

To: David Creery, Chief Administrative Officer
From: Brian Connors, Director of Parks & Recreation
Re: Cowapolooza Budget Pre-approval

AIM

To seek Council's pre-approval of the 2025 Cowapolooza budget.

BACKGROUND

The Cowapolooza budget last year was brought forward before the normal March operating budget approval cycle. This allowed Special Events staff to proceed in event planning and to secure entertainment for Cowapolooza in August.

COMMENTS

Securing the proper sized stage for Cowapolooza is important as there are only a few companies in this area in which has the size of stage which this event will be looking for. Additionally, the entertainment market is also very competitive. Early booking is necessary to secure the best talent within the limits of the City's budget.

The 2024 expenditure budget for talent, equipment rentals, security, police, purchased services, including Cowapolooza Kids was \$156,500. The actual 2024 budget for Cowapolooza was 150,000. This over expenditure of \$6,500 was offset by a \$20,000 one-time grant from Experience Ontario.

Special Events is seeking an increase of 3.3% over the 2024 expenditure budget to a 2025 Cowapolooza expenditure budget of \$155,000

RECOMMENDATION

That Woodstock City Council authorize pre-approval in the 2025 Revenue Fund Budget of \$155,000 for Cowapolooza.

Authored by: Kristen Brodhagen, Manager of Special Events

Approved by: Brian Connors, Director of Parks and Recreation

Approved by: David Creery, M.B.A., P.Eng., Chief Administrative Officer