

**AGENDA
CITY OF ST. CHARLES
GOVERNMENT OPERATIONS COMMITTEE
ALD. DAN STELLATO, CHAIR**

**MONDAY, JULY 6, 2015
IMMEDIATELY FOLLOWING CITY COUNCIL MEETING
CITY COUNCIL CHAMBERS
2 E. MAIN ST.**

- 1. Call to Order**
- 2. Roll Call**
- 3. Omnibus Vote**
- 4. Mayor Office**
 - a. Recommendation to approve a Class B liquor license for The Pride Stores, Inc. d/b/a Urban Counter to be located in a retail center at 1850 Bricher Road, Unit #, St. Charles (new construction).
 - b. Recommendation to approve a Class A1 liquor license for The Pride Stores, Inc. d/b/a The Pride Beer and Wine Plus Spirits store to be located in a retail center at 1850 Bricher Road, Unit #, St. Charles (new construction).
 - c. Recommendation to approve a Class B liquor license for Buona Beef to be located at 2425 W Main Street, St. Charles, IL (new construction).
 - d. Recommendation to approve a Class B liquor license for Starbucks Coffee #280 located at 101 S 1st Street, St. Charles.
 - e. Recommendation to approve a new Massage Establishment license for Balance Bodyworks Massage Business License located at 1120 E Main Street, St. Charles.
 - f. Recommendation to approve a new Massage Establishment license for Bombshell BB Inc. located at 1W Illinois Street, St. Charles.
 - g. Recommendation to approve a new Massage Establishment license for Suzanne Denee Salon & Day Spa located at 3861 E Main Street, St. Charles.
 - h. Recommendation to consider a Class A1 liquor license for Depot Liquor 2 to be located at 610 S. Third Street, St. Charles.
- 5. Finance Department**
 - a. Presentation of budget and recommendation to approve funding for the Downtown St. Charles Partnership in the amount of \$218,500 for Fiscal Year 2015-2016.
 - b. Recommendation to approve a Resolution Authorizing an Amendment for the City Administrator to Execute a Third One-Year Renewal Period and Approving a One-Year Renewal (May 1, 2015 – April 30, 2016) of the License Agreement By and Between the City of St. Charles and the Downtown St. Charles Partnership.
 - c. Presentation of budget and recommendation of consideration of the Convention and Visitor's Bureau funding request of \$526,500 for FY2015/16.

- d. Recommendation to approve a Resolution of Official Intent Regarding Capital Expenditures to be Reimbursed from Proceeds of an Obligation to be Issued by the City of St. Charles, Kane and DuPage Counties, Illinois.

6. Public Works Department

- a. Consideration to petition the Federal Aviation Administration to restrict air traffic over St. Charles and join O'Hare Noise Compatibility Commission as requested by Mr. Robert Gunther.
- b. Recommendation to approve a Resolution Authorizing an Application to the Kane/Kendall Council of Mayors for STP/LAFO Grants and Execution of all Necessary Documents.

7. Executive Session

- Personnel
- Pending Litigation
- Probable or Imminent Litigation
- Property Acquisition
- Collective Bargaining
- Review of Minutes of Executive Sessions

8. Additional Items from Mayor, Council, Staff, or Citizens.

9. Adjournment



ST. CHARLES
SINCE 1834

AGENDA ITEM EXECUTIVE SUMMARY

| | |
|------------|--|
| Title: | Recommendation to Approve a Proposal for a Class B Liquor License for The Pride Stores, Inc. d/b/a Urban Counter to be Located in a Retail Center at 1850 Bricher Road, Unit #, St. Charles (new construction) |
| Presenter: | Mayor Rogina |

Please check appropriate box:

| | | | |
|-------------------------------------|--------------------------------|--|---------------------------|
| <input checked="" type="checkbox"/> | Government Operations (7/6/15) | | Government Services |
| <input type="checkbox"/> | Planning & Development | | City Council |
| <input type="checkbox"/> | Public Hearing | | Liquor Control Commission |

| | | | | | | |
|-----------------|--|-----------|-----|--|----|--|
| Estimated Cost: | | Budgeted: | YES | | NO | |
|-----------------|--|-----------|-----|--|----|--|

If NO, please explain how item will be funded:

Executive Summary:

This is a request for a new Class B liquor license for The Pride Stores, Inc. d/b/a Urban Counter to be located at a retail center at 1850 Bricher Road, Unit #, St. Charles. This business is not requesting a late night permit. This is a new construction site and the buildings have not yet been erected.

All paper work is in order, background check has been completed by the Police Department. At such time no employees or manager have been hire but BASSET certificates will be required as requested by City code. Please see the attached memo for additional information.

This application went before the June 15 Liquor Control Commission and was recommended for approval to move forward to Committee (Votes: 3 Ayes and 1 Absent).

Attachments: *(please list)*

- Application (front page)
- Memo
- Background Check
- Menu
- Site Plan and Business Plan

Recommendation / Suggested Action *(briefly explain):*

Recommendation to approve a proposal for a Class B liquor license for The Pride Stores, Inc. d/b/a Urban Counter to be located in a retail center at 1850 Bricher Road, Unit #, St. Charles (new construction).

For office use only:

Agenda Item Number: 4a

Restaurant - B
4a

Date: _____
() New Application
() Renewal Application

CITY OF ST. CHARLES
LIQUOR CONTROL COMMISSIONER
TWO EAST MAIN STREET
ST. CHARLES, ILLINOIS 60174-1984



City Retail Liquor Dealer License Application (rev. 12/13) Non-Refundable

Ordinance 5.08.050.A1 Application must be completed in full Incomplete applications will be rejected

Business Type: Circle one Individual Partnership Corporation Other _____

Business Name Urban Grill Sales Tax # 0331-8214

Business Address 1850 BRICHER RD., ST CHARLES, IL 60174 Business Phone # 630 668 0141

Contact Person DAN SOLTIS Title _____ Phone # 630-715-1341

If Corporation, Corporate Name THE PRIDE STORES, INC

Corporation Address 381 E ST. CHARLES ROAD, CAROL STREAM, IL 60188

Corporate Officers, plus Manager of Establishment, Officers must include President, Vice President, Secretary and Treasurer Or Sole Proprietor

Have you had a business within the City of St. Charles under any other corporate name: Yes No

If yes, list address of business CORPORATE OFFICERS

Full Name, include Middle Initial PETER MANCINI Title PRESIDENT

Birth Date _____ Birthplace Italy Driver's License # _____

Home Address _____

Full Name, include Middle Initial WILLIAM E. BOYLAN Title SECRETARY

Birth Date _____ Birthplace Chicago, IL Driver's License # _____ Phone # _____

Home Address _____

Full Name, include Middle Initial _____ Title _____

Birth Date _____ Birthplace _____ Driver's License # _____ Home Phone # _____

Home Address _____

Type of Establishment: () Package Restaurant () Tavern () Hotel/Banquet/ Arcada/Q-Center () Other _____

Check as Applicable to () Holding Bar [5.08.010-F] () Service Bar [5.08.010-O] () Live Entertainment [5.08.010-H]
Type of Establishment: () Outside Dining [17.20.020-R]

Brief Business Plan Description based on type of establishment listed above:
AS ADDITIONAL OFFER TO OUR "URBAN COUNTER" MENU OFFER, WE WOULD LIKE TO OFFER CUSTOMERS A SELECTION OF BEER AND WINE ON TAP. WE WOULD LIKE TO INITIALLY OFFER 5 VARIETIES OF EACH, AND POSSIBLY GROW A LARGER SELECTION DOWN THE ROAD. THE URBAN COUNTER RESTAURANT WOULD BE LOCATED WITHIN OUR NEW RETAIL CENTER LOCATED AT 1850 BRICHER, ST. CHARLES.

Initial: Liq Comm _____
Police Chief



Memo

Date: May 27, 2015
To: Chief Keegan
From: Deputy Chief Huffman *SLH*
Re: Urban Counter – Class B-1 / The Pride Beer and Wine Plus Spirits – Class A-1

The background investigations for the above liquor license applications have been completed.

I have reviewed the application and the background investigation, and have found that all requirements for licensing have been met and all documents appear to be in order.

Of special note:

- Site inspections have not been completed, as the buildings have not yet been erected.
- The Urban Counter (a restaurant) and The Pride Beer and Wine Plus Spirits (packaged liquor store) are owned by the same company, The Pride Stores, Inc. (the retail division of Parent Petroleum).
- The floor plan of the businesses indicates that the restaurant and the packaged liquor store are connected by a service door; however this is for use by employees only. The license applicant has been advised that alcohol cannot traverse between businesses, and that alcohol for each business can only be supplied by a licensed distributor (i.e. the package store cannot supply alcohol for the restaurant should they run out).
- The proposed floor plans indicate that the package liquor store is 2,050 square feet, while the restaurant is 1,425 square feet. 2,000 gross square feet is the minimum requirement for an A-1 license.
- The restaurant will serve beer and wine only.
- The proposed seating capacity for the restaurant is 18. There will not be a holding bar.

I recommend that this license application be forwarded to the ATM Commission for consideration.





