

Park & Recreation Commission Item

February 24, 2026



Item	February Festival Evaluation
Item No:	H.1
Agenda Section	<u>REPORTS</u>
Prepared By	Priya Wall, Recreation Manager

SUGGESTED ACTION

SUMMARY

The City of Chanhassen's 33rd annual February Festival was held on Saturday, February 7, 2026 from Noon-3 p.m. on Lake Ann in Lake Ann Park. It is estimated that 1,300 people attended this year's event.

BACKGROUND

DISCUSSION

Ice Fishing Contest

A total of 533 ice fishing contest tickets were sold, 82 of which were pre-registrations and 451 of which were day-of. A total of 84 fish were caught during the contest, so all top 50 fish prizes were given away. The largest fish by weight went to Mike Mevissen of Mound, who caught a 2.902 lb. Northern Pike, and won a Vexilar FL-18 Pro Pack II Fishing System donated by Automotive Unlimited in Chanhassen. Over \$6,500 in total fish prizes were given away as part of the contest with contributions coming from 9 local businesses. Special thanks to the Rotary Club of Chanhassen for drilling over 1,000 holes for the ice fishing contest.

Fishing Contest Marshals

Eight Chanhassen Lions Club members volunteered their time as ice fishing contest marshals again this year. They helped at the event by checking fish participants as they entered the contest area, educating participants of special regulations and contest rules, and weighing fish at the weigh station. Staff hope to continue working with the Lions Club in future February Festivals as they do a fantastic job as contest marshals and are a huge asset to the event.

Food and Drink Concessions

The Rotary Club of Chanhassen coordinated and operated the concessions at this year's festival. The Rotary sold a variety of alcoholic and non-alcoholic beverages, as well as snacks, and Grill Star Catering sold burgers, fries, cheese curds, and chicken tenders. We appreciate the service of the Rotary Club of Chanhassen and Grill Star Catering and are looking forward to partnering with them at future FebFests.

T-Fiber Title Sponsor

T-Fiber generously donated \$2,000 to support this year's February Festival event as the title sponsor. T-Fiber's contribution helped cover costs of equipment such as the large tent, tables, restrooms, and more. T-Fiber was on-site at the event engaging with attendees and providing giveaway items. Thank you, T-Fiber, for your support!

Door Prizes

Each person in attendance at the festival could register for one door prize ticket for a chance to win over \$3,000 in prizes. The door prize tickets are separate from the ice fishing contest tickets and were free to all participants. Twelve local businesses contributed to the 2026 door prizes.

Bonfires

Two bonfires were placed on opposite ends of the festival area. Both were very popular throughout the day, especially as it was fairly cold outside. It is recommended that we continue to have fires to ensure an area to warm up and roast marshmallows.

S'mores and Bait Sales

Chanhassen BSA Scout Troop #330 sold s'mores kits and live bait on the ice. Many people take advantage of the bait sales on the ice and we appreciate the annual service of Troop #330.

Snowshoeing Demo Hikes and Kids' Bingo

The Riley Purgatory Bluff Creek Watershed District (RPBCWD) returned to February Festival this year and offered free snowshoeing demos, snowshoeing information, a kids' Bingo activity, and educational information about the watershed district. The snowshoeing demo hikes are always popular and it is recommended that we continue inviting the RPBCWD back to offer this activity.

Skating Rink

Many event attendees utilized the skating rink for ice skating and kick sled demos, provided by Carver County Parks. Kick sled demos are always one of the most popular activities and were especially so in 2026.

Horse-Drawn Wagon Rides

The horse-drawn wagon rides provided by Klaers Family Farms continues to be extremely popular and provides another activity not related to the fishing contest. It is a fun family event that should continue in the future.

Snow-ga

4 people participated in snow yoga "Snow-ga," which was run by Chanhassen nonprofit Onelove.yoga for the second time this year. It is recommended to advertise this event further in future years and provide a more visible location, in hopes that popularity increases. This event component should be evaluated in future years to determine if it should continue.

Medallion Hunt

The FebFest medallion was found on Wednesday, February 4th by Greg F. of Chanhassen. The medallion was found at Roundhouse Park, underneath snow in the window well of the round park building. Greg received a prize basket from Nicolet National Bank in Chanhassen valued at over \$500. Nicolet has been the title sponsor of the medallion hunt since 2020.

Comments for Next Year

- Tonka Cycle and Ski of Hopkins again expressed interest in providing fat-tire bike demos, but was unable this year due to staffing limitations. It is recommended to work with them next year to provide this activity.
- Digital advertisement through the online Sun Sailor newspaper was trialed this year. The digital ad ran January 18-24 and received 7,675 impressions. It is recommended to try this digital advertisement again in 2027, and evaluate for long-term effectiveness.

RECOMMENDATION

ATTACHMENTS

[Expense Report 2026](#)

[Annual Ticket Sales & Temperatures](#)