 15<sup>th</sup>: Dementia Awareness 10<sup>th</sup> Anniversary: 1-5pm Food vendors

September 16<sup>th</sup>: Fiesta in the Park Food, drink, and vendors 10am-6pm

September 17<sup>th</sup>: Calvary Baptist Church 35-pc orchestra 5-6:30pm

September 20<sup>th</sup> – Zumba

September 26-28<sup>th</sup> – EZ Promotions setting up to print on-site for homecoming gear. Ben's pretzels will be here all 3 days, Fuelify will be here the 27<sup>th</sup>

October 13<sup>th</sup> – Chick Fil A food truck

October 14<sup>th</sup>: Solar Eclipse event with Library

October 15<sup>th</sup> – Heroes for Heroes Thank you Veterans and First Responders Event 11-2 tentative times

October 25<sup>th</sup> – Zumba 6:30pm

October 28<sup>th</sup>: Pumpkin Palooza add on Live statues from Watertown Players (Dave Yelk-Platinum Realty); Kart Park, cookie decorating from Sugar Sunflower Bakery; BBQ Boondocks; businesses set up tables for trick or treaters; wooden cutouts on lawn for photo ops; would like to decorate with hay bales and mums for fall. 11am-3pm

November 16<sup>th</sup>: Tree Lighting times and details TBD

December 2<sup>nd</sup>: Jingle Bells on the Rock "A Hallmark holiday experience" 12-7pm Details TBD

NOTE: Water Street will be closed from November 13-January 3

## 2. Update on Next Year's programming dates & Management Fees



June 8: Boy Band (Sat 7-9) CS

**June 15: Conscious Pilot (Sat 7-9) Steph Booked \$2500**

June 23: Extra Crispy Brass Band (Sun 11-1) CS

**June 29: Dueling Pianos (Sat 6-9) Steph Booked \$4200**

July 20: 33 RPM (Sat 7-9) CS

July 28: Mariachi Voces de America (Sun 11-1) CS

Aug 4: Bootjack Road (Sun 11-1) CS

Aug 15: Special Event: Dancing Queen-Abba (Thursday 6-8) CS

Aug 24: rebel Grace (Sat 7-9) CS

**Date TBD Last Bees Steph Booking \$800**

**Lyn will do Advertising for concert series (CS) only.**

Graphic design is an additional \$100 per show and includes three social media artwork versions and one poster using the artists approved media materials. One poster highlighting all shows in that performing arts season is an additional \$100. Social media and website maintenance (posting, interacting, updating, event creation, etc can be priced out separately based on your exact needs).

Management fees are \$550 per event.

The second summary below is the scheduling we would like to finalize. We should have contracts first week in October. We removed July 9<sup>th</sup> concert and went with a less expensive option on August 4<sup>th</sup> to save on expenses.

We reduced management fees to \$3850 but added advertising \$700 from 2023 season.

Date	Time	Band	Genre	Band	Audio	Lights / Electrical	Management	Advertising
Saturday, June 8	7-9 p.m.	Boy Band Night		\$ 5,000	\$1,959	\$ 2,500	\$550	\$100
Tuesday, June 11	5-7 p.m.	Bootjack Road Duo	Country	\$ 450	-	-	\$450	Discounted \$100
Sunday, June 23	11-1 p.m.	Extra Crispy Brass Band	New Orleans-style brass band	\$ 1,750	-	-	\$350	Discounted \$100
Tuesday, July 9	5-7 p.m.	Willy Porter and Carmen Nickerson	Rock, Blues Jazz Contemporary Rock	\$ 2,500	\$ 750	-	\$450	Discounted \$100
Saturday, July 20	7-9 p.m.	33 RPM	Hard-Driving Electric Blues	\$ 4,000	\$ -	-	\$550	\$100
Sunday, July 28	11-1 p.m.	Mariachi Voces de America	Mariachi Band	\$ 1,700	-	-	\$350	Discounted \$100
Sunday, Aug 4	11-1 p.m.	Bree Morgan	Country	\$ 500	\$ 750	-	\$350	Discounted \$100
Tuesday, Aug 13	5-7 p.m.	Dancing Queen: A Salute to ABBA	Salute to ABBA	\$ 4,000	\$2,214	\$ 1,500	\$550	\$100
Saturday, Aug 24	7-9 p.m.	Rebel Grace	Contemporary Country	\$ 5,000	-	-	\$550	\$100
Band		\$ 24,900.00						
Audio		\$ 5,673.50						
Lighting		\$ 4,000.00						
Management		\$ 4,150.00						
Advertising		\$ 900.00						
Hospitality		\$ 500.00						
Total		\$ 40,123.50						
Budget		\$ 28,700.00						
Balance +/-		\$ (11,423.50)						
Saturday, June 8	7-9 p.m.	Boy Band Night		\$ 5,000	\$1,500	\$ 2,500	\$550	\$100
Sunday, June 23	11-1 p.m.	Extra Crispy Brass Band	New Orleans-style brass band	\$ 1,750	-	-	\$350	Discounted \$100
Saturday, July 20	7-9 p.m.	33 RPM		\$ 4,000	\$ -	-	\$550	\$100
Sunday, July 28	11-1 p.m.	Mariachi Voces de America	Mariachi Band	\$ 1,700	-	-	\$350	Discounted \$100
Sunday, Aug 4	11-1 p.m.	Bootjack Road Duo	Country	\$ 450	-	-	\$350	Discounted \$100
Thur Aug 15	6-8pm	Dancing Queen: A Salute to ABBA	Salute to ABBA	\$ 4,000	\$1,500	\$ 1,500	\$550	\$100
Saturday, Aug 24	7-9 p.m.	Rebel Grace	Contemporary Country	\$ 5,000	-	-	\$550	\$100
Band		\$ 21,900.00						
Audio		\$ 3,000.00						
Lighting		\$ 4,000.00						
Management		\$ 3,250.00						
Advertising		\$ 700.00						
Hospitality		\$ 500.00						
Total		\$ 33,350.00						
Budget		\$ 28,700.00						
Balance +/-		\$ (4,650.00)						

