

You asked....We answered!

“What does it cost to put on Corn Carnival and the Grand Parade?”

We Answered:

.....our two biggest expenses during Carnival are for advertising and the Grand Parade. Advertising expenses can range from \$3000 to \$4000 each year. We advertise in local area papers, on local radio stations, and in the area shoppers. We also print event flyers that are available in area businesses with schedules on them. Advertising is also purchased for the on screen ads at the Gladbrook Theater. The Corn Carnival Corporation also maintains a website and Facebook page with updates about events and schedules. The advertising expenses are covered by the profits that we hope to make from other events.

The second biggest expense is generally the Grand Parade. Some years the costs are more than others depending on whether or not we can find a highlight entry to bring to the parade. Other expenses that are not visible to most people who attend are our electricity bill and our port-a-potties. We also have printing expenses, mailing expenses, and just general supplies that are needed to keep things going as well.