

FY 2027 Community Events Budget Request

Holiday Lighting Ceremony	\$21,000.00
Holiday Lighting Contest	\$ 1,000.00
SpringFest	\$ 11,000.00
Scarecrow Contest	\$ 1,000.00
Rocktoberfest	\$ 10,000.00
Big Flea	\$ 2,500.00
Friday on the Commons	<u>\$33,500.00</u>
Total	\$80,000.00

2026 budget was \$80,000 – no increase requested for overall budget.

Emergency Equipment Fund of \$7,000 for 2026 is not needed for 2027. Remaining balance \$4,108.00

Holiday Lighting – Requesting increase from \$18,000 to \$21,000. The overall cost of two trains, inflatables and skating rink continue to increase each year as well as the fee for the sound engineer and Santa. Last year due to the growth of the WUMCO Basket Auction, it was necessary to move the auction outside to a tent and tent/heater rental increased the overall expenses for the Holiday Lighting Ceremony. This year we knew that we would need another heated tent for attendees to warm up but instead of just making it a spot to warm up, we decided to have a Holiday market inside the tent. The Holiday market was a huge hit along with the WUMCO basket tent and the plan for this upcoming year is to continue to grow the market. This would mean that a slightly larger tent would need to be rented.

Scarecrow Contest – No increase for 2027. The funds are needed for lighting, equipment and prizes for the contest.

Friday on the Commons – \$1,000 increase from the previous year, asking for \$33,500 for the 2027 budget. The \$1,000 will cover an additional movie night on the Commons.

RocktoberFest - Requesting an additional \$2,000 to cover the continued cost increase of tent rentals, bands, inflatables and games. New drinkware will need to be purchased for RocktoberFest event.

SpringFest – Requesting increase from \$10,000 to \$11,000 to help cover the rising cost of rentals. This year SpringFest sponsorship remained the same, however, sales were down again for the second year in a row due to weather. The crowd was large but two severe storms coming through during the event sent many attendees back home. We continue to have the need for multiple tents and tent sides for such weather occurrences. The average cost of these tents/sides is \$2,500 to \$3,000 each.

Recap of 2025:

SpringFest - started out with a huge crowd, but we were graced with 3 fast moving storms during the event that sent many attendees back home and the bands were unable to perform. All inflatables were down for at least half of the event and there was damage to some town pop-up tents.

Friday on the Commons – overall a successful summer and the number of attendees at each event increased this year. The committee decided to spread the events out a bit more and to not have events during times that are notorious for vacations by town residents.

RocktoberFest – successful event, large crowd and beautiful October weather

Holiday Lighting – largest crowd that we have seen, Holiday market was a huge success and WUMCO Basket Auction raised \$3,200.00

Update of ongoing for 2026:

The plan for 2026 is to have 12 or more events throughout the year (not including Poolesville Day) and they are as follows:

SpringFest

8 Friday on the Commons events (including 2 children-based events/movie nights, The Big Flea, possible Bingo event in coordination with UMVFD)

RocktoberFest

Scarecrows

Holiday Lighting

New Annual Sponsorship Program – creating a new program for local businesses to sponsor all Town events for the entire year (except for Poolesville Day). My hope is to streamline the sponsorship requests that go out each year from the various town event committees.

Red, White & Brews is our first Friday on the Commons event of the season and it takes place in June. In honor of the 250th anniversary, the FOC committee is working on adding some additional patriotic elements to this event.

I am working with Story Tapestries to have 2 performers come in for the special children's events on the Commons this year. These two events will also include Village EDU, a new zoo-to-you group that incorporates animals, education and fun.

I want to work with Sustainable Poolesville this year to create an event (previously the Big Flea) that incorporates more vendors/organizations offering sustainable products or services to the community.