## 2023 Breakdown of Concert Series

Date	Band / Vendor	Contracted Amount	Show Management Fees	Audio Fees	Lighting	Bands
Friday, May 12	Essential Details, LLC (Series Management)	\$5,250	\$5,250			
Saturday, May 20	MO5AIC	\$9,999				\$9,999
	Cold Sweat and...Horns	\$1,750				\$1,750
	AG Entertainment (Audio Production)	\$2,100		\$2,100		
	Essential Details, LLC (Show Management)	\$1,250	\$1,250			
Thursday, June 22	Cold Sweat and...Horns	\$3,500				\$3,500
Saturday, June 24	Road Trip	\$4,750				\$4,750
Thursday, July 20	Cherry Pie	\$4,000				\$4,000
Saturday, July 29	The Ultimate Aldean - Jason Aldean Tribute Band	\$6,250				
	AG Entertainment (Production)	\$1,526		\$1,526		\$6,250
	Proline Entertainment (Lighting / Production)	\$2,500			\$2,500	
Thursday, August 24	The WhiskeyBelles	\$1,200				\$1,200
	AG Entertainment (Audio)	\$1,301		\$1,301		
	Proline Entertainment (Lighting / Production)	\$1,200			\$1,200	
Saturday, August 26	DJ Shawna w/ Laser Light Show	\$4,750			1250	\$2,550
	Yankee Dutchmen Marching Band	\$1,000				\$1,000
	AG Entertainment (Audio)	\$1,797		\$1,797		
		\$54,123	\$6,500	\$6,724	\$4,950	\$34,999
Hospitality / Misc.		\$900				
<b>Total Expenses</b>		<b>\$55,023</b>				
Town Square Budget		\$15,000				
Summer Series		\$25,000				
		<b>(\$15,023)</b>				

### 3. Update on Water Street Closure for Holiday Season: Road will be closed through special event permit from 11/13/23-1/3/24

### 4. Ordinances to update

- ✓ 398-20 Food Truck Ordinances  
428-8 Type of cups portion of Open container  
398.18 Hire outside people to dispense fermented beverages under city permit, all deposits of funds into BFTS Future Fund, License for city to sell fermented beverages

### 5. Grants / Sponsorship Details

- ✓ Received Beltz Grant \$8200 for 8/26/23 event  
Received \$1000 TDS sponsorship for Yankee Dutchmen Marching Band 8/26/23 event  
Receiving \$200 sponsorship for Watertown Players Live Statues for Pumpkin Palooza 10/28/23 event  
Donor trifold went out week of 9/11 to all chamber members. Also advertised it at July Wake Up Watertown.  
In talks with: ITW Shakeproof; Ixonia Bank; Fisher Barton, Realty Executives, TDS for 2024

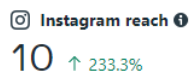
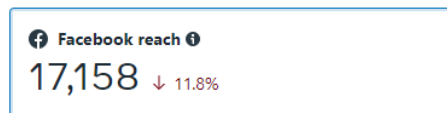
### 6. Social Media Update

- ✓ started September 12  
As of 8/15/23 FB: 680 Likes; 879 Followers  
As of 9/12/23 FB: 939 Likes; 1172 Followers  
Instagram still needs work! 😊

#### Reach ⓘ

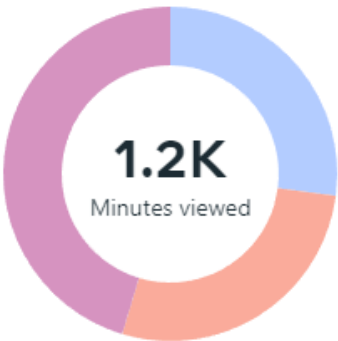
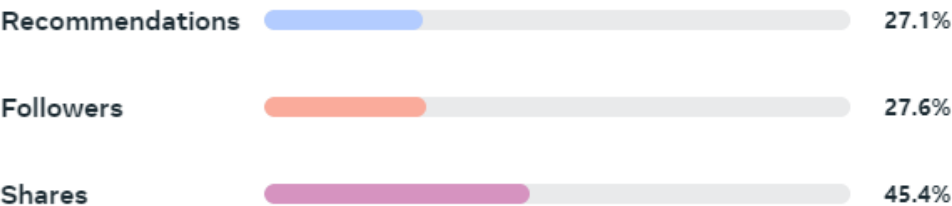
Compare your reach from this period to the previous one.

See more about your content performance



# Where your views are coming from

Traffic sources from Aug 16, 2023 - Sep 12, 2023



## Page overview

Create a post Last 28 days

### Discovery

Post reach	12,901
Post engagement	4,128
New Page likes	256
New Page Followers	287

### Interactions

Reactions	734
Comments	128
Shares	79
Photo views	626
Link clicks	209

### Other

Hide all posts	0
Unfollows	0