



# 2022 A Year in Review

## THIS YEAR WE...

Hosted **29** days of events - most of which were free to the public!

## NEW THIS YEAR

### Valpo LepreCON

- Over **\$17K** raised for S.E.L.F School PTA of Porter County

### Autumn Promenade

- Walking tour of downtown to support local restaurants and retailers

### More FREE Concerts

## SPOTLIGHT

Valparaiso Events awarded **2 Scholarships** to students of the VHS Class of 2022 totaling **\$7,000**



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Created Shop Valpo initiative with the City of Valparaiso & Chamber of Commerce



**2022**  
ValparaisoEvents.com

FUN FOR EVERYONE!

# Chocolate Walk™

Saturday, May 7, 2022

This annual "sweet" event sold out with over 400 attendees and 30 local participating retailers.

Marketing and Advertisement reach across VE Facebook and Instagram CW campaign: **61,139**

www.valparaisoevents.com reach: **3,340**



## Summer Outdoor Movies

June 2022

Tuesdays at Dusk in Central Park Plaza



This year we screened:

**Shrek, Up, Encanto & The Wizard of Oz**

Valpo Events increased pre-show activities for the public with live character actors, face painting, balloon animals, décor/photo opportunities, and live musical performances.

Average attendance per movie night: **2,000 - 2,500**

Total attendance approx.: **10,800**

Marketing and Advertisement reach across VE Facebook and Instagram SOM campaign: **252,834**

www.valparaisoevents.com reach: **5,607**





# Summer Concert Series

## Mid-July to Early September

### Thursday Evenings in Central Park Plaza

This series featured a diverse line-up of musical talent sourced from the region, Chicagoland area, and even Indianapolis. In addition to adding an 8th concert date, we also had record attendance this year!

Attendance per concert: **2,800 - 3,200**

Total Attendance approx.: **24,000**

Marketing and Advertisement reach across VE Facebook and Instagram SCS campaign: **146,853**

[www.valparaisoevents.com](http://www.valparaisoevents.com) reach: **22,576**





# Valparaiso Wine Festival Saturday, July 23, 2022 William E Urschel Pavilion

The Valparaiso Wine Festival sold out with over **760** attendees. It featured more than **20** distributors and wineries with over **170** wines, ciders, and meads for guests to sample.

Marketing and Advertisement reach across VE  
Facebook and Instagram VWF campaign: **19,969**

[www.valparaisoevents.com](http://www.valparaisoevents.com) reach: **5,500**





# The 43rd Annual Popcorn Festival

## Saturday, September 10, 2022

### Downtown Valparaiso

This year's festival included 2 days of pre-festival events - a Thursday night Kick-Off Concert and Friday night Hot Wheels Race of Champions & Food Truck Rally that raised money for a local nonprofit.

Popcorn Festival Day had a record number of 300+ vendors compared to recent years, many of whom reported record sales and calls to action.

Estimated Attendance: **45,000-50,000**

Marketing and Advertisement reach across VE Facebook and Instagram PF campaign: **201,278**

[www.valparaisoevents.com](http://www.valparaisoevents.com) reach: **63,096**





# Valpo Brewfest September 23 & 24, 2022 Central Park Plaza

The Brewfest spanned 2 days with the 2nd Annual Brewfest German Biergarten Kick-off event on Friday evening and the Valpo Brewfest on Saturday.

Valpo Brewfest **featured over 55 Brewers & over 200 Brews**

The event **sold out** with **3,358** tickets purchased.

Estimated 2-Day Attendance approximately: **5,000**

Marketing and Advertisement reach across VE Facebook and Instagram VBF campaign: **28,139**

[www.valparaisoevents.com](http://www.valparaisoevents.com) reach: **4,512**



# Downtown Trick-or-Treat & Fall Harvest Festival

Friday & Saturday, October 14 & 15, 2022

Downtown Valpo & Central Park Plaza



We saw over **2,000** trick-or-treaters and had over **85 local businesses** and organizations participate in Downtown Trick-or-Treat. Fall Harvest Festival was held in conjunction with the last day of the Farmer's Market and featured performances by the VHS Varsity Singers, Band, and Orchestra.

Attendees also enjoyed free pumpkin painting with the VHS National Honor Society, bounce houses, yard games, and free face painting by the VHS Vikettes.

Estimated 2 Day Attendance: **6,000**

Marketing and Advertisement reach across VE Facebook and Instagram FHF campaign: **42,987**

[www.valparaisoevents.com](http://www.valparaisoevents.com) reach: **6,778**



VALPARAISO EVENTS

# Autumn Promenade

**Autumn Promenade**  
**Saturday, November 12, 2022**  
**Downtown Valparaiso**

This new event showcased downtown retailers and was similar to the beloved Chocolate Walk. It featured a walking tour of downtown where guests collected fall themed treats and goods from over 20 participating businesses.

Attendance: **206**

Marketing and Advertisement reach across VE  
Facebook and Instagram AP campaign: **38,587**

[www.valparaisoevents.com](http://www.valparaisoevents.com) reach: **1,057**







## Holly Days

Friday & Saturday, December 2 & 3, 2022  
Downtown Valparaiso

This 2-day event kicked off at the Porter County Public Library's Rotary Library Garden for the 2nd year with a tree lighting in conjunction with the PCPL Holiday Open House. Saturday took place in Central Park Plaza and around the courthouse.

The event featured live performance actors, the Varsity Singers, ice sculptors, pictures with & letters to Santa, holiday train rides, the live nativity, and downtown retailer holiday open houses.

Estimated 2-Day Attendance: **5,000**

Marketing and Advertisement reach across VE Facebook and Instagram HD campaign: **78,281**

[www.valparaisoevents.com](http://www.valparaisoevents.com) reach: **5,594**



# Community engagement

**Valparaiso Events is also supported by memberships and relationships with local leaders.**

**Below are some of the highlights of 2022 outside of our regular calendar of events:**

- **"Let's Kick It"** Dressed for School campaign in August
- **2 free Campus Movie Nights** at Valparaiso University
- **Urban Art** - Valparaiso Events worked with the Redevelopment Commission to fund and pick local artists to wrap utility boxes around downtown.
- **Sponsorship** of the Memorial Opera House fundraising Halloween Gala
- Partnered with Rotary Club of Valparaiso to fundraise for **Rotary Popcorn Golf Outing**
- **Sponsorship** of Hilltop Neighborhood House annual fundraising event SantaCon



# 2022 Membership

## Executive Members

- Bao's Pastry
- BoyConn Printers
- Chick-fil-A Valparaiso
- Digital Graphic Solutions
- Discovery Charter School
- Hilltop Neighborhood House
- Lincoln Flats
- Molly Maid
- Pikk's Tavern & Inn
- Porter County Pet Clinic
- Smoketown Blues
- Triangle Liquors
- Valuation Services

## Business Members

- 1st Source Bank
- Aftermath Cidery & Winery
- Chicago Street Theatre
- Country Inn & Suites
- Designer Deserts
- Family Express
- Hoepfner, Wagner & Evans LLP
- Home Team Valpo
- Indie Indie Bang Bang
- LambStone Cellars Winery
- Lifestyles
- Maplewood Manufactured
- Memorial Opera House
- Misbehavin' Meads
- Nature's Remedies
- Old World Market
- Patton Law LLC
- Porter County Community Foundation
- Porter County Public Library
- Peddlers Pizza Pub
- Rocket Fizz
- Sheep's Clothing
- Swartz Retson
- Terry's Discount Windows
- The Lunch Box
- Tocayos Mexican Restaurant
- Valpo YMCA

## Community Members

- Marica Gienapp & David Abel
- Carolyn Biesen
- Judy Rooney-Davis
- Bridgette Garrison
- Kurt & Julie Gaskell
- Rod & Amy Gayda
- Phil Hahn
- Tom & Kathy Kearns
- Brad & Debbie Koeppen
- Frank & Lisa Kusbel
- Todd & Cheryl Leeth
- Ken & Janice Martinek
- Doug & Kimberly Mogck
- The Nikolski Family
- Bill & Danielle Oeding
- Greg & Jennifer Quartucci
- Jack & Carol Ronneau
- Stu & Megan Summers
- Cinda Urschel
- John & Pat Wong



\*As of 11.19.2022

Thank you to our Sponsors!

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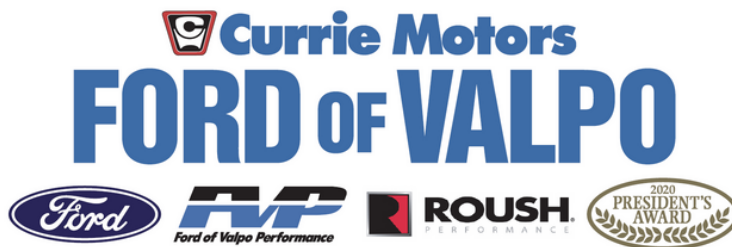
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