

To: David Creery, Chief Administrative Officer

From: Brian Connors, Director of Parks & Recreation

Re: Cowapolooza Budget

AIM

To seek Council's pre-approval of the 2026 Cowapolooza budget for \$155,000.

BACKGROUND

In past years, the Cowapolooza budget has been submitted ahead of the usual March operating budget approval cycle. This early submission enabled Special Events staff to move forward with event planning and secure entertainment for the August Cowapolooza event.

COMMENTS

The entertainment industry is highly competitive. To secure the level of talent commonly featured at Cowapolooza while staying within the City's event budget, additional time is crucial when considering options for the Cowapolooza Rocks headliner. Furthermore, booking a stage for Cowapolooza is essential since only a limited number of companies in the area offer stages of the required size for this event.

The 2025 expenditure budget for talent, equipment rentals, purchased services, including Cowapolooza Kids, security, police, etc. was \$155,000. No change to this budget line is being requested in 2026.

ATTACHMENTS**RECOMMENDATION**

That Woodstock City Council pre-approve the 2026 Cowapolooza expenditure budget at \$155,000 for 2026.

Authored by: Kristen Brodhagen, Manager of Special Events

Approved by: Brian Connors, Director of Parks and Recreation

Approved by: David Creery, P. Eng, MBA, Chief Administrative Officer