



WILDWOOD

January 9, 2020

MEMORANDUM

To: Celebrate Wildwood Commission Members

From: Department of Planning and Parks

Re: [Analysis of Expenditures for 2019 Art Festival \(Wards – All\)](#)

Cc: The Honorable James R. Bowlin, Mayor
The Honorable City Council of Wildwood
Sam Anselm, City Administrator
John A. Young, City Attorney
Kathy Arnett, Assistant Director of Planning and Parks
Gary Crews, Superintendent of Parks and Recreation
Bree Kelchen, Recreation Specialist

ART FESTIVAL 2019 – SUMMARY OF EXPENDITURES

Items	Description	Cost Component
Bands	Five (5) bands for the two (2) day festival	\$2,400.00
Rental Tents	Larger tents for dining and City areas, etc.	\$1,272.00
Tables and Chairs	For dining tent and vendor booths	\$2,981.50
Fire Pits and Heaters	Independent contractor	\$2,497.00
Food Vouchers	Police, Waste Connections, Portable Water Closet (PWC), and volunteers	\$2,502.50
Advertisement	Multiple outlets, including West Newsmagazine	\$6,774.72
Weather Insurance	Calculated risk aversion	\$7,730.00
Gaehle Contracting	Independent contractor	\$2,075.00
Electric	For all components of the event	\$8,450.00
Restrooms and Wash Stations	Portable Water Closet (PWC), includes toilets, wash stations, and cleaning	\$2,330.00
Zapplication – Art Festival Registration	National resource utilized by many organizers of art festivals and fairs	\$1,100.00
Judges and Jurors Compensation	Individuals assisting City with juried process, judging, and awards	\$1,200.00
Art Festival Breakfast and Awards	Highlight of the event for artists	\$2,183.62
Hospitality Room	Open for two (2) full days during the festival	\$4,131.24
Golden Ticket	Giveaway and contest to spur artist sales from attendees	\$450.00
Miscellaneous	General items	\$1,801.96

ART FESTIVAL 2019 – SUMMARY OF EXPENDITURES

Items	Description	Cost Component
TOTAL		\$48,729.54

If any of the Commission Members should have comments or questions regarding this information, please feel free to contact the Department of Planning and Parks at (636) 458-0440. This item is on the agenda for tonight's meeting and a presentation is planned on this item. Thank you for your consideration of this information and input on the same.