

COORDINATOR'S REPORT

February 7, 2024



2024 Current Calendar of Events

The summary below is the tentative status of scheduling.

March 17: St. Patrick's Day Event
May 18: 1st Annual Birthday Bash/Splash Pad Opens/YMCA Yoga in park
May 28: WHS Art Walk
June 8: Boy Band (Sat 7-9)
June 14: Share the Love Series (Fri 5-8)
June 15: Conscious Pilot (Sat 7-9)
June 19: YMCA Zumba on the Square 6pm
June 21: Mallrats (7-9)
June 23: Set Apart Art - Kids
June 28: Share the Love Series (Fri 5-8)
June 29: Dueling Pianos (Sat 6-9)
July 9: YMCA Pound 8am & 6pm
July 12: Share the Love Series (Fri 5-8)
July 13: Panchromatic Steel
July 14: Kids Fest/YMCA Family Zumba
July 19: Share the Love Movie time TBD
July 20: 33RPM (Sat 7-9) & Sidewalk Sales
July 26: Share the Love Series (Fri 5-8)
July 28: Sip & Paint
Aug ? : YMCA Body Combat
Aug 2: Share the Love Movie time TBD
Aug 3: WRMC Breastfeeding Coalition Event
Aug 16: Share the Love Series (Fri 5-8)
Aug 17: Ask Your Mother (7-9)
Aug 18: Art in Park
Aug 23: Share the Love Movie time TBD
Aug 24: Bootjack Road Band (Sat 7-9)
Aug 25: Family Fun Day (11-1)
Sept 7: Last Bees (Sat 7-9)
Sept 14: Back Bay Band (7-9)
Sept 22: Art in Park
Oct 1-4: EZ Promotion Homecoming Pop Up w/ Fuelify
Oct 8: Halloween Party (6-9)
Oct 26: Pumpkin Palooza
Nov 16: Tree Lighting
Dec. 7: Jingle Bell on the Rock

Food Truck Mondays beginning June 10th and ends on Oct 28th . Working on schedule. Will have for April Meeting.

Thursday Night Market: June 27th, July 25th, August 22nd, September 26th

Still looking for main sponsor and vendors for this. I will have flyers promoting event at March Meeting.

Summer Concert Series					
Saturday, May 18 2024	11am-9 p.m.	11 One Louder	-	-	\$ 1,750
Saturday, June 08 2024	7-9 p.m.	Boy Band Night			\$ 5,000
		Essential Details, LLC			\$ -
		A.G. Entertainment, LLC	\$ 1,959		\$ -
		Proline Entertainment, LLC		\$ 2,500	\$ -
Saturday, June 15, 2024	7-9 p.m.	Conscious Pilot	-	-	\$ 2,500
Special: Friday, June 21, 2024	7-9 p.m.	Mallrats: Special	-	-	\$ 5,000
Saturday, June 29, 2024	7-9 p.m.	Dueling Pianos	-	-	\$ 4,200
Saturday, July 13, 2024	7-9 p.m.	PanCromatic Steel	-	-	\$ 2,000
Saturday, July 20, 2024	7-9 p.m.	33RPM	-	-	\$ 4,000
Saturday, August 17, 2024	7-9 p.m.	Ask Your Mother	-	-	\$ 3,000
Saturday, August 24, 2024.	7-9 p.m.	Bootjack Road Band	-	-	\$ 2,400
Saturday, September 7, 2024	7-9 p.m.	Last Bees	-	-	\$ 800
Saturday, September 14, 2024	7-9 p.m.	Back Bay Band	-	-	\$ 1,250
Band		\$ 31,900.00			
Audio		\$ 1,959.00			
Lighting and Power		\$ 2,500.00			
Management (Essential Details)		\$ 550.00			
Marketing (Essential Details)		\$ 1,400.00			
Hospitality		\$ 250.00			
Total		\$ 38,559.00			
Budget		\$ 28,700.00			
Balance +/-		\$ (9,859.00)			