Memo

Date: June 9, 2015
To: File
From: Deputy Chief Huffman
Re: The Pride Beer and Wine Plus Spirits / Addendum

Upon review of the original background investigation reference the A-1 liquor license application from Parent Petroleum for The Pride Beer and Wine Plus Spirits packaged liquor store, I noted that the square footage of the store was documented to be proposed for 1,975 square feet. Due to the St. Charles Municipal Code requiring a minimum of 2,000 square feet for an A-1 license, I contacted Dan Soltis to advise him of this issue. Contact was made on May 7, 2015.

On May 21, 2015, I spoke via telephone with Mr. Soltis. He stated they revised their floor plan, and the packaged store will now be 2,050 gross square feet. Mr. Soltis forwarded the corrected floor plan, which documents the square footage of 2,050 square feet.

SGH/sgH





Memo

To: Commander Jerry Gatlin
From: Detective David Ketelsen
Re: Liquor License Application/ Urban Counter

The purpose of this memo is to document the liquor background investigation of a restaurant, **Urban Grill**, pursuant to their application for a Class B liquor license. This business would be located in a retail center building at 1850 Bricher Avenue.

Applicant

The Pride Stores, Inc
381 E St Charles Rd
Carol Stream, IL 60188
[REDACTED]

Corporate Officer

Mancini, Peter
[REDACTED]

Corporate Officer

Boylan, William E
[REDACTED]

Contact Person/ Real Estate Project Manager

Soltis, Daniel
381 E St Charles Rd
Carol Stream, IL 60188
[REDACTED]



On 043015 I met with Daniel Soltis at the St Charles Police Department. Soltis is the Real Estate Project Manager who is in charge of developing the retail center that will be located at 1850 Bricher Road. As of right now this building has not been built, and in fact the old Jaws Car Wash that is located at this address still needs to be demolished. Soltis provided business drawings of how the retail center is supposed to look. As of right now the Urban Counter will occupy approximately 1475 square feet of this building. Another section of this building will be occupied by The Pride Beer and Wine Plus Spirits Liquor Store. This store will occupy approximately 1975 square feet of this building. The drawings of the retail center show that windows will be located on the front north side of these 2 businesses, and Soltis confirmed that each will have ample lighting inside too. Both of these businesses will be held under the corporation of The Pride Stores Inc. The Pride Stores Inc. is the retail division of Parent Petroleum Company. Parent Petroleum specializes in service and sales of petroleum products to retail, commercial and industrial customers throughout Illinois and the Tri-State area with their home office in St. Charles, IL since 1976.

The Pride Store Inc. currently operates 3 other Urban Counter locations in Chicago, Hinsdale, and Aurora. These 3 locations are located within Pride convenience stores. None of these other Urban Counter locations currently serve alcohol.

Soltis advised that the restaurant hours would be: Monday-Friday: 6am-7pm, Saturday: 11am-7pm, and Sunday: 11am-5pm. Urban Counter will offer a wide variety of food options including breakfast sandwiches, salads, wraps, and burgers. (See attached Menu for further offerings) Soltis said the business would like to offer their customers a selection of beer and wine on tap. They were looking to initially offer 5 varieties of each. They wanted to make these available to the lunch and dinner customers. Urban Counter will not be serving hard alcohol or spirits.

I asked Soltis when he thought the building site might be done. He advised that it might be done sometime between October and December of 2015. Soltis confirmed that no one has been hired to work at this location since the start date is not close yet. Therefore he had no BASSET certifications for anyone for this business. He was advised that before the Urban Counter or The Pride Beer and Wine Plus Spirits Liquor Store open BASSET certified employee's must be fingerprinted by the St Charles Police Department. He stated that he understood this. Soltis was provided with a copy of the city liquor ordinance.

Soltis advised that the The Pride Stores Inc. President, Peter Mancini, and Secretary, William E Boylan will not have anything to do with the day to day operations of either the Urban Counter or The Pride Beer and Wine Plus Spirits Liquor Store. They also do not own more than 5% interest in the corporation therefore per St Charles Liquor Ordinance they do not need to be fingerprinted.

I contacted the DuPage County Sheriff Office and found that they had never had any calls or problems with Mancini at his residence, and showed no negative related calls involving him. In searching for Mancini through the New World database I found no contacts.

I contacted the Wheaton Police Department and found that they had never had any calls or problems with Boylan at his residence, and showed no negative related calls involving him. In searching for Boylan through the New World database I found no contacts.



BREAKFAST MENU

MADE TO ORDER DAILY TILL 11 AM

BREAKFAST BURRITO

Eggs | Grilled Bacon | Black Beans | Caramelized Onions | Avocado | Cheddar Cheese
Potatoes | Roasted Jalapeño

Make it a combo with Hash Browns and small Orange Juice or Coffee

BAGEL SANDWICH

Fried Egg | Grilled Bacon | Cheddar Cheese

Make it a combo with Hash Browns and small Orange Juice or Coffee

CROISSANT SANDWICH

Fried Egg | Honey Ham | Swiss Cheese

Make it a combo with Hash Browns and small Orange Juice or Coffee

ENGLISH MUFFIN SANDWICH

Fried Egg | Breakfast Sausage | American Cheese

Make it a combo with Hash Browns and small Orange Juice or Coffee

ORANGE JUICE

COFFEE

HOT DOGS & SAUSAGES

MAKE ANY HOT DOG OR SAUSAGE A MEAL WITH
REGULAR FRIES & 20 OZ DRINK FOR AN ADDITIONAL COST



CLASSIC CHICAGO DOG

All Beef Vienna Hot Dog | Sweet Relish | Yellow Mustard | Tomato | Onion
Pickle Spear | Sport Peppers | Celery Salt | Poppy Seed Bun

EAST COAST DOG

All Beef Vienna Hot Dog | Brown Mustard | Onions | Sauerkraut
Poppy Seed Bun

SOUTHERN DOG

All Beef Vienna Hot Dog | Chili | Onions | Shredded Cheddar
Poppy Seed Bun

WEST COAST DOG

All Beef Vienna Hot Dog | Bacon | Caramelized Onions | Roasted Jalapeño
Ketchup | Yellow Mustard | Poppy Seed Bun

CORN DOG

All Beef Vienna Hot Dog | Crispy Batter | Honey Mustard Sauce

BRATWURST

Beef and Pork Sausage | Brown Mustard | Sauerkraut | Italian Roll

POLISH SAUSAGE

All Beef Vienna Smoked Sausage | Yellow Mustard | Caramelized Onions
Sport Peppers | Poppy Seed Bun

ITALIAN SAUSAGE

Beef and Pork Fennel Sausage | Caramelized Onions | Italian Roll
Add Sweet Peppers, Hot Giardiniera or Cheese for .50 cents each

SLIDERS

MAKE ANY 3 SLIDERS A MEAL WITH
REGULAR FRIES & 20 OZ DRINK FOR AN ADDITIONAL COST



THE CLASSIC

Steak Burger | American Cheese | Ketchup | Pickle | Homestyle Bun

TURKEY SLIDER

Turkey Burger | Swiss Cheese | Sweet Mustard | Pickle | Homestyle Bun

CHICKEN SLIDER

Grilled or Fried Chicken Breast | Lettuce | Tomato | Mayo | Homestyle Bun



URBAN COUNTER SPECIALTY
The Blue Cheese Burger

BURGERS

MAKE ANY BURGER A MEAL WITH REGULAR FRIES & 20 OZ DRINK FOR AN ADDITIONAL COST

THE CLASSIC

Steak Burger | American Cheese | Ketchup | Yellow Mustard | Mayo | Lettuce
Tomato | Red Onion | Pickles | Brioche Bun



BLUE CHEESE BURGER

Steak Burger | Crumbled Blue Cheese | Bacon Spread | Arugula | Brioche Bun

BACON BURGER

Steak Burger | Cheddar Cheese | Onion Rings | Roasted Jalapeño | Grilled Bacon
BBQ Sauce | Brioche Bun

TURKEY BURGER

All Natural Turkey | Swiss Cheese | Honey Mustard Sauce | Mayo | Lettuce
Tomato | Red Onion | Pickles | Brioche Bun

VEGGIE BURGER

All Natural Veggie Patty | Provolone Cheese | Ketchup | Mayo
Honey Mustard Sauce | Lettuce | Tomato | Pickles | Red Onion | Brioche Bun

URBAN COUNTER
SPECIALTIES



SANDWICHES

MAKE ANY SANDWICH A MEAL WITH REGULAR FRIES & 20 OZ DRINK

ITALIAN SUB

Mortadella | Capicola | Genoa Salami | Provolone Cheese | Lettuce | Tomato | Hot Giardiniera
House Vinaigrette | Italian Roll

HAM & CHEESE

Honey Ham | Cheddar Cheese | Lettuce | Tomato | Dijon Mustard | Italian Sliced Bread

ITALIAN BEEF

Sliced Beef | Au Jus | Italian Roll
Add Sweet Peppers, Hot Giardiniera or Cheese for .50 cents each

