



Council Agenda Item

Meeting Date:	September 3, 2024
Agenda Item:	Staff Report – Gala Event
Staff Contact (name, email, phone):	Sara Marquardt, smarquardt@whitewater-wi.gov , 262-473-1387

BACKGROUND

(Enter the who, what when, where, why)

The first Community Stars Gala was held on August 16, 2024 in the Hamilton Room at the University of Wisconsin-Whitewater. The goal of the event was to recognize the volunteer contributions of the many individuals who play an important role in the functioning of the City of Whitewater.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

September 12, 2023: Council requested that the Gala remain as a City Manager goal.

April 16, 2024: The UWW event planning intern, Alyssa Ostrenga, presented an outline of the proposed Gala.

June 18, 2024: Council voted to move forward with the Gala event.

FINANCIAL IMPACT

(If none, state N/A)

The Gala had an approximate budget of \$10,000 which will be paid out of the contingencies fund in 2024. If future Galas are desired, a funding source should be included in future budgets.

STAFF RECOMMENDATION

Alyssa will present a comprehensive review of the Community Stars Gala, including financials, survey results, insights for the future and highlights of the event through pictures. Staff is seeking Council feedback regarding the event and whether or not Council desires to move forward with future Galas.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

1. A summary power point will be provided at the Council meeting.