

2017 Special Events Cost Summary

	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>Change</u>	<u>% change</u>
Total cost					
Octoberfest / License to Cruise	46,351	54,598	50,391	(4,207)	
Other large events (3 parades, 4th July, Marathon, Turkey Trot, Mile of Music [2017 only])	32,991	37,649	47,643	9,995	
All other	<u>24,897</u>	<u>28,182</u>	<u>24,235</u>	<u>(3,948)</u>	
Total cost	<u>\$ 104,239</u>	<u>\$ 120,429</u>	<u>\$122,269</u>	<u>\$ 1,840</u>	2%
Average cost					
# other large events	6	6	7		
Average cost - large events	5,499	6,275	6,806	531	0%
# smaller events	65	84	81		
Average cost - smaller events	383	336	299	(37)	0%
Octoberfest - cost by department					
Clerk	32	33	68	35	
Parks / FMD	3,147	2,633	2,623	(10)	
Health	2,567	2,803	1,154	(1,649)	
Police	28,564	29,400	32,023	2,623	
Fire	1,420	4,596	539	(4,057)	
DPW				-	
Parking	1,903	2,345	888	(1,457)	
Traffic	3,369	2,845	3,093	248	
San	4,683	4,980	5,421	441	
Overhead	<u>4,569</u>	<u>4,963</u>	<u>4,582</u>	<u>(381)</u>	
Total cost	<u>50,254</u>	<u>54,598</u>	<u>50,391</u>	<u>4,345</u>	4%
Other large events - total cost each					
Flag day	7,343	10,818	7,545	(3,273)	-3%
Memorial day	7,818	5,841	11,199	5,359	4%
Christmas	13,508	8,215	10,354	2,140	2%
4th July	5,528	6,944	7,545	601	0%
Marathon	3,065	2,825	3,464	640	1%
Turkey Trot	3,322	3,007	3,446	439	0%

