

MUNSTER PARKS AND RECREATION

BIEKER WOODS NIGHT WALK

SATURDAY,
OCTOBER 23RD,
2021



By the Numbers

1,330 Admission Tickets Sold
6 Scenes Ran by Girl Scouts
18 Volunteers from Project X
Bieker Woods Night Walk was held at Bieker Woods on 10/23/2021

Program Summary

This event in partnership with Munster Girl Scouts was our take on a Haunted Trail held at Bieker Woods. Munster Girl Scouts designed, set up and ran all the scary scenes while Munster Parks & Recreation did all the registration, marketing & maintenance of the trail. Profits from this event were split 60/40 with 60% going to the Girl Scout troops for all their hard work and 40% going to Munster Parks to cover the costs of maintenance and marketing after expenses. This event opened ticket sales at 6:00 and by the time the first groups went through the trail at 6:30 we already had a line of over 100 people. While park staff tried to keep the line moving as quickly as possible, the sheer volume of people wanting to walk the trail quickly outweighed the groups of 10 that were allowed to walk the trail at one time, creating a long but fast-moving line. This year we decided to hire a professional actor dressed as Michael Myers from the classic movie series "Halloween". This actor turned out to be a HUGE hit making the line a fun and somewhat scary place to be not knowing where he may turn up. Throughout the night park staff received countless compliments on how great of an event this was, so we considered it a huge success for both Munster Parks and Munster Girl Scouts.

Event Itinerary

8:30am – Girl scouts began setting up scenes for event
4:30pm – Recreation Supervisor arrived on site
6:00pm – Ticket Sales begin, volunteer meeting
6:20pm – Volunteer walk through & orientation
6:30pm – Group Tours begin
9:00 / 10:00pm – Ticket Sales ended, and event wrapped up

FINANCIAL SUMMARY

Revenue

Admission Ticket Sales	\$	6,650.00
Total Revenue:	\$	6,650.00

Expenses

Park Staff Salary	\$	500.00
Portable Restrooms	\$	200.00
Michael Myers Professional Actor	\$	200.00
Fuel for Generators	\$	15.00
Ad's (Facebook & The Times)	\$	90.00
Total Expenses	\$	1,005.00

Net Profit Margin of **84.89%**

Variance of + \$ 5,645.00

60/40 Split: \$3,387.00 to Girl Scouts & \$2,258.00 To MPR

Revenue Increase of 35.03 % from 2018