GRILLED OR FRIED CHICKEN

Chicken Breast | Provolone Cheese | Lettuce | Tomato | Italian Roll

GRILLED CHEESE

American, Cheddar, Provolone or Swiss Cheese | White or Wheat Bread

TUNA MELT OR TUNA SALAD SANDWICH

Tuna | Cheese | Lettuce | Tomato | Pickles | Red Onion | House Dressing

TURKEY CLUB

Smoked Turkey | Swiss Cheese | Grilled Bacon | Lettuce | Tomato | Mayo
Avocado | Wheat Bread

B.L.T

Grilled Bacon | Lettuce | Tomato | Avocado | Mayo | Italian Sliced Bread

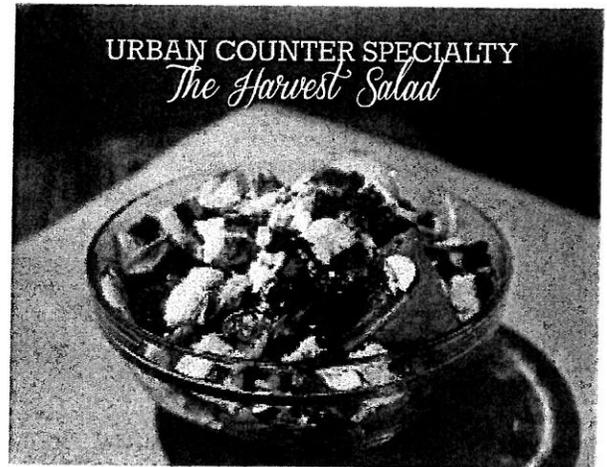
CORNERD BEEF OR REUBEN

Vienna Corned Beef | Brown Mustard | Cole Slaw | Swiss Cheese | Marble Rye Bread

MAKE ANY SANDWICH A WRAP



URBAN COUNTER SPECIALTY
The Bacon, Lettuce, Tomato Sandwich



URBAN COUNTER SPECIALTY
The Harvest Salad

SALADS

MAKE ANY SALAD A MEAL WITH
REGULAR FRIES & 20 OZ DRINK FOR AN ADDITIONAL COST

THE HARVEST SALAD

Grilled Chicken Breast | Field Greens | Dried Cranberries | Blue Cheese
Toasted Almonds | Cherry Tomatoes | Cucumbers | Balsamic Vinaigrette

CHOPPED

Grilled Chicken Breast | Romaine Lettuce | Bacon | Blue Cheese
Cherry Tomatoes | Scallions | Cucumbers | House Vinaigrette

CHICKEN TENDER SALAD

Fried Chicken Tenders | Romaine Lettuce | Cherry Tomatoes | Scallions
Cheddar Cheese | Honey Mustard Dressing

CHICKEN CAESAR

Grilled Chicken | Romaine Lettuce | Parmesan | Croutons
Creamy Caesar Dressing

SOUTHWEST

Grilled Chicken | Romaine Lettuce and Field Greens | Black Beans | Corn
Tomato | Avocado | Scallions Crispy Tortilla Strips | Chipotle Dressing

MAKE ANY SALAD A WRAP

URBAN COUNTER
SPECIALTIES

SIDES

HOUSE SALAD

HOUSE FRIES

CHEESE FRIES

ONION RINGS

SWEET POTATO FRIES

CHILI CHEESE FRIES

MOZZARELLA STICKS



COLE SLAW

DRINKS & DESSERTS

FOUNTAIN DRINKS

BOTTLED WATER

BROWNIE or COOKIE

ICE CREAM SANDWICH

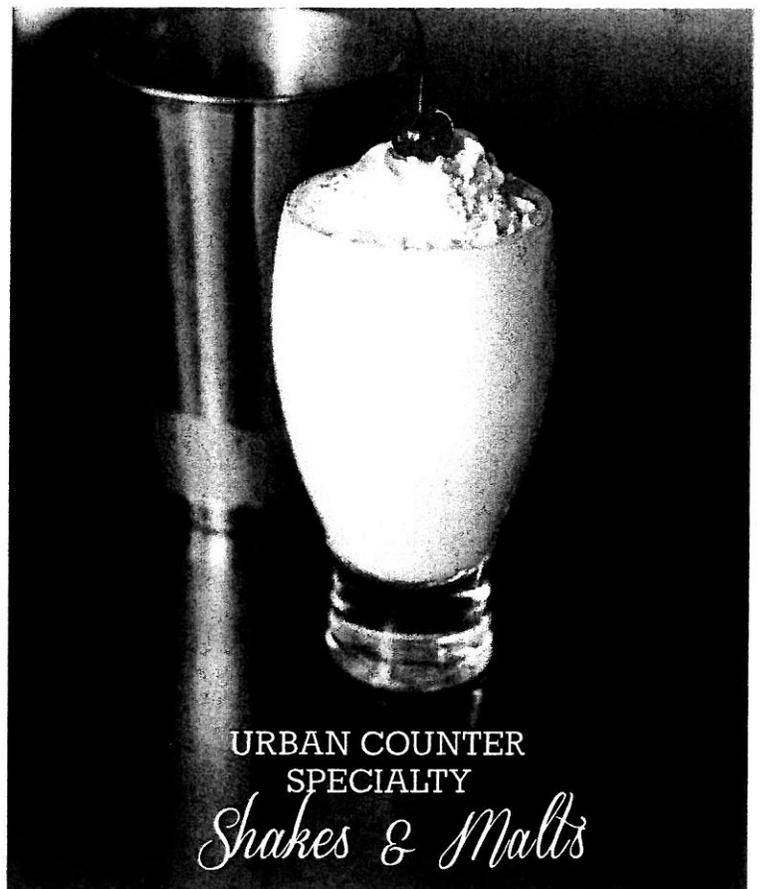
SHAKES & MALTS

Chocolate, Strawberry or Vanilla

Hosting an event?
WE CATER!

CALL YOUR LOCAL
URBAN COUNTER
FOR MORE INFORMATION

LIKE | SHARE | FOLLOW
Urban Counter on Facebook



URBAN COUNTER
SPECIALTY

Shakes & Malts



CIMA DEVELOPERS

381 E. ST. CHARLES Rd
CAROL STREAM, IL 60188-2166
FAX: (630)-653-2335
TEL: (630)-653-1700

April 15, 2015

City of St. Charles
City Administrator's Office/Office of the Mayor
2 E. Main Street
St. Charles, IL 60174

Urban Counter
1850 Bricher Road, St. Charles, IL

Business Plan

Ownership Profile: The PRIDE Stores, Inc, which is the Retail arm of Parent Petroleum, will be the Owner and Operator of the Urban Counter Restaurant that we are planning on opening within the new Retail Center at 1850 Bricher Ave in St. Charles. Parent has called St. Charles home for almost 40 years and recently relocated their Corporate Office to the old Benchmark Bank Building off Main Street. They still own their original Office / Warehouse off Route 38 which is the current home of their Lube Distribution Division. The PRIDE Stores, Inc Owns and Operates 12 Gasoline Stations with Convenience Stores throughout the Chicagoland Market including The PRIDE of St. Charles which is located next to the new development on Bricher Road.

Objective: The PRIDE Stores, Inc.'s primary objective is to provide the Community with an added amenity for food choice for their busy schedules. Urban Counter was created with one simple goal: To provide the best food possible for people who are on the go. Our Philosophy is that you should never have to sacrifice great taste and quality because you are in a hurry.

Current Operations: The Urban Counter is our proprietary food offer that we currently operate in 3 locations (Chicago, Hinsdale, and Aurora). All 3 of those locations are located within a PRIDE Convenience store. This particular Urban Counter will occupy approximately 1,500 SF of our planned Retail Center at 1850 Bricher Avenue. Our store hours are: Monday-Friday: 6am-7pm, Saturday: 11am-7pm, Sunday: 11am-5pm. Breakfast is served daily till 11am.

Menu Offerings: We offer a wide variety of food options including Breakfast Sandwiches, Salads, Wraps, Half Pound Burgers, and More. All of our food is "Made to Order" and is of very high quality. One of our signature items is our Blue Cheese Burger. We would like to offer our customers a selection of Beer and Wine on tap at this St. Charles site. We are hoping to initially offer 5 varieties of each and possibly grow a larger selection of beer and wine down the road. We are hoping to offer local Micro Brews and select Wines that help enhance the Food Experience at Urban Counter for both Lunch and Dinner. Hard Liquor will not be served.

Management Team: Our Team is made of dedicated employees, experienced in the Retail Food industry. The Urban Counter restaurant will have a dedicated General Manager who will be supported by our District Manager and Vice President of Retail Operations, along with our various support personnel, and Corporate Office.

Design/Decor: The interior of the store will have the same unique and inviting look that we currently have at our other Urban Counter locations.

Target Market : Our target market will primarily be customers who currently frequent the busy Randall Road and Route 38 Retail/Restaurant corridor. We will also feed off the synergy from our PRIDE of St. Charles location, and the cross traffic throughout the general retail area.

Property Management: CIMA Developers is the Property Development and Management arm of Parent Petroleum and The PRIDE Stores, Inc.