	Description	Labor	Material	Equipment	Other	Overhead	Total
5	APPLETON AREA JAYCEES EASTER EGG HUNT	53.08				5.31	58.39
6	GREAT STRIDES TO BENEFIT CYSTIC FIBROSIS	281.44				28.14	309.58
12	CIVIL WAR REENACTMENT - WOODLAND PARK	7.92				0.79	8.71
13	CIVIL WAR REENACTMENT - PIERCE PARK # 1	11.44				1.14	12.58
14	AMERICAN CANCER SOCIETY SOLEBURNER	1,685.31		21.01		170.63	1,876.95
15	POLICE WEEK VEHICLE DISPLAY	45.16				4.52	49.68
17	MEMORIAL DAY PARADE	6,579.23		151.3		673.05	7,403.58
19	FLAG DAY PARADE	8,758.35	1,050.00	372.79		1,018.11	11,199.25
20	BIG BOOM CIVIC CELEBRATION	6,797.06		62.38		685.94	7,545.38
21	HEID MUSIC SUMMER CONCERT SERIES	168.13				16.81	184.94
23	BRETT YOUNGER 10K RUN/ 2M WALK	83.96		26.82		11.08	121.86
24	M.A.S.H BLOOD DRIVE	102.58		102.58		20.52	225.68
26	MILLER ELECTRIC COMPANY PICNIC	859.82		14.65		87.45	961.92
28	COMMUNITY FIRST FOX CITIES MARATHON	3,054.17		95.19		314.94	3,464.30
29	WALK FOR BABIES - MARCH OF DIMES	117.51				11.75	129.26
30	WALK TO D'FEET ALS	45.16				4.52	49.68
31	LAWRENCE UNIVERSITY - COMMENCEMENT	56.86				5.69	62.55
33	CIVIL WAR REENACTMENT - ERB PARK # 1	45.16				4.52	49.68
37	APPLETON CAR SHOW	1,479.29		98.82		157.81	1,735.92
38	ART IN THE PARK	746.62		29.24		77.59	853.45
39	OCTOBERFEST (EXCL L. TO CRUISE)	29,988.35	91.5	1,671.52	265.5	3,201.69	35,218.56
43	HORIZONS FIELD DAY FUN RUN	53.12				5.31	58.43
44	PATHWAYS CHURCH PICNIC	314.20				31.42	345.62
47	NATIONAL NIGHT OUT	778.34				77.83	856.17
49	EAST H.S. HOMECOMING PARADE	9.24		2.48		1.17	12.89
51	FREAKY 5K RUN/WALK	287.45		38.14		32.56	358.15
59	APPLETON WEST H.S. HOMECOMING PARADE	401.41		23.65		42.51	467.57
62	FOX CITIES CROP WALK	53.12				5.31	58.43
67	APPLETON CHRISTMAS PARADE	9,330.79		82.24		941.30	10,354.33
68	SANTA SCAMPER 1 MILE FUN RUN	97.76				9.78	107.54
71	CIVIL WAR REENACTMENT - PIERCE PARK	7.96				0.80	8.76
84	JUNETEENTH - AFRICAN HERITAGE INC.	393.75		5.81		39.96	439.52
88	APPLETON EAST HOMECOMING PARADE	45.16				4.52	49.68
92	MS WALK FOX CITIES	19.36				1.94	21.30
117	CHILDREN'S PARADE/PICNIC	760.48				76.05	836.53
124	FAMILY SERVICES BUTTERFLY RELEASE	19.36				1.94	21.30
127	APPLE TREE CONNECTIONS	848.59	-	29.06	-	87.77	965.42
140	CIVIL WAR RE-ENACTMENT - WOODLAND PK # 1	45.16	-	-	-	4.52	49.68
145	MISSION CHURCH - PICNIC IN THE PARK	45.16	-	-	-	4.52	49.68
147	MILES FOR MYELOMA	129.54	-	24.34	-	15.39	169.27
159	APRIL FOOL'S MIDNIGHT RUN	417.00		31.55		44.86	493.41
161	ST MARY/ST JOSEPH INTERPARISH WORSHIP	45.16				4.52	49.68
167	LAW ENFORCEMENT TORCH RUN	82.49				8.25	90.74
190	TURKEY TROT - FESTIVAL FOODS	3,075.97	-	56.35	-	313.23	3,445.55
200	PARKS & REC - PLAYGROUND FAIR	391.13				39.11	430.24
206	ADI MILE OF MUSIC	3,021.38			825	384.64	4,231.02
218	FOSTER ELEMENTARY FUN RUN	94.94		12.4		10.73	118.07
220	HOLIDAY FUN FEST	89.84				8.98	98.82
222	HOUDINI 10	990.20		58.99		104.92	1,154.11
223	EARTH DAY RIVER HIKE	53.08				5.31	58.39
226	IMAGINE CITY PARK (WISDOM OF WOMBATS)	11.44				1.14	12.58
227	APPLE CREEK 50K	226.03		11.08		23.71	260.82
229	APPLETON FOOD TRUCK RALLY	11.70				1.17	12.87
230	FOX CITIES COMMUNITY ART DAY	56.81				5.68	62.49
234	ART ON THE TOWN (PARK-ING DAY)	23.14				2.31	25.45
236	APPLETON FOOD TRUCK RALLY	78.88				7.89	86.77
247	CASA HISPANA LATINO FEST	68.57				6.86	75.43
251	EDISON ELEMENTARY FAMILY FUN RUN	635.92				63.59	699.51
260	AFRICAN HERITAGE FAMILY PICNIC	45.16				4.52	49.68
261	MISSION CHURCH PICNIC IN THE PARK	11.65				1.17	12.82
263	WI RIGHT TO LIFE - LIFE IN THE PARK	45.16				4.52	49.68
266	FOX COMMUNITIES BIKE TO THE BEAT	394.59				39.46	434.05
269	BAZAAR AFTER DARK	2,688.73				268.87	2,957.60
270	APPLETON POLICE COMMUNITY PICNIC	53.12				5.31	58.43
272	ADI LIGHT UP THE NIGHT	249.72		10.54		26.03	286.29
274	WHEEL & SPROCKET BIKE RACE SERIES	44.68				4.47	49.15
275	OFFSETS GARAGE BACKROADS BACH TRUCK SHOW	11.44				1.14	12.58
276	APPLETON PARK & REC SENIOR GAMES	53.08				5.31	58.39
277	FOX VALLEY WOMENS MARCH	45.16				4.52	49.68
278	SHAMROCK STUMBLE BAR CRAWL	1,383.55				138.36	1,521.91
279	TRANSGENDER RIGHTS RALLY	45.16				4.52	49.68
280	YMCA FATHERS' DAY 5K	144.35				14.44	158.79
281	MARCH FOR SCIENCE	45.16				4.52	49.68
282	PATHWAYS CHURCH HOPE FOR THE WARRIORS	229.21				22.92	252.13

Description	Labor	Material	Equipment	Other	Overhead	Total
283 FOX VALLEY PAGAN PRIDE MUSIC FEST	45.16				4.52	49.68
284 HIP HOP FOR HUMANITY	53.12				5.31	58.43
285 COMMUNITY DAY IN THE PARK	45.16				4.52	49.68
286 LICENSE TO CRUISE (PREV. INCL. W OCT-FEST)	13,793.48				1,379.35	15,172.83
287 I LOVE THE 90S BAR CRAWL	682.26				68.23	750.49
288 MILE OF MUSIC HOUDINI CONCERT SERIES	1,089.11				108.91	1,198.02
289 APPLETON POLICE BADGES & BOBBERS	53.12				5.31	58.43
290 HIP HOP FOR HUMANITY	11.44				1.14	12.58
291 COUNTRY BAR CRAWL	339.76				33.98	373.74
292 APPLETON HOCKEY UNITE FESTIVAL OF ARTS	19.40				1.94	21.34
293 APPLETON NEW CAR SHOW	53.12				5.31	58.43
294 APPLETON GOSPEL CHURCH	45.16				4.52	49.68
295 ALZHEIMER'S ASSOC WALK TO END ALZHEIMER/S	53.12				5.31	58.43
296 12 BARS OF CHRISTAMS BAR CRAWL	45.16				4.52	49.68
297 ADI CRAFT BEER WALK	45.16				4.52	49.68
298 DOUGHBOY STATUE REDEDICATION	45.16				4.52	49.68
						122,269.46