Concert Prices for Donation Purposes

City Host/Co-Host BFTS Events 2024	street close	Temp B Require	Food Truck	Music	Approx Price
March 17: St. Patricks Day Event w/ Library					\$300
May 18: Birthday Bash	x	x	x	x	\$15,000
May 28: WHS Art Walk					
June 8: Boy Band (Sat 7-9) Summer Kick Off	x	x	x	x	\$8,500
June 15: Conscious Pilot (Sat 7-9)	x	x	x	x	\$2,500
June 21: Mallrats (sat 7-9)	x	x	x	x	\$6,000
June 23: Set Apart Art Kids and Parents					
June 29: Dueling Pianos (Sat 6-9)	x	x	x	x	\$4,200
July 13: Pan Cromatic Steel - Hawaiiin Day	x	x	x	x	\$2,000
July 14: Kids Fest (Sun 11-3)	x		x		\$4,000
July 20: sidewalk sales	x		x		
July 20: 33RPM (Sat 7-9)	x	x	x	x	\$4,500
July 28: Sip & Paint		x			
Aug 3: WRMC Breatfeeding Celebration	x		x	?	
Aug 17: Ask Your Mother (Sat 7-9)	x	x	x	x	\$3,000
Aug 18: Art in the Park		?			
Aug 24: Bootjack Road Band (Sat 7-9) Summer Farewell	x	x	x	x	\$4,000
Aug 25: Family Fun Day	x		x	x	
Sept 7: Last Bees (Sat 7-9)	x	x	x	x	\$800
Sept 14: Back Bay Band (Sat 7-9)	x	x	x	x	\$1,250
Sept 22: Art in Park					
Oct 18: Halloween Party (Fri 6-9) w/ DJ	x	x	x	x	\$2,000
Oct TBD: Homecoming meet & greet players	x		booster club	WHS Band	
Oct 26: Pumpkin Palooza (Sat 10-3) Watertown Players Secured	x		x		\$250

Closed Road beg Nov 11th - Jan 3, 2025 ?	x				
Nov 16: Tree Lighting (sat 5:30)	x			carolers	
Dec 7: Jingle Bell on the Rock (Sat 12-7)	x	x	x	x	
Dec 31: Ball Drop Event (8pm-12)	x	x	x	x	
Food Truck Mondays (June - Oct 11am-6pm) 18ct			x		
Thursday Farm Markets (June - sept 4pm-7pm) 4ct	x		x	acoustic	200-500ea
Shade Structure on lower stage					25,000
Ice Rink					\$200K
3-4 Picnic Table Umbrellas only					4500 ea
Roof on current band shelter					
replace pavers					
kayaks for rental					
Holiday Décor 2024					
Outdoor Globes					
Smores Tables					
Sponsors for cups for concerts-hopefully being waived					
Adopt a Park Program May-Nov 2024					
Sponsor a Food Truck Program					
Dog Sled races					
Bistro tables					\$2300 ea

