

Together, we have made a Lasting Impact on Middletown.

We Appreciate Your Support!!

The REImagine Holiday Whopla has created a public space that positively impacts public health, community identity, and economic development.

None of this would have been possible without the generous contributions of donors like you!!



Physical Impact:

Thanks to your support, the ice rink has become a **vibrant space** that promotes physical activity and well-being for **people of all ages, backgrounds, and abilities**. What started as an exciting initiative has grown into a central gathering spot for both residents and visitors to enjoy the winter season and stay active. **The rink has fostered a strong sense of community, enhancing health, well-being, and a shared spirit of togetherness.**

Social Impact:

REImagine Holiday Whopla has become a **hub for social interaction**, bringing families, friends, teams, and organizations together, **strengthening bonds and creating lasting memories**.

In 2024, we launched a **youth board**, providing high school students from **Middletown/Butler Tech, Lakota, Bishop Fenwick, and Middletown Christian** with valuable leadership experience. These youth leaders contributed to programming, social media, and event setup/teardown, empowering them to **become positive change-makers in their community** through mentorship and hands-on involvement.



Youth Board of Trustees

Economic Impact:



The REImagine Holiday Whopla has had a substantial economic impact on Middletown.

Over the past four years, the event has created **seasonal jobs for 55 individuals, including 45 Middletown residents, 23 high school students, 10 college students, and 22 adults.**

Our organization has directly supported local businesses by purchasing goods and services needed to operate and manage the ice rink, totaling over **\$85,000** and contributing significantly to the local economy.



Regional Attraction Impact:

We are actively working toward our goal of becoming **a regional attraction**. Since the project's inception in 2021, the REImagine Holiday Whopla has drawn over **280,000 visitors**, significantly boosting foot traffic and providing vital support to many unique, family-owned businesses in the downtown area.

Charitable Contributions:

The REImagine Holiday Whopla has also **provided charitable support to local schools and non-profits.**

Through the Choir Sing-Off holiday shows, we have distributed **\$5,500** to local music programs, including those at **Madison High School, Edgewood**



High School, Middletown High School, Middletown Performing Arts Academy, and more.

Over **4,000 free ice skating tickets** have been donated to local non-profits and city employees, ensuring that **everyone has the opportunity to enjoy the event**. Non-profits that have benefited include:

- CBI Rise Academy
- All Pro Dads
- Middletown City Schools
- Feed the Hungry
- Center of Hope for Women and Children
- Shop with a Cop



Attendance Growth:

This year's event saw impressive growth, with a **26% increase in daily attendance compared to 2023** and a **39% increase compared to 2022**.

We are excited about **new initiatives** planned for next season, such as free skating lessons, broomball leagues, and additional community engagement programs to continue building on this momentum.

The REImagine Holiday Whopla has become more than just a winter event; it

is a catalyst for economic growth, job creation, and community development.

Fully volunteer-run and entirely financed by donor support, this project's success is made possible through the generosity of our community donors.

We are truly honored that you have chosen to support the
REimage Holiday Whopla's mission!

As we look ahead to 2025, we're excited to continue making a lasting impact
with your continued partnership.

Thank you for being a vital part of our journey!

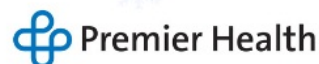
Warm regards,
The REimage Holiday Whopla Board of Trustees



THANK YOU TO OUR 2024 SEASON SPONSORS

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