



DRAPER DAYS 2026



41,000

total Draper Park visits

6k

Thursday

11k

Friday

24k

Saturday



draper	39%
sandy	18%
riverton	5%
herriman	3%
lehi	3%
south jordan	3%

- 72 pie-baking contestants
- 18 community stage performances
- 3 daily stunt shows
- 17 park activities & attractions
- standing room bingo game
- well-organized & attended car show



\$255,000
total revenue

\$102k sponsorships +15.85%

\$68k rodeo +18.65

\$68k vendors +26.67%

\$12k sports -28.75%

\$3k parade +36.96%

\$1k draper idol +2.86%



2 sold-out rodeo performances



86

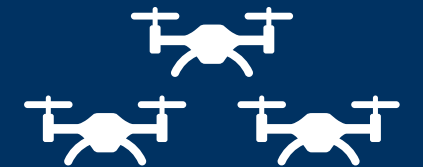
parade entries

implemented no candy throwing rule



54 total sponsors

- Median sponsorship was \$1,000
- Average sponsorship was \$1,900
- Three anchor sponsors provided 1/3 of the total, or \$35k



178 vendors

- 80 handmade
- 25 food
- 69 business
- 4 govt.
- By survey, 78% of vendors described Draper Days as moderately, very, or extremely successful for their business
- 5% said the event was not successful
- 63% indicated they would probably or definitely return



341

Number of volunteer assignments

928

Number of volunteer hours



1,553

Staff overtime hours

Draper Days Expense and Income 2023 - 2026

Draper Days Expense and Income 2023 - 2026

EXPENSE	2023	2024	2025	2026	'25-'26 Dollar Change	'25-'26 Percentage Change
• Main entertainment	\$121,475	\$124,117	\$130,000	\$106,987	\$23,013 decrease	17.70% decrease
• Park activities	\$99,862	\$126,400	\$103,216	\$126,410	\$23,194 increase	22.47% increase
• Setup	\$91,229	\$88,217	\$98,864	\$96,709	\$2,155 decrease	2.18% decrease
• Rodeo	\$30,171	\$37,624	\$37,967	\$76,710	\$38,743 increase	102.04% increase
• Parade	\$12,003	\$2,902	\$15,542	\$10,571	\$4,971 decrease	31.98% decrease
• Sports tournaments	-	-	\$11,518	\$8,036	\$3,482 decrease	30.23% decrease
Total:	\$354,740	\$379,260	\$397,107	\$425,423	\$28,316 increase	7.13% increase

INCOME	2023	2024	2025	2026	'25-'26 Dollar Change	'25-'26 Percentage Change
• Sponsorships	\$81,550	\$96,400	\$88,000	\$100,950	\$12,950 increase	14.72% increase
• Rodeo	\$60,926	\$72,809	\$57,835	\$68,620	\$10,785 increase	18.65% increase
• Business vendors	\$11,250	\$18,250	\$16,800	\$21,945	\$5,145 increase	30.63% increase
• Food vendors	\$11,750	\$11,350	\$17,550	\$29,500	\$11,950 increase	68.09% increase
• Handmade vendors	\$12,290	\$11,125	\$16,625	\$16,530	\$95 decrease	0.57% decrease
• 5K	\$10,432	\$8,802	\$10,300	\$8,829	\$1,471 decrease	14.28% decrease
• Pickleball	\$3,160	\$4,960	\$2,640	\$1,920	\$720 decrease	27.27% decrease
• Parade	\$3,400	\$4,400	\$2,300	\$3,150	\$850 increase	36.96% increase
• Softball	\$4,425	\$2,950	\$1,770	\$0	\$210 decrease	100% decrease
• Basketball	\$2,550	\$2,280	\$690	\$480	\$210 decrease	30.43% decrease
• Strider	\$1,530	\$1,650	\$1,020	\$990	\$30 decrease	2.94% decrease
• Draper Idol	\$0	\$1,150	\$875	\$900	\$25 increase	2.86% increase
• Disc golf	\$0	\$0	\$728	\$0	\$0 decrease	100% decrease
Total:	\$203,263	\$236,126	\$217,133	\$253,814	\$36,681 increase	16.89% increase

CITY SUBSIDY	\$151,478	\$143,134	\$179,974	\$171,609	\$8,365 decrease	4.65% decrease
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Major Expenses

- Top ten expenses (two-thirds of entire budget):
 1. Brio \$59,720
 2. Diamond Tent \$38,508
 3. Fireworks \$24,000
 4. Circle + purse \$23,000
 5. Stunt shows x3 \$22,500
 6. Drone show \$20,000
 7. Utah Inflatables \$16,594
 8. LED wall rodeo \$16,565
 9. Roll On \$12,000
 10. Groove Merchants \$12,000

New Expenses

- Barricade rental \$1,200
- Water truck for rodeo \$4,600
- LED wall at rodeo \$17,000
- Rodeo trick rider \$1,500
- Shade tents at rodeo \$7,037
- Striping car show/vendors \$1,775
- Flooring for eating tent \$6,300
- Flooring back of stage \$3,990
- Addition of drone show \$12,000
- America250 \$10,000

Rodeo Detail

- Rodeo expense increased \$38,743
- Three new expenses in 2026:
 - \$17,000 LED board
 - \$4,602 water truck
 - \$7,000 shade canopy
- These three expenses accounted for 83.5% of the increase
- Top ten rodeo expenses:
 1. Circle J \$19,000
 2. Brio \$16,565
 3. Diamond \$7,038
 4. Horse pull \$5,250
 5. Water truck \$4,602
 6. Purse \$4,000
 7. Clown \$4,000
 8. Honey B \$2,932
 9. Audio \$2,070
 10. Red shirts \$2,011

Draper Days 2 Staff Recap

Draper Days 2026 Staff Recap

Rodeo

- Ensure FD knows about the Slack competition held every Friday night.
- LED video board was a great addition.
- Shade structure was great- look into getting another one and/or getting permanent bleachers in place.
- The ticket price increase and removal of child pricing were a good revenue source.

Idol/Movie/Heritage Banquet

- Consider moving the banquet to Tuesday night to align with the walking tour.
- Start Idol by 7:00 or limit both age groups to 1 hour each- movie went too late

Thursday

- Emergency Services Coordinator and Risk Manager to perform safety walk-through before event
- Attendance Thursday is high - Draper Days is now three days
- Car show striping was a plus- very organized and easier load-in. Load-out needs to be safer, as cars are leaving the park full of attendees.
- Stage noise- ask stage vendor to work around car show hours if possible
- Provide a dinner on Thursday night. Consider two dinner shifts to ensure all staff receive food.
- Bike Parade to be led by V.I.P.S., with a clear finish line for kids.
- Ensure vendors are not storing fuel near their trucks.
- Label aisles in vendor areas so emergency responders can locate them more easily.
- Increase number of barricades at main stage so people aren't sitting and blocking walkways.
- Display the flag at the roundabout better.

Friday

- The evacuation message could have been clearer and sent to designated parties. Consider having the Communication Director at IC to get the message out.
- Move Fire's inflatable tent closer to mobile command.
- Mobile command should consider renting a generator to lessen wear on the vehicle. Be ready to refuel.
- Jake will look into getting an AT&T antenna

Saturday

- Reduce time on the fireworks show to 20 minutes.
- Turn off video board during fireworks.
- Play music from stage during downtime.
- Recreation to include yoga in the park as one of their events.