Visitors to Main Street 2022 vs. 2023 May - December

Downtown Watertown - Bentzin Family Town Square - May to December 2022												
	Visitor Days	Unique Visitors	Top City 1	Top City 2	Top City 3	Top City 4	Top City 5	Top Age Range	Top Income Range	Top Household Size	Top Education Level	Top Ethnicity
May-22	198,050	50,034	Watertown - 148,207	Oconomowoc - 6,975	Jefferson - 2,016	Ixonia - 1,979	Juneau - 1,717	45-64 (38.1%)	\$0-\$50k (47.5%)	1-2 (62.2%)	High School (59.9%)	White (88.2%)
Jun-22	204,971	54,501	Watertown - 151,138	Oconomowoc - 5,989	Ixonia - 2,648	Juneau - 1,956	Lake Mills - 1,861	45-64 (38.5%)	\$0-\$50k (47.1%)	1-2 (58%)	High School (61%)	White (90.4%)
Jul-22	232,966	58,609	Watertown - 170,936	Oconomowoc - 8,340	Ixonia - 3,063	Jefferson - 2,632	Johnson Creek - 2,376	45-64 (41.1%)	\$0-\$50k (45.8%)	1-2 (57.9%)	High School (58.3%)	White (87.1%)
Aug-22	237,093	53,613	Watertown - 174,204	Oconomowoc - 8,445	Ixonia - 3,271	Jefferson - 2,917	Juneau - 2,823	45-64 (41.4%)	\$0-\$50k (43.4%)	1-2 (56.6%)	High School (57.8%)	White (89.6%)
Sep-22	222,229	54,357	Watertown - 170,065	Oconomowoc - 6,659	Ixonia - 3,923	Juneau - 2,405	Jefferson - 2,369	45-64 (43.2%)	\$0-\$50k (40.5%)	1-2 (58.1%)	High School (57.4%)	White (89.7%)
Oct-22	256,024	67,195	Watertown - 197,634	Oconomowoc - 7,333	Jefferson - 3,117	Lake Mills - 2,913	Ixonia - 2,895	45-64 (40.3%)	\$0-\$50k (35.5%)	1-2 (54.8%)	High School (54.8%)	White (91%)
Nov-22	218,096	65,654	Watertown - 167,462	Oconomowoc - 6,333	Lake Mills - 2,584	Juneau - 2,323	Johnson Creek - 2,257	45-64 (41.5%)	\$0-\$50k (39.7%)	1-2 (51.9%)	High School (56.2%)	White (89.4%)
Dec-22	256,637	82,012	Watertown - 190,774	Oconomowoc - 7,471	Ixonia - 5,602	Juneau - 3,234	Lake Mills - 3,056	45-64 (41%)	\$0-\$50k (41.9%)	1-2 (56.5%)	High School (57.6%)	White (88.6%)

Downtown Watertown - Bentzin Family Town Square - May to December 2023												
	Visitor Days	Unique Visitors	Top City 1	Top City 2	Top City 3	Top City 4	Top City 5	Top Age Range	Top Income Range	Top Household Size	Top Education Level	Top Ethnicity
May-23	232,411	66,310	Watertown - 172,893	Oconomowoc - 8,149	Ixonia - 3,461	Johnson Creek - 3,121	Lake Mills - 3,047	45-64 (43.7%)	\$100k-\$150k (26.7%)	3-5 (51.7%)	High School (51.7%)	White (92.8%)
Jun-23	235,105	73,616	Watertown - 176,873	Oconomowoc - 7,493	Ixonia - 3,629	Juneau - 3,230	Jefferson - 3,125	45-64 (43.8%)	\$100k-\$150k (28.9%)	3-5 (52.5%)	High School (51.4%)	White (93.4%)
Jul-23	254,437	76,772	Watertown - 185,307	Oconomowoc - 9,176	Ixonia - 4,094	Milwaukee - 3,249	Jefferson - 2,992	45-64 (43.9%)	\$100k-\$150k (27.5%)	3-5 (51.9%)	High School (50.4%)	White (93.1%)
Aug-23	251,115	40,207	Watertown - 186,799	Oconomowoc - 8,655	Ixonia - 3,820	Juneau - 3,363	Jefferson - 3,098	45-64 (44.6%)	\$100k-\$150k (29.9%)	3-5 (55.2%)	High School (48.9%)	White (95.6%)
Sep-23	255,670	43,125	Watertown - 192,794	Oconomowoc - 7,866	Ixonia - 4,530	Juneau - 4,312	Lake Mills - 3,165	45-64 (43.6%)	\$100k-\$150k (33%)	3-5 (56.4%)	High School (48.4%)	White (96.4%)
Oct-23	241,969	63,301	Watertown - 182,064	Oconomowoc - 7,425	Ixonia - 4,465	Juneau - 3,885	Lake Mills - 3,233	45-64 (42.5%)	\$100k-\$150k (30%)	3-5 (51.3%)	High School (51.7%)	White (94.2%)
Nov-23	245,103	61,754	Watertown - 186,928	Oconomowoc - 7,409	Ixonia - 4,297	Juneau - 4,084	Jefferson - 3,193	45-64 (42.8%)	\$100k-\$150k (28.7%)	3-5 (51.6%)	High School (51%)	White (94.1%)
Dec-23	221,106	56,941	Watertown - 164,283	Oconomowoc - 6,126	Ixonia - 4,647	Juneau - 3,924	Lake Mills - 3,175	45-64 (42.3%)	\$100k-\$150k (28.1%)	3-5 (50.6%)	High School (51.6%)	White (93.5%)