AGENDA ITEM EXECUTIVE SUMMARY

| | |
|------------|--|
| Title: | Recommendation to Approve a Proposal for a Class A1 Liquor License for The Pride Stores, Inc. d/b/a The Pride Beer & Wine Plus Spirits to be Located in a Retail Center at 1850 Bricher Road, Unit #, St. Charles (new construction) |
| Presenter: | Mayor Rogina |

Please check appropriate box:

| | | | |
|-------------------------------------|--------------------------------|--|---------------------------|
| <input checked="" type="checkbox"/> | Government Operations (7/6/15) | | Government Services |
| <input type="checkbox"/> | Planning & Development | | City Council |
| <input type="checkbox"/> | Public Hearing | | Liquor Control Commission |

| | | | | | | |
|-----------------|--|-----------|-----|--|----|--|
| Estimated Cost: | | Budgeted: | YES | | NO | |
|-----------------|--|-----------|-----|--|----|--|

If NO, please explain how item will be funded:

Executive Summary:

This is a request for a new Class A1 package liquor license for The Pride Stores, Inc. d/b/a The Pride Beer & Wine Plus Spirits to be located at a retail center at 1850 Bricher Road, Unit #, St. Charles. This business is not requesting a late night permit. This is a new construction site and the buildings have not yet been erected.

All paper work is in order, background check has been completed by the Police Department. At such time no employees or manager have been hire but BASSET certificates will be required as requested by City code. Please see the attached memo for additional information.

This application went before the June 15 Liquor Control Commission and was recommended for approval to move forward to Committee (Votes: 3 Ayes and 1 Absent).

Attachments: *(please list)*

- Application (front page)
- Memo
- Background Check
- Menu
- Site Plan and Business Plan

Recommendation / Suggested Action *(briefly explain):*

Recommendation to approve a proposal for a Class A1 Liquor License for The Pride Stores, Inc. d/b/a The Pride Beer & Wine Plus Spirits to be located in a retail center at 1850 Bricher Road, Unit #, St. Charles (new construction).

| | |
|-----------------------------|-------------------------------|
| <i>For office use only:</i> | <i>Agenda Item Number: 4b</i> |
|-----------------------------|-------------------------------|

Date: _____
() New Application
() Renewal Application

CITY OF ST. CHARLES
LIQUOR CONTROL COMMISSIONER
TWO EAST MAIN STREET
ST. CHARLES, ILLINOIS 60174-1984



City Retail Liquor Dealer License Application (rev. 12/13) Non-Refundable

Ordinance 5.08.050.A1 Application must be completed in full Incomplete applications will be rejected

Business Type: Circle one Individual Partnership Corporation Other _____

Business Name The Pride Beer & Wine Plus Spirits Sales Tax # 0331-8214

Business Address 1850 BRICHER RD., ST CHARLES, IL 60174 Business Phone # 630 668 0141

Contact Person DAN SOLTIS Title _____ Phone # 630-715-1341

If Corporation, Corporate Name THE PRIDE STORES, INC

Corporation Address 381 E ST. CHARLES ROAD, CAROL STREAM, IL 60188

Corporate Officers, plus Manager of Establishment, Officers must include President, Vice President, Secretary and Treasurer Or Sole Proprietor

Have you had a business within the City of St. Charles under any other corporate name: ___ Yes ___ No
If yes, list address of business _____

CORPORATE OFFICERS

Full Name, include Middle Initial PETER MANCINI Title PRESIDENT

Birth Date _____ Birthplace Italy Driver's License # _____ Phone # _____

Home Address _____

Full Name, include Middle Initial WILLIAM E. BOYLAN Title SECRETARY

Birth Date _____ Birthplace Chicago, IL Driver's License # _____ Phone # _____

Home Address _____

Full Name, include Middle Initial _____ Title _____

Birth Date _____ Birthplace _____ Driver's License # _____ Home Phone # _____

Home Address _____

Type of Establishment: Package () Restaurant () Tavern () Hotel/Banquet/ Arcada/Q-Center () Other _____

Check as Applicable to () Holding Bar [5.08.010-F] () Service Bar [5.08.010-O] () Live Entertainment [5.08.010-H]
Type of Establishment: () Outside Dining [17.20.020-R]

Brief Business Plan Description based on type of establishment listed above:

Sell Beer/Wine & Spirits

Initial: Liq Comm _____
Police Chief



Memo

Date: May 27, 2015

To: Chief Keegan

From: Deputy Chief Huffman *SLH*

Re: Urban Counter – Class B-1 / The Pride Beer and Wine Plus Spirits – Class A-1

The background investigations for the above liquor license applications have been completed.

I have reviewed the application and the background investigation, and have found that all requirements for licensing have been met and all documents appear to be in order.

Of special note:

- Site inspections have not been completed, as the buildings have not yet been erected.
- The Urban Counter (a restaurant) and The Pride Beer and Wine Plus Spirits (packaged liquor store) are owned by the same company, The Pride Stores, Inc. (the retail division of Parent Petroleum).
- The floor plan of the businesses indicates that the restaurant and the packaged liquor store are connected by a service door; however this is for use by employees only. The license applicant has been advised that alcohol cannot traverse between businesses, and that alcohol for each business can only be supplied by a licensed distributor (i.e. the package store cannot supply alcohol for the restaurant should they run out).
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- The restaurant will serve beer and wine only.
- The proposed seating capacity for the restaurant is 18. There will not be a holding bar.

I recommend that this license application be forwarded to the ATM Commission for consideration.





Memo

Date: June 9, 2015
To: File
From: Deputy Chief Huffman
Re: The Pride Beer and Wine Plus Spirits / Addendum

Upon review of the original background investigation reference the A-1 liquor license application from Parent Petroleum for The Pride Beer and Wine Plus Spirits packaged liquor store, I noted that the square footage of the store was documented to be proposed for 1,975 square feet. Due to the St. Charles Municipal Code requiring a minimum of 2,000 square feet for an A-1 license, I contacted Dan Soltis to advise him of this issue. Contact was made on May 7, 2015.

On May 21, 2015, I spoke via telephone with Mr. Soltis. He stated they revised their floor plan, and the packaged store will now be 2,050 gross square feet. Mr. Soltis forwarded the corrected floor plan, which documents the square footage of 2,050 square feet.

SGH/sgH





Memo

To: Commander Jerry Gatlin
From: Detective David Ketelsen
Re: Liquor License Application/ Urban Counter

The purpose of this memo is to document the liquor background investigation of a restaurant, **Urban Grill**, pursuant to their application for a Class B liquor license. This business would be located in a retail center building at 1850 Bricher Avenue.

Applicant

The Pride Stores, Inc
381 E St Charles Rd
Carol Stream, IL 60188

Corporate Officer

Mancini, Peter

Corporate Officer

Boylan, William E

Contact Person/ Real Estate Project Manager

Soltis, Daniel
381 E St Charles Rd
Carol Stream, IL 60188



On 043015 I met with Daniel Soltis at the St Charles Police Department. Soltis is the Real Estate Project Manager who is in charge of developing the retail center that will be located at 1850 Bricher Road. As of right now this building has not been built, and in fact the old Jaws Car Wash that is located at this address still needs to be demolished. Soltis provided business drawings of how the retail center is supposed to look. As of right now the Urban Counter will occupy approximately 1475 square feet of this building. Another section of this building will be occupied by The Pride Beer and Wine Plus Spirits Liquor Store. This store will occupy approximately 1975 square feet of this building. The drawings of the retail center show that windows will be located on the front north side of these 2 businesses, and Soltis confirmed that each will have ample lighting inside too. Both of these businesses will be held under the corporation of The Pride Stores Inc. The Pride Stores Inc. is the retail division of Parent Petroleum Company. Parent Petroleum specializes in service and sales of petroleum products to retail, commercial and industrial customers throughout Illinois and the Tri-State area with their home office in St. Charles, IL since 1976.

The Pride Store Inc. currently operates 3 other Urban Counter locations in Chicago, Hinsdale, and Aurora. These 3 locations are located within Pride convenience stores. None of these other Urban Counter locations currently serve alcohol.

Soltis advised that the restaurant hours would be: Monday-Friday: 6am-7pm, Saturday: 11am-7pm, and Sunday: 11am-5pm. Urban Counter will offer a wide variety of food options including breakfast sandwiches, salads, wraps, and burgers. (See attached Menu for further offerings) Soltis said the business would like to offer their customers a selection of beer and wine on tap. They were looking to initially offer 5 varieties of each. They wanted to make these available to the lunch and dinner customers. Urban Counter will not be serving hard alcohol or spirits.

I asked Soltis when he thought the building site might be done. He advised that it might be done sometime between October and December of 2015. Soltis confirmed that no one has been hired to work at this location since the start date is not close yet. Therefore he had no BASSET certifications for anyone for this business. He was advised that before the Urban Counter or The Pride Beer and Wine Plus Spirits Liquor Store open BASSET certified employee's must be fingerprinted by the St Charles Police Department. He stated that he understood this. Soltis was provided with a copy of the city liquor ordinance.

Soltis advised that the The Pride Stores Inc. President, Peter Mancini, and Secretary, William E Boylan will not have anything to do with the day to day operations of either the Urban Counter or The Pride Beer and Wine Plus Spirits Liquor Store. They also do not own more than 5% interest in the corporation therefore per St Charles Liquor Ordinance they do not need to be fingerprinted.

