



# MARINA FEST COMMITTEE MEETING AGENDA

Tuesday, January 12, 2016 at 6:00 p.m.

Sister Bay Fire Station 2258 Mill Road

For additional information check: [www.sisterbaywi.gov](http://www.sisterbaywi.gov)

Call Meeting to Order

Deviations from the agenda order shown may occur.

### Roll Call

|   |                                     |  |   |                                       |  |
|---|-------------------------------------|--|---|---------------------------------------|--|
| 1 | Pat Duffy – Chair                   |  | 2 | John Clove – Marina Committee Rep     |  |
| 3 | Sue Lundquist – Citizen Mem         |  |   | <i>Marina Manager – Nicole Krauel</i> |  |
|   | <i>Administrator – Zeke Jackson</i> |  |   |                                       |  |
|   |                                     |  |   |                                       |  |
|   |                                     |  |   |                                       |  |

AT LEAST ONE REPRESENTATIVE OF EVERY ORGANIZATION INVOLVED IN MARINA FEST WHO IS ABLE TO SPEAK ON BEHALF OF THAT ORGANIZATION IS REQUIRED TO ATTEND THIS MEETING.

### Approval of minutes as published

### Comments and Correspondence

### Business Items

1. Review of Marina Fest Financials from 2015
2. Review of Marina Fest Business impact survey from 2015
3. Review of Marina Fest Operations from 2015
4. Discussion on Marina Fest schedule and activities for 2016; consider a motion for action if necessary.
5. Discussion on organization and duty assignments for 2016; consider a motion for action if necessary.
6. Discuss matters to be placed on a future agenda or referred to a committee, official or employee.

### Adjournment

### Public Notice

Questions regarding the nature of the agenda items or more detail on the agenda items listed above scheduled to be considered by the governmental body listed above can be directed to Zeke Jackson, Village Administrator at 920-854-4118 or at [zeke.jackson@sisterbaywi.gov](mailto:zeke.jackson@sisterbaywi.gov).

It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information; no action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice. Upon reasonable notice, a good faith effort will be made to accommodate the needs of disabled individuals through sign language interpreters or other auxiliary aid at no cost to the individual to participate in public meetings. Due to the difficulty in finding interpreters, requests should be made as far in advance as possible preferably a minimum of 48 hours. For additional information or to request this service, contact the Sister Bay Village Administrator at 854-4118, (FAX) 854-9637, or by writing to the Village Administrator at the Village Administration Building, 2383 Maple Drive, PO Box 769, Sister Bay, WI 54234. Copies of reports and other supporting documentation are available for review at the Village Administrator's Office, Administration Building, 2383 Maple Drive during operating hours. (8 a.m. – 4 p.m. weekdays).

I hereby certify that I have posted a copy of this agenda at the following locations:

Administration Building       Library       Post Office

\_\_\_\_\_/\_\_\_\_\_  
Name

## MARINA FEST HISTORY

Budget vs Actual  
as of 12/31/15

|   | 2013          |                  | 2014          |                  | 2015          |                  | 2016          |
|---|---------------|------------------|---------------|------------------|---------------|------------------|---------------|
|   | Budget        | Actual           | Budget        | Actual to date   | Budget        | Actual to date   | Budget        |
| <b>Revenues</b>                             |               |                  |               |                  |               |                  |               |
| * Fireworks donations                       |               | 5,275.00         |               | 3,990.00         |               | 12,025.00        |               |
| " reserved for next year                    |               |                  |               |                  |               |                  |               |
| ** Rackcard/poster donations                |               | 400.00           |               | -                |               | 57.00            |               |
| Nonprofit fundraising (10%)                 |               | 3,234.50         |               | 1,878.56         |               | 3,295.07         |               |
| Net Token Proceeds                          |               |                  |               |                  |               | 413.00           |               |
| Bouncy House Proceeds                       |               |                  |               |                  |               | 3,300.00         |               |
| Donations                                   |               |                  |               |                  |               | 109.48           |               |
| Raffle                                      |               |                  |               |                  |               |                  |               |
| <b>subtotal:</b>                            | <b>8,000</b>  | <b>8,909.50</b>  | <b>8,500</b>  | <b>5,868.56</b>  | <b>8,500</b>  | <b>19,199.55</b> | <b>17,500</b> |
| * No fireworks letters in 2009              |               |                  |               |                  |               |                  |               |
| ** Advertising funded by commercial boaters |               |                  |               |                  |               |                  |               |
| <b>Expenses</b>                             |               |                  |               |                  |               |                  |               |
| Entertainment:                              |               |                  |               |                  |               |                  |               |
| After Dark                                  |               |                  |               |                  |               | 500.00           |               |
| Bouncers (Jumping Bean Bouncers)            |               |                  |               |                  |               | 2,495.07         |               |
| Replica Band                                |               | 2,800.00         |               | 3,000.00         |               | 2,500.00         |               |
| River City Six                              |               | 850.00           |               | 850.00           |               | 850.00           |               |
| Shanty Singer                               |               |                  |               | 400.00           |               |                  |               |
| Steam Engine (Bruder)                       |               | 150.00           |               |                  |               |                  |               |
| Timberwork Lumberjacks                      |               |                  |               |                  |               | 5,900.00         |               |
| Viking Ship expenses                        |               |                  |               |                  |               | 27.86            |               |
| Waterboard Warriors                         |               | 3,000.00         |               | 3,000.00         |               | 3,000.00         |               |
| Advertising/Rackcards/Signs                 |               | 2,140.88         |               | 493.50           |               | 1,799.58         |               |
| Fireworks mailing costs                     |               | 101.06           |               |                  |               |                  |               |
| Fireworks                                   |               | 6,000.00         |               | 5,500.00         |               | 9,580.00         |               |
| Garbage collection                          |               | 350.00           |               | 350.00           |               | 315.76           |               |
| Gift certificates/Prizes                    |               | 235.54           |               | 100.00           |               | -                |               |
| Lighting/Electrical work                    |               | 115.00           |               | 90.00            |               | -                |               |
| Lodging for Performers                      |               |                  |               |                  |               | 639.36           |               |
| Porta Potties                               |               | 631.00           |               | 631.00           |               | 1,300.00         |               |
| SBAA  |               |                  |               |                  |               | 264.00           |               |
| Sheriff's services                          |               |                  |               |                  |               |                  |               |
| Sprinkler repair                            |               |                  |               |                  |               |                  |               |
| Supplies                                    |               | 204.97           |               | 70.82            |               | 430.88           |               |
| Tents                                       |               | 2,050.00         |               | 2,025.00         |               | 1,600.00         |               |
| Utilities                                   |               |                  |               |                  |               | 55.80            |               |
| <b>Festival Costs</b>                       | <b>15,000</b> | <b>18,628.45</b> | <b>18,500</b> | <b>16,510.32</b> | <b>18,500</b> | <b>31,258.31</b> | <b>25,000</b> |
| <b>Net Costs minus Revenue</b>              | <b>7,000</b>  | <b>9,718.95</b>  | <b>10,000</b> | <b>10,641.76</b> | <b>10,000</b> | <b>12,058.76</b> | <b>7,500</b>  |
| <i>Over Budget / (Under Budget)</i>         |               | <i>2,718.95</i>  |               | <i>641.76</i>    |               | <i>2,058.76</i>  |               |
| <b>Labor (contributed)</b>                  |               |                  |               |                  |               |                  |               |
| Marina staff                                |               | 323.08           |               | 415.08           |               | 58.06            |               |
| Village staff                               |               | 2,798.57         |               | 2026.09          |               | 4191.23          |               |
| <b>Total Labor</b>                          |               | <b>3,121.65</b>  |               | <b>2,441.17</b>  |               | <b>4,249.29</b>  |               |



2015 Marinafest Economic Impact Survey

Thank you for your participation in this survey. Please take a few minutes to share your opinion. All answers will remain completely confidential and anonymous- no personal information will be shared, only statistical data.

1. Do you think Marinafest had a positive impact on your business? Yes or No

2. Think about traffic on September 4<sup>th</sup> through 7<sup>th</sup>. The Village recorded approximately 82,000 cars on its traffic counter. How did this traffic impact your business on the following metrics: 1 to 5, where 1 means “none” and 5 means “Excellent”

|  | “less” | 1                        | 2                        | 3                        | 4                        | 5 “more”                 |
|--|--------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Marinafest attendees visited my business |        | <input type="checkbox"/> |
| Marinafest attendees spent money         |        | <input type="checkbox"/> |
| Overall traffic increased from last year |        | <input type="checkbox"/> |
| Lines at checkout were longer            |        | <input type="checkbox"/> |
| Employees talked about Marinafest        |        | <input type="checkbox"/> |
| Visitors talked about Marinafest         |        | <input type="checkbox"/> |
| People came here because of Marinafest   |        | <input type="checkbox"/> |

3. Think about volumes this holiday weekend, did they increase or decrease as a percentage (%) over the same week last year?

|                       | -10 to 0                 | No Change                | +1 to +5                 | +6 to +15                | +16 and above            |
|-----------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Sales                 | <input type="checkbox"/> |
| Customer Count        | <input type="checkbox"/> |
| Families as Customers | <input type="checkbox"/> |
| Add on Sales          | <input type="checkbox"/> |

4. How many customers did you serve on Saturday of Marinafest? \_\_\_\_\_

5. How many customers did you serve on Sunday of Marinafest? \_\_\_\_\_

6. How much does the average customer spend per transaction at your business? \_\_\_\_\_

7. Please think about how your customers talked about entertainment at Marinafest. What type of entertainment do you think created the largest amount of traffic for your business?

|                      | 1                        | 2                        | 3                        | 4                        | 5                        |
|----------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| River City 6 (Band)  | <input type="checkbox"/> |
| Replica (Band)       | <input type="checkbox"/> |
| Fireworks (Saturday) | <input type="checkbox"/> |
| Fireworks (Sunday)   | <input type="checkbox"/> |
| Waterboard Warriors  | <input type="checkbox"/> |
| Lumberjack Show      | <input type="checkbox"/> |

8. Marinafest was shifted to cover most of Waterfront Park this year. How do you think this shift impacted your business? Better or Worse?

9. As a taxpayer AND event attendee, do you think the shift was good or bad?

10. Did your business experience an increase in sales on Sunday of Marinafest weekend? Yes or no?

11. In your opinion, do you think we should keep a second day of Marinafest in 2016?

12. Demographic Information (your survey will not be registered unless this data is completed; this is a weighted survey for economic impact) Please tell us about yourself, circle the appropriate answer:

Annual Sales: Less than \$500,000 \$500,001-1,000,000 Over \$1,000,000

Do you own or rent your business property: Own Rent

How many people do you employ: \_\_\_\_\_

Is your business a lodging based business: YES NO

**Thank you** for your help in making Sister Bay a better community for all of us to call home. Your opinion is important to us in making decisions about the future of our Village. Please return this survey to the Administrative Offices, or mail to PO Box 769 Sister Bay, WI 54234.

# MARINA FEST ECONOMIC IMPACT SURVEY

# 2015

| QUESTION NUMBER   | AVERAGE RESPONSE | % RATING | SUM OF RATINGS  |                  |
|---|------------------|----------|-----------------|------------------|
| 1. Positive impact on business:                             | YES              | 83%      | 5 YES 1 NO      | 6 of 6 Responses |
| <b>1 EQUALS "NONE" / 5 EQUALS "EXCELLENT"</b>               |                  |          |                 |                  |
| <b>2. Traffic Impact</b>                                    |                  |          |                 |                  |
| Attendees visited business:                                 | 3.66             | 73%      | 22 of 30        | 6 Responses      |
| Attendees spent money:                                      | 3.4              | 68%      | 17 of 25        | 5 Responses      |
| Traffic Increased from last year:                           | 3.8              | 76%      | 19 of 25        | 5 Responses      |
| Checkout lines longer:                                      | 3.5              | 70%      | 14 of 20        | 4 Responses      |
| Visitors talked about Marinafest:                           | 2.8              | 56%      | 14 of 25        | 5 Responses      |
| People came for Marinafest:                                 | 3                | 60%      | 12 of 20        | 4 Responses      |
| <b>1 EQUALS "POOR" / 5 EQUALS "EXCELLENT" IN PERCENTAGE</b> |                  |          |                 |                  |
| <b>3. Volume compare to last year</b>                       |                  |          |                 |                  |
| Sales:  | 3.4              | 68%      | 17 of 25        | 5 Responses      |
| Customer Count:   | 3.4              | 68%      | 17 of 25        | 5 Responses      |
| Families as Customers:                                      | 3.2              | 64%      | 16 of 25        | 5 Responses      |
| Add on Sales:   | 3.2              | 65%      | 13 of 20        | 4 Responses      |
| <b>4. Customers served Saturday</b>                         | 97               |          | 293             | 3 Responses      |
| <b>5. Customer served Sunday</b>                            | 63               |          | 190             | 3 Responses      |
| <b>6. Average customer spent</b>                            | 96               |          | 385             | 4 Responses      |
| <b>1 EQUALS "POOR" / 5 EQUALS "EXCELLENT"</b>               |                  |          |                 |                  |
| <b>7. Entertainment</b>                                     |                  |          |                 |                  |
| River City 6 (Band):  | 4.5              | 90%      | 9 of 10         | 2 Responses      |
| Replica (Band):   | 4                | 80%      | 4 of 5          | 1 Response       |
| Fireworks - Saturday:                                       | 3                | 60%      | 6 of 10         | 2 Responses      |
| Fireworks - Sunday:   | 3                | 60%      | 6 of 10         | 2 Responses      |
| Waterboard Warriors:  | 4                | 80%      | 8 of 10         | 2 Responses      |
| Lumberjack Show:  | 3                | 60%      | 3 of 5          | 1 Response       |
| <b>8. Shift in location</b>                                 | Better           | 83%      | 4 Better 1 Same | 5 of 6 Responses |
| <b>9. Shift good or bad</b>                                 | Good             | 66%      | 4 Good          | 4 of 6 Responses |
| <b>10. Increase in sales</b>                                | Yes              | 66%      | 4 Yes           | 4 of 6 Responses |

|                                 |     |      |       |                  |
|---------------------------------|-----|------|-------|------------------|
| <b>11. Second day Yes or No</b> | Yes | 83%  | 5 Yes | 5 of 6 Responses |
| <b>12. Annual Sales</b>         |     |      |       |                  |
| Do you rent or own:             | Own | 100% | 6 Own | 6 of 6 Responses |
| How many employees:             |     |      |       |                  |
| Do you offer lodging:           | No  | 83%  | 5 No  | 5 of 6 Responses |



