



Legislation Text

File #: 2019-0163, **Version:** 0

Title

2018 Holiday Festival/Tree Lighting Ceremony and Santa's North Pole Express

History

The 2018 Holiday Festival/Tree Lighting Ceremony and Santa's North Pole Express continue to be popular events to kick off the holiday season. Santa's North Pole Express celebrated its' 5th year selling out the first day with 265 participants. The event netted an income of \$1462.00 as a result of sponsorship revenue, higher than anticipated registrations, and a savings in expenses. The 33rd Holiday Festival and Tree Lighting Ceremony is an important tradition for our community. Crafts, holiday themed items, and a variety of food and beverages from local and Wisconsin vendors were featured. 1,000 participants showed up even with the heavy rain. Actual net income was (\$5,062) which was an improvement over the (\$10,905) budgeted amount.

Recommended Action/Motion

Discussion Only