I contacted the DuPage County Sheriff Office and found that they had never had any calls or problems with Mancini at his residence, and showed no negative related calls involving him. In searching for Mancini through the New World database I found no contacts.

I contacted the Wheaton Police Department and found that they had never had any calls or problems with Boylan at his residence, and showed no negative related calls involving him. In searching for Boylan through the New World database I found no contacts.



**GLEASON
ARCHITECTS, P.C.**

3000 Lakeside Blvd., Suite 200
St. Charles, IL 60154
Tel: 630.584.0000
Fax: 630.584.0001
Email: info@gleasonarchitects.com

PROJECT: _____ DATE: _____
 ARCHITECT: _____
 DESIGNER: _____
 DATE: 08-14-15

DATE: _____
 DATE: _____

DATE: _____

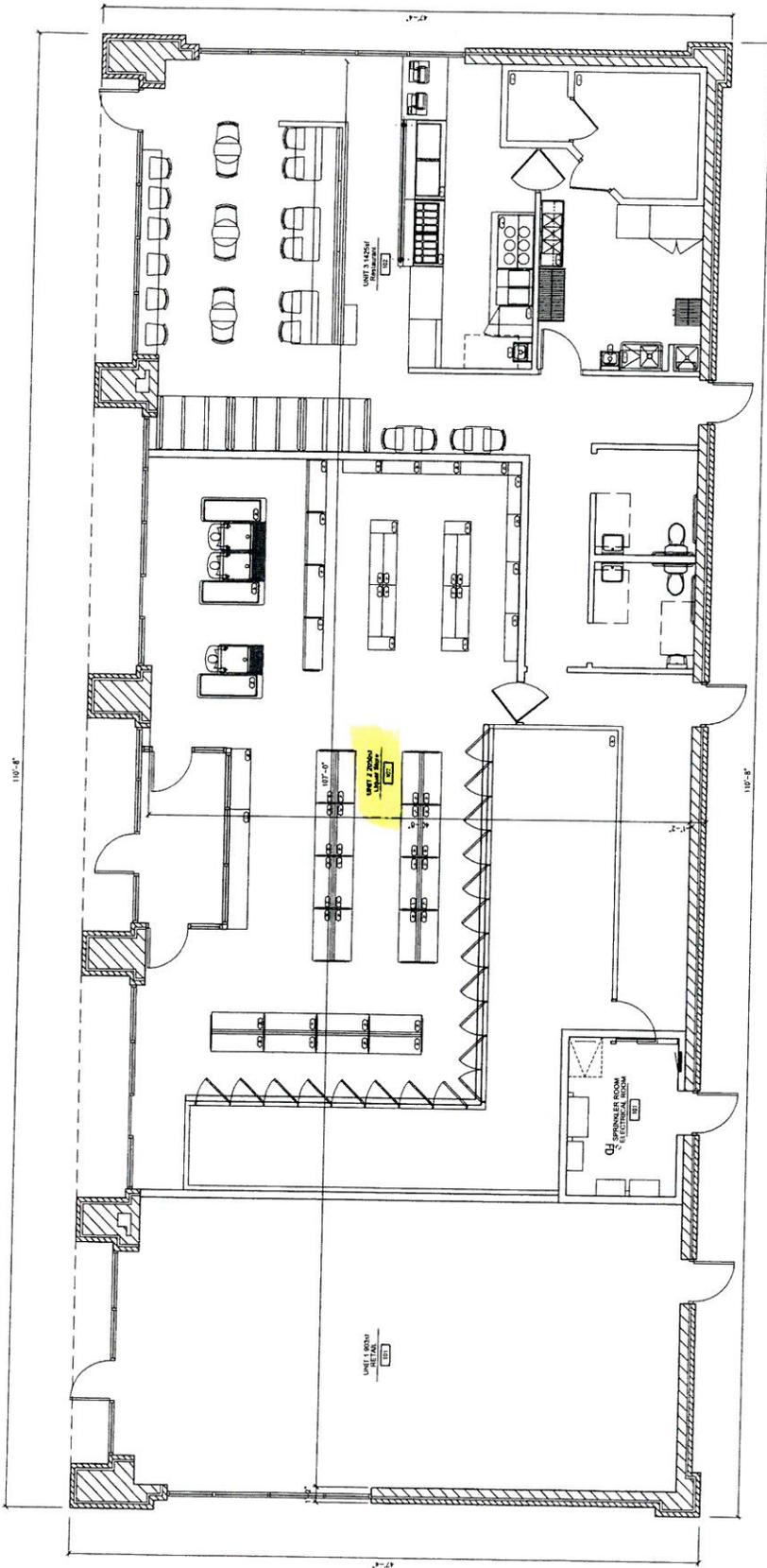
1890 BRICHER ROAD COMMERCIAL CENTER
 ST. CHARLES, IL
 ANGEL AND ASSOCIATES
 381 EAST ST CHARLES ROAD
 ST. CHARLES, IL

PROJECT NO. 1890
 DATE 01/08/15
 FILE # 1890
 PLOT SCALE 1" = 10'-0"

OWNER APPROVAL

SHEET TITLE
 FLOOR PLAN

SHEET NUMBER
 A1



FLOOR PLAN
 SCALE: 1/8" = 1'-0"



CIMA DEVELOPERS

381 E. ST. CHARLES Rd
CAROL STREAM, IL 60188-2166
FAX: (630)-653-2335
TEL: (630)-653-1700

April 15, 2015

City of St. Charles
City Administrator's Office/Office of the Mayor
2 E. Main Street
St. Charles, IL 60174

Urban Counter
1850 Bricher Road, St. Charles, IL

Business Plan

Ownership Profile: The PRIDE Stores, Inc, which is the Retail arm of Parent Petroleum, will be the Owner and Operator of the Urban Counter Restaurant that we are planning on opening within the new Retail Center at 1850 Bricher Ave in St. Charles. Parent has called St. Charles home for almost 40 years and recently relocated their Corporate Office to the old Benchmark Bank Building off Main Street. They still own their original Office / Warehouse off Route 38 which is the current home of their Lube Distribution Division. The PRIDE Stores, Inc Owns and Operates 12 Gasoline Stations with Convenience Stores throughout the Chicagoland Market including The PRIDE of St. Charles which is located next to the new development on Bricher Road.

Objective: The PRIDE Stores, Inc.'s primary objective is to provide the Community with an added amenity for food choice for their busy schedules. Urban Counter was created with one simple goal: To provide the best food possible for people who are on the go. Our Philosophy is that you should never have to sacrifice great taste and quality because you are in a hurry.

Current Operations: The Urban Counter is our proprietary food offer that we currently operate in 3 locations (Chicago, Hinsdale, and Aurora). All 3 of those locations are located within a PRIDE Convenience store. This particular Urban Counter will occupy approximately 1,500 SF of our planned Retail Center at 1850 Bricher Avenue. Our store hours are: Monday-Friday: 6am-7pm, Saturday: 11am-7pm, Sunday: 11am-5pm. Breakfast is served daily till 11am.

Menu Offerings: We offer a wide variety of food options including Breakfast Sandwiches, Salads, Wraps, Half Pound Burgers, and More. All of our food is "Made to Order" and is of very high quality. One of our signature items is our Blue Cheese Burger. We would like to offer our customers a selection of Beer and Wine on tap at this St. Charles site. We are hoping to initially offer 5 varieties of each and possibly grow a larger selection of beer and wine down the road. We are hoping to offer local Micro Brews and select Wines that help enhance the Food Experience at Urban Counter for both Lunch and Dinner. Hard Liquor will not be served.

Management Team: Our Team is made of dedicated employees, experienced in the Retail Food industry. The Urban Counter restaurant will have a dedicated General Manager who will be supported by our District Manager and Vice President of Retail Operations, along with our various support personnel, and Corporate Office.

Design/Decor: The interior of the store will have the same unique and inviting look that we currently have at our other Urban Counter locations.

Target Market : Our target market will primarily be customers who currently frequent the busy Randall Road and Route 38 Retail/Restaurant corridor. We will also feed off the synergy from our PRIDE of St. Charles location, and the cross traffic throughout the general retail area.

Property Management: CIMA Developers is the Property Development and Management arm of Parent Petroleum and The PRIDE Stores, Inc.



ST. CHARLES
SINCE 1834

AGENDA ITEM EXECUTIVE SUMMARY

| | |
|------------|---|
| Title: | Recommendation to Approve a Proposal for Class B liquor license for Buona Beef to be located 2425 W Main Street, St. Charles, IL (new construction) |
| Presenter: | Mayor Rogina |

Please check appropriate box:

| | | | |
|-------------------------------------|--------------------------------|--|---------------------------|
| <input checked="" type="checkbox"/> | Government Operations (7/6/15) | | Government Services |
| <input type="checkbox"/> | Planning & Development | | City Council |
| <input type="checkbox"/> | Public Hearing | | Liquor Control Commission |

| | | | | | | |
|-----------------|--|-----------|-----|--|----|--|
| Estimated Cost: | | Budgeted: | YES | | NO | |
|-----------------|--|-----------|-----|--|----|--|

If NO, please explain how item will be funded:

Executive Summary:

This is a request for a new Class B liquor license for Buona Beef to be located 2425 W Main Street, St. Charles, IL. This business is not requesting a late night permit and will have a drive through window.

All paper work is in order, background check has been completed by the Police Department. At such time no employees or manager have been hire but BASSET certificates will be required as requested by City code.

This application went before the June 15 Liquor Control Commission and was recommended for approval to move forward to Committee (Votes: 3 Ayes and 1 Absent).

Attachments: *(please list)*

- Application (front page)
- Background Check
- Menu
- Site Plan and Business Plan

Recommendation / Suggested Action *(briefly explain):*

Recommendation to approve a proposal for Class B liquor license for Buona Beef to be located 2425 W Main Street, St. Charles, IL (new construction).

| | |
|-----------------------------|-------------------------------|
| <i>For office use only:</i> | <i>Agenda Item Number: 4c</i> |
|-----------------------------|-------------------------------|

Date: 5-22-15
 New Application
 Renewal Application

CITY OF ST. CHARLES
LIQUOR CONTROL COMMISSIONER
TWO EAST MAIN STREET
ST. CHARLES, ILLINOIS 60174-1984



City Retail Liquor Dealer License Application (rev. 12/13) Non-Refundable

Ordinance 5.08.050.A1 Application must be completed in full Incomplete applications will be rejected
Business Type: Circle one Individual Partnership Corporation Other LLC
Business Name BUONA Sales Tax # 61-1579621
Business Address 2425 W. MAIN STREET Business Phone # 630.549.8980
Contact Person CARLO BUONAVOLANTO Title MEMBER Phone # 708.749.2333
If Corporation, Corporate Name BUONA BEEP, L.L.C.
Corporation Address 6801 W. ROOSEVELT ROAD - BERWYN, IL 60402
Corporate Officers, plus Manager of Establishment, Officers must include President, Vice President, Secretary and Treasurer Or Sole Proprietor

Have you had a business within the City of St. Charles under any other corporate name: Yes No
If yes, list address of business _____

Full Name, include Middle Initial _____ Title _____
Birth Date _____ Birthplace _____ Driver's License # _____ Home Phone # _____
Home Address SEE ATTACHED

Full Name, include Middle Initial RONALD A. SCANLAN Title _____



Full Name, include Middle Initial _____ Title _____
Birth Date _____ Birthplace _____ Driver's License # _____ Home Phone # _____
Home Address _____

Type of Establishment: () Package Restaurant () Tavern () Hotel/Banquet/ Arcada/Q-Center () Other _____

Check as Applicable to () Holding Bar [5.08.010-F] () Service Bar [5.08.010-O] () Live Entertainment [5.08.010-H]
Type of Establishment: Outside Dining [17.20.020-R]

Brief Business Plan Description based on type of establishment listed above:
QUICK SERVICE RESTAURANT SERVING SANDWICHES, PIZZA, AND SALAD
MENU ITEMS. ALSO PROVIDING DRIVE-THRU SERVICE AND
OUTDOOR CAFE.

Initial: Liq Comm _____
Police Chief _____

Police Department



Memo

Date: 6/10/2015

To: The Honorable Ray Rogina, Mayor-Liquor Commissioner

From: James Keegan, Chief of Police 

Re: Background Investigations-Liquor Establishments

The purpose of this memorandum is to document and forward to your attention the results of the background investigations conducted by members of the St. Charles Police Department concerning the below mentioned establishments.

As is customary procedure, a detective was assigned each of these investigations and reviewed both the site location/floor plans and the corresponding applicants.

We found nothing of a derogatory nature that would preclude either the site location or the applicants from moving forward with liquors sales and on-site consumption, subject to City Council approval.

Thank you in advance for your consideration in these matters.

Buona Beef-Class B-1:

2425 W. Main Street

Starbucks Coffee-Class B-1:

101 S. 1st Street



Memo

To: Chief Keegan
From: Deputy Chief Huffman *SGH*
Date: June 9, 2015
Re: Buona Beef - Class B-1 Liquor License

The background investigation pursuant to the B-1 liquor license application for Buona Beef, 2425 W. Main St., has been completed.

Note: Construction of the business is not yet complete.

I have reviewed the application and the background investigation, and have found that all requirements for licensing have been met and all documents appear to be in order. I therefore recommend that this license application be forwarded to the ATM Commission for consideration.

SGH/sgh



BUONA TAKE BUONA HOME

catering

Since 1981 Buona Catering has offered customers a convenient way to enjoy the great tastes of Buona at their homes, parties, meetings, picnics or company events. Pick up a copy of our complete Buona Catering Menu visit www.buona.com or call 708-749-2333 to order.

Buona favorites are readily available with short notice or on-demand at our local restaurants.

PARTY BY THE POUND!

BUONA BEEF & GRAMY
Each pound makes approximately five 5" sandwiches
1 lb of beef & 1 qt of gravy // **\$1.95**
5 lbs of beef & 1 gal gravy // **\$7.50**

ORIGINAL BEEF FAMILY PACK
1 lb Buona beef, 1 loaf of Italian bread, 1/2 pint of sweet peppers or 1/2 pint of hot giardiniera // **\$6.50**

ITALIAN SAUSAGE
6.95 - 1 lb (4 pieces) // **\$5.95**
20 guests // **\$15.00**

MEATBALLS MARINARA
1 lb (8 pieces) // **\$5.95**
20 guests // **\$15.00**

SALAD BOWLS
Small serves 6-10 Large serves 18-20

CLASSIC SALAD Small // **\$4.00** Large // **\$4.00**
Classic Caesar, Old Neighborhood House

PREMIUM SALAD Small // **\$3.00** Large // **\$3.00**
Classic Cobb, Buona's Original Chopped, Tuscan Harvest, Pasta Salad

CAFÉ SANDWICH BASKET
A selection of sandwiches including Turkey O'blissio, Pollo Piccadillo, Tuna Steaks, and Italiano and homemade Parmesan chips!

16 individually wrapped halves // **\$2.00**

EXTRAS:

Fresh Italian Bread - 1 loaf // **\$3.75**
Warming Kit - Includes Pan, Rack, Canned Heat and Peas // **1.00**
20 Rolls // **\$2.50** 30 Rolls // **\$3.50**
Sweet Bell Peppers - 1 pint // **\$2.50**

FAST 5 HOT & READY-TO-EAT

READY TO EAT SANDWICHES. IT DOESN'T GET ANY BETTER THAN THAT.

FAST 5 BEEF
Makes five 5" sandwiches with sweet or hot giardiniera // **\$9.95**

FAST 5 SAUSAGE
Makes five 5" sandwiches with sweet or hot giardiniera // **\$9.95**

FAST 5 + 5 BEEF & SAUSAGE
Makes five 5" Buona beef sandwiches and five 5" sausage sandwiches with sweet and hot giardiniera // **\$24.95**



THE BUONA STORY

In 1981, Mom and Dad Buonavolanto opened the first Buona Beef in Berwyn, IL. Their commitment to making food they'd be proud to serve their family was essential to their success.

Today, we remain dedicated to preserving our parents' legacy by serving Chicago's Italian classics the same way they did - back in the day - without shortcuts or preservatives.

While our menu has expanded, our original beef recipe has not been compromised - for three generations of Buonavolantos, compromise and quality are never entered in the same breath.

Whether you're dining in or carrying out... expect excellence every time. Our name is riding on it.

THE BUONAVOLANTO FAMILY

Joe Sr., Carlo John Jr., Jimmy Don

WHERE TO FIND US

BERWYN
6745 Roosevelt Road
Phone: (708) 749-2555

ROUNDBROOK
303 S. Weber Road
Phone: (630) 343-1333

DARIEN
7417 S. Cass
Phone: (630) 983-2333

GLENDALE HEIGHTS
303 E. Army Trail Road
Phone: (630) 539-2333

HILLSIDE
2135 S. Wolf Road
Phone: (708) 236-6575

HOFFMAN ESTATES
2332 W. Higgins Road
Phone: (847) 496-4449

ITASCA
1170 N. Midlago Heights Road
Phone: (630) 775-2333

LOMBARD
498 E. Roosevelt Road
Phone: (630) 792-1133

MONTGOMERY
1230 Ogden Avenue
Phone: (630) 352-2333

NAPERVILLE
1588 Naperville Road
Phone: (630) 548-2333

OAK PARK
7025 W. North Avenue
Phone: (708) 383-1800

ROLLING MEADOWS
420 Golf Rd
Phone: (847) 497-2333

ROSEMONT
10425 W. Touhy Ave.
Phone: (847) 802-2333

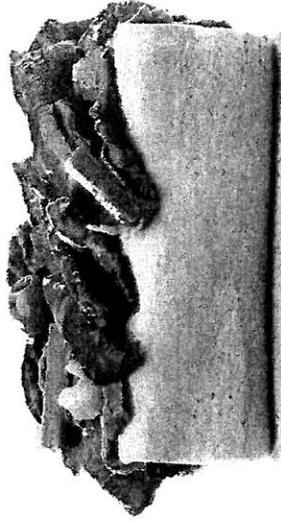
ORLAND PARK
9575 W. 131st St
Phone: (708) 274-8770

St. Charles COMING SOON!
Harwood Heights COMING SOON!
Beverly COMING SOON!

FedEx Express

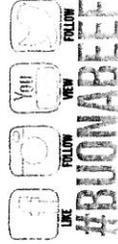
NATIONWIDE SHIPPING
For Nationwide shipping, call us at (708) 749-2333 or visit us online at buona.com

THE ORIGINAL ITALIAN BEEF



TAKE OUT

BUONA



THE ORIGINAL ITALIAN BEEF

SKIP THE GYM

Get decent food without having to pay for it later. Just look for the "Skip-the-Gym" icon and you can order it with easy dressing, lots of sauce, and cheese-tomato, or "skinny" bread, or however you want it. All of our Skip-the-Gym items can be customized to be under 500 calories.

CHICKEN SANDWICHES

- CHAR-GRILLED CHICKEN** 5.25 8.25
With whole grain mustard, mayonnaise, tomato and lettuce on a broche bun.
- CRISPY BREADED CHICKEN** 5.25 8.25
Breaded all-white meat chicken served with lettuce, tomato and mayonnaise on a broche bun.
- PARMESAN CHICKEN** 6.25 9.25
Breaded chicken topped with parmesan sauce and a blend of Italian cheeses on just-baked Italian bread.
- BUFFALO CHICKEN** 8.25 9.25
Breaded chicken with spicy buffalo sauce, red onion, lettuce, tomato, Bleu cheese and ranch dressing on a broche bun.
- CHAR-GRILLED CHICKEN AVOCADO JACK** 6.95 9.95
Avocado, lettuce, red onion, crispy jalapenos, mayo and pepper jack cheese on a broche bun.

SALADS

- BUONIA'S ORIGINAL CHOPPED** 6.50
Lettuce, cucumber, carrot, black olives, Roma tomato, pineapples, pears, parmesan, bacon, and green onion with sweet red wine vinaigrette.
- CLASSIC CORN** 7.50
Chopped lettuce, bacon, Cornonola cheese, avocado, egg slices, tomato, corn, green onion and our own creamy Thousand Island dressing.
- STRAWBERRY SPINACH AVOCADO** 7.50
Baby spinach, strawberries, avocado, green onion, candied walnuts and poppyseed dressing.
- BUFFALO RANCH CHICKEN** 8.25
Crispy chicken in buffalo sauce, Bleu cheese, green onion, corn, black beans, tortilla strips and ranch dressing.
- CRISPY CHICKEN** 8.25
Crispy chicken, hard boiled egg, tomato, black olives, cheddar cheese and warm honey mustard dressing.
- TUSCAN HARVEST** 7.50
Seasonal mixed greens, Granny Smith apple, dried cranberries, candied walnuts and Gorgonzola, with fat-free raspberry dressing.
- OLD NEIGHBORHOOD HOUSE** 5.50
Seasonal mixed greens, Roma tomato, cucumber, pineapples, banana peppers, cucumbers and Italian vinaigrette dressing.
- CLASSIC CAESAR** 5.50
Romaine lettuce, Parmesan garlic croutons, Parmesan cheese and Caesar dressing.

YOU'LL BE HAPPY TO KNOW

Our food is REAL, honest food, made the way our mother made it - from scratch with fresh ingredients. Our bread and our gravy are all natural - no preservatives or additives. Our pizza dough is made fresh daily throughout the day. We could go on, but you get the idea!

THE BUONVOLANTO FAMILY

Go on. Get the good. Just Don.



BUONA BEEF

We serve the world's best Italian beef made from our original family recipe. That's REAL, legit - no shortcuts, no preservatives - just all-natural, slow-roasted, low in fat, perfectly seasoned masterpiece perfection on just-baked Italian bread.

- BUONA BEEF 7" ORIGINAL** 5.75 9.75
- BUONA BEEF 10" PICCOLO** 4.75 7.75
- BUONA BEEF 10" MAGGIORE** 7.75 10.75
- COMBO BUONA BEEF & SAUSAGE** 6.50 9.50
The best of both worlds.
- EXTRAS:** Mozzarella cheese, sweet peppers, or hot gardeniera 50
- NAKED BEEF BOWL** 6.25 9.25
Low carb bowl, BUONA Beef, sweet peppers and cheese, but no bread.
- NAKED COMBO BOWL** 6.50 9.50
Low carb bowl, BUONA Beef, sausage, sweet peppers and cheese, but no bread.

HOW TO ORDER OUR ORIGINAL ITALIAN BEEF

- HOW MUCH GRAVY?**
None - The classic way to enjoy Italian Beef, served with a side of spaghetti.
- HOT OR SWEET?**
Sweet Beef Peppers.
Hot sauce made with hot peppers.
- CHEESY?**
Add some Mozzarella by an authentic Cheesy Beef.
Hot sauce made with hot peppers.

BUONA CLASSICS

- CHARBROILED SAUSAGE** 4.50 7.50
Italian sausage in your choice of red sauce or natural gravy.
- MEATBALLS MARIARA** 5.25 8.25
Homemade meatballs with marinara sauce on just-baked Italian bread.
- BBQ BEEF** 5.15 8.15
BUONA Beef served with our sweet and tangy BBQ sauce on a broche bun.
- PEPPER & EGG (FRIDAYS ONLY)** 5.25 8.25
Lightly seasoned scrambled eggs made with grated Parmesan, and roasted peppers on just-baked Italian bread.
- PEPPER & EGG WITH SAUSAGE (FRIDAYS ONLY)** 5.95 8.95
Our classic Pepper & Egg with charbroiled Italian sausage.
- GRAVY BREAD** 1.50
Go "old-school" with Italian bread soaked in beef gravy, without the beef.

BURGERS & DOGS

- BUILD YOUR OWN BURGER** 4.95 7.95
SINGLE 1/2 lb
DOUBLE 1/2 lb
Premium Black Angus beef, ketchup, mayonnaise, pickle, red onion, tomato and lettuce on a broche bun.
- 1.00 ADD ONS** 7.25 10.25
American Cheese
Bacon
Havarti Cheese
Pepper Jack Cheese
Provolone Cheese
Pineapple
Grilled Onions
Pretzel Bun
Prepared Bacon
Portobello Mushrooms
Asiago

- PRETZEL BACON** 6.45 9.45
1/2 lb. Black Angus beef burger, ketchup, mayonnaise, pickle, red onion, tomato, lettuce and pepper jack cheese on a soft pretzel bun.
- AVOCADO JACK** 6.95 9.95
1/2 lb. Black Angus beef burger, avocado, crispy jalapenos, red onion, lettuce, mayo and pepper jack cheese on a broche bun.
- BBQ BACON BLEU** 6.95 9.95
1/2 lb. Black Angus beef burger, prepared bacon, black cheese, BBQ sauce, mayo, tomato, lettuce, and grilled onion on a soft pretzel bun.
- CHICAGO-STYLE DOG** 2.95 5.95
All-beef tomato hot dog, mustard, ketchup, onion, sport peppers, pickle, tomato and celery salt in a steamed poppy-seed bun.
- CHILI DOG** 3.75 6.75
Housemade chili, cheddar cheese and onions.

HAND-ROLLED PIZZA

- QUARTO FORMAGGI** 7.75
Made with fresh Mozzarella and a blend of three Italian cheeses.
- SAUSAGE-OR-PEPPERONI** 7.75
With plum tomato, fresh Mozzarella and basil.
- BUFFALO CHICKEN** 7.75
red onion and cheese, garnished with Gorgonzola cheese and ranch dressing.
- ROASTED VEGETABLE** 7.75
With a tomato, onion, eggplant, spinach, Portobello mushrooms, black olives and cheese.
- RUSTICA** 7.75
With marinated tomatoes, fresh mozzarella, cheese, Kalamata olives, capers, romano cheese, and fresh basil.
- BBQ CHICKEN** 7.75
Tender chicken, sweet barbecue sauce, cheddar cheese, chopped tomato and cheese.
- BEEF & GARDINIERA** 7.75
Bona's famous Italian beef, sweet peppers and hot gardeniera Supreme, pepperoni, green peppers, mushrooms and onions.

- Hand-Filled Cannoli** 2.50
Pepsi Fountain Drinks
- Fresh Baked Cookies** 1.25
Regular 1.95 // Large 2.25
- Chocolate Chip // Oatmeal Raisin** 1.50
- Lemon Knot Cookies (3)** 2.25
- Milk (1%)** .99
- Apple Juice** .99
- Coffee** 1.50
- HAND MIXED SHAKES** 3.50
Vanilla // Ghirelli Brownie
Chocolate // Strawberry
Ask about our Flavor of the Month.

GLUTEN-FREE OPTIONS
Ask about our gluten-free bread to customize your sandwich or pizza. 35

SAVE 25%

VALUE MEALS
SAVE 25% WHEN YOU ADD FRIES OR CHIPS TO A REGULAR DRINK TO YOUR FAVORITE SANDWICH FOR ONLY \$3.00

SOUPS & SIDES

- MINESTRONE** 6.90
- SOUP & SALAD MEAL** 6.90
Any bowl of soup, side salad
- CHICKEN PENNE**
- CHILI**
- CHEESE FRIES** 1.95
- PASTA SALAD** 2.45
- PARMESAN CHIPS** 1.95
- FRUIT SALAD** 2.25

KIDS' MEALS

- UPGRADE DRINK TO A SHAKE** 99
- BUONA BEEF**
- GRILLED CHICKEN**
- CHICKEN STRIPS**
- PIZZA**
- PEANUT BUTTER & NOTELLA PANINI**
- SOUP & SALAD MEAL** 6.90
Any bowl of soup, side salad
- MINESTRONE** 6.90
- CHICKEN PENNE**
- CHILI**
- CHEESE FRIES** 1.95
- PASTA SALAD** 2.45
- PARMESAN CHIPS** 1.95
- FRUIT SALAD** 2.25

DESSERTS & DRINKS

- Hand-Filled Cannoli** 2.50
- Fresh Baked Cookies** 1.25
- Chocolate Chip // Oatmeal Raisin** 1.50
- Lemon Knot Cookies (3)** 2.25
- Milk (1%)** .99
- Apple Juice** .99
- Coffee** 1.50
- HAND MIXED SHAKES** 3.50
Vanilla // Ghirelli Brownie
Chocolate // Strawberry
Ask about our Flavor of the Month.



\$1.99

GLUTEN-FREE OPTIONS

20 MILLION+ LBS OF BEEF SERVED. THAT'S SAYING A MOUTHFUL.

Buona serves the world's best Italian beef made from our original Buonavolanto family recipe. No shortcuts – just slow-roasted, perfectly seasoned mouthwatering perfection.

Translation: all natural, no preservatives, real gravy from real meat

And if that's not enough to make your next party sizzle, we serve all kinds of food that honor the old world traditions behind our original restaurant. Our focus is on making you and your guests happy. We take catering seriously...we are the fastest-growing catering resource in Chicagoland. We think its because, no matter how big we get, we keep it real with authentic scratch-made food from our family to yours.



NEED CATERING AT WORK?

Since 1981, Buona Catering has delivered the great taste of Buona to offices and companies throughout Chicagoland for meetings, corporate events, and sales presentations. Buona is the perfect catering partner for your business with convenient delivery and set-up available 24 hours a day, 7 days a week. Call us at 708-749-2333 or visit www.buona.com

- Meetings
- Breakfasts
- Seminars
- Open House
- Retirement Parties
- Employee Appreciation
- Luncheons
- Networking Events
- Picnics
- Holiday Parties
- Grand Opening
- Boss's Day

While known for our signature Italian Beef, Buona Catering has a variety of other great menu options – see our complete menu at www.buona.com

Our Corporate Catering representatives specialize in working with businesses to meet any demand. From accommodating last-minute orders, to setting up easy-to-use house accounts, to menu planning for all day meetings or conferences, Buona's Corporate team is hard at work to bring Buona to your work.

BUONA.COM/CATERING

CALL 708-749-2333

GIVE THE GIFT OF BUONA

NATIONWIDE SHIPPING & GIFT CARDS

Now you can send a taste of Buona to vendors or others for birthdays, anniversaries, holidays, or any special occasion. We'll send your Gift Pack in an insulated shipping package, via 2-day airwhichever in the continental U.S. Shipping and handling is included. Some destinations may incur an additional shipping charge.

BUONA BEEF GIFT PACK

Six pounds of Buona Beef, plus gravy and hot peppers and enough Italian bread to make 12 delicious sandwiches \$5.00

BUONA BEEF & SAUSAGE GIFT PACK

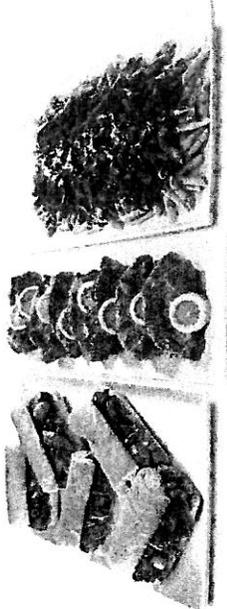
12 pieces of Buona Beef and gravy, 12 pieces of charbroiled Italian Sausage, plus sweet and hot peppers and Italian bread – enough to make 24 sandwiches \$9.00

BUONA BEEF PARTY GIFT PACK

Six pounds of Buona Beef, plus gravy and hot peppers and enough Italian bread to make 12 delicious sandwiches \$15.00

GIFT CARDS & VIRTUAL GIFT CARDS

Send the perfect denomination!



HOW TO ORDER

PICK-UP

All of our catering items can be scheduled for convenient pick-up at any Buona location.

DELIVERY

Delivery service is available for orders of \$150 or more at an additional cost. Delivery service is available 24 hours a day, 7 days a week throughout Chicago and suburbs. Please contact your Catering Coordinator for specific delivery details and pricing.

PAYMENT

We accept all major credit cards or cash. No personal checks accepted.

CALL CENTER HOURS

MON – FRI: 8:30 am to 7:00 pm
SAT: 9:00 am to 4:00 pm

CALL: 708-749-2333
Order online at BUONA.COM

WHERE TO FIND US

BERWYN
6745 Roosevelt Rd.
Phone: (708) 749-2555

BOLINGBROOK
303 S. W. Higgins Rd.
Phone: (630) 343-1333

DARIEN
7417 S. Cass
Phone: (630) 383-2333

GLENDALE HEIGHTS
305 E. Army Trail Rd.
Phone: (630) 359-2333

LOMBARD
488 E. Roosevelt Rd.
Phone: (630) 792-1133

ROLLING MEADOWS
1420 Golf Rd.
Phone: (847) 437-2333

HILLSDALE
2138 S. Wolf Rd.
Phone: (708) 238-0575

HOFFMAN ESTATES
1588 Naperville Rd.
Phone: (630) 548-2333

ITASCA
1170 N. Arlington Heights Rd.
Phone: (630) 773-2333

MONTGOMERY
1230 Ogden Ave.
Phone: (630) 856-2333

NAPERVILLE
1588 Naperville Rd.
Phone: (630) 548-2333

ORLAND PARK
9525 W. 131st St.
Phone: (708) 274-8770

ST. CHARLES
7025 W. North Ave.
Phone: (708) 383-1890

COMING SOON!
Harwood Heights
COMING SOON!

COMING SOON!
Beverly
COMING SOON!

ROSEMONT
10425 W. Touhy Ave.
Phone: (847) 803-2333

DON'T FORGET TO SIGN UP FOR THE MYBUONA REWARDS PROGRAM!

Earn rewards on all of your catering purchases!



CATERING

BUONA.
catering



PARTY BY THE POUND!

Buona favorites are readily available with short notice or on-demand at our local restaurants.

- BUONA BEEF & GRAYV**
Each pound makes approximately five 5" sandwiches
1 lb of beef & 1 qt of gravy // **11.50**
5 lbs beef with gravy // **57.50**
- ORIGINAL BEEF FAMILY PACK**
1 lb Buona beef, 1 lb of hot giardiniera, 1/2 pint of sweet peppers or 1/2 pint of hot giardiniera // **16.50**
- ITALIAN SAUSAGE**
1 lb // **6.95**
- MEATBALLS MARINARA**
1 lb // **6.95**

PARTY PACKS

All Party Packs come with Italian bread, sweet peppers and hot giardiniera

- BEEF & SAUSAGE**
Buona Beef with gravy, sausage and peppers (choice of red or natural sauce), Italian bread & hot giardiniera // **10.00**
- BEEF & CHICKEN**
Buona Beef with gravy, chicken (Lemon or Parmesan), Italian bread, sweet peppers & hot giardiniera // **10.00**
- BEEF & MOSTACCIOLI**
Buona Beef with gravy, Mostaccioli Marinara, Italian bread, sweet peppers & hot giardiniera // **10.00**
- BEEF, SAUSAGE & MOSTACCIOLI**
Buona Beef with gravy, sausage & peppers (choice of red or natural sauce), Mostaccioli Marinara, Italian bread & hot giardiniera // **10.00**
- BUONA BEEF FOR 25**
5 lbs. beef with gravy, 25 pieces of Italian bread, 2 pints of sweet peppers & 1 pint hot giardiniera (includes approximately 5" sandwiches) // **60.00**

EXTRAS:

- Fresh Italian Bread - 1 Loaf // **3.75**
- Basket of Fresh Baked Italian Bread // **19.50**
- 20 Rolls // **12.95**
- 30 Rolls // **19.50**
- Sweet Bell Peppers - 1 Pint // **2.95**
- Hot Giardiniera - 1 Pint // **4.75**
- Warming Kit - Includes Pan, Rack, Canned Heat and Pats // **7.00**
- Disposable Table Mats - Plates, Forks, Knives and Napkins - 10 Servings // **4.00**

SALAD BOWLS

Small serves 8-10 Large serves 18-20

- OLD NEIGHBORHOOD HOUSE**
Mixed greens, Roma tomato, cucumber, pepperoncini, Italian vinaigrette dressing, croutons
Small // **19.00** Large // **34.00**
- CLASSIC CAESAR**
Romaine lettuce, Parmesan garlic croutons