Updated as of 8.24.17

| Event | General | Marketing | Hotel/Motel | H/M Markeing | Total Budget | Revenue | Estimated Attendance | Cost Per Person |
|---|---|---|---|---|---|---|---|---|
| | Fund | | | | | | | |
| Bloomin' Bluegrass* | $ | | $ 188,000 | $ 1,800 | $ 189,800 | $ 22,000 | 8,000 | $ 20.98 |
| Christmas Teas | | | 6,200 | | $ 6,200 | 5,300 | 210 | 4.29 |
| Christmas Tour of Lights* | 283,400 | | | | $ 283,400 | | 41,883 | 6.77 |
| Christmas Tree Lighting | 24,500 | | 5,000 | | $ 29,500 | 500 | 4,500 | 6.44 |
| Daddy Daughter Dance | 5,000 | | | | $ 5,000 | 4,000 | 664 | 1.51 |
| Fishin' Fun | 12,000 | | | | $ 12,000 | 500 | 2,000 | 5.75 |
| Halloween in the Park | 24,000 | | | | $ 24,000 | 5,300 | 9,000 | 2.08 |
| Independence Day* | 36,700 | | 18,300 | | $ 55,000 | 32,090 | 8,000 | 2.86 |
| Tastes & Tunes Series | 14,500 | | | | $ 14,500 | 2,000 | 2,000 | 6.25 |
| Date Night in the Park Series | 48,000 | | | | $ 48,000 | 57,000 | 9,000 | (1.00) |
| Celebration of Roses | | | 5,000 | | $ 5,000 | | 350 | 14.29 |
| Veteran's Day | 12,200 | | | | $ 12,200 | | 500 | 24.40 |
| Farmers Market | 44,000 | 8,600 | | | $ 52,600 | 15,000 | 16,500 | 2.28 |
| | $ 504,300 | | $ 222,500 | $ 1,800 | $ 737,200 | $ 143,690 | 102,607 | 5.78 |

*Includes Staff Overtime