

Boom!

This time of year when the pelicans have just flown in and the daffodils are working their way to the sunshine, I'm thinking about fireworks. Where will we get all that money? The show costs about \$20,000 per year. Back in the day, we had next year's show already in the bank... but then the recession hit. Today we are raising money for this year's show. Do we need a fireworks show on the 4<sup>th</sup> of July? What would happen if we just don't collect enough money...

So, money. The title sponsor of the show is the Waconia Lions Club, since they give the lion's share of the money for our show. Their money comes from pull tabs and the Wild Game Dinner and they are excellent stewards of their account – buying uniforms for teams, a portion of the new baseball stadium, fireworks and countless other community efforts. We solicit funds also from Waconia West Carver Rotary – as they are also excellent community and global partners, using the funds they raise to eradicate polio, facilitate exchange programs, provide clean water and soon you'll see a Rotary sponsored concession stand at the new stadium at Waconia High School. The community has opportunities to give at Mackenthun's as well as any business that wants to collect! Please consider providing this opportunity for the public.

And you. We could not do this show without the generosity of our businesses. This is a great way to show your community spirit! Thank you to those that always give and welcome to the show if this is your first year. The Lake Waconia Fireworks Association, 501c4, is the entity that holds the account. None of these funds go to the Waconia Chamber of Commerce (which is a non-governmental, 501c6 Business Member Organization)... we just make sure the show happens.

What does that mean? We apply for permits, support the Waconia Pyrotechnics (they volunteer their 4<sup>th</sup> of July every year to do our show), solicit funds, advertise, brainstorm new ways to raise money, work with Carver County Parks and the Carver County Sheriff's department.

And back to money. The cost of this show is going up at a steep rate, in part due to the tariffs imposed on these products coming from China. Since 9/11, it's also more difficult to shoot fireworks shows. We are so fortunate to have this team that does our show! They design the show, shop for the show and store the explosives until showtime. It really is a big deal!

So – all this to get you excited for summer, for celebrating the USA in Waconia with the thousands of folks that come to watch... it's a great way to show the community that you are "in"! Thank you for considering a contribution to the Lake Waconia Fireworks Festival when you get your letter in the mail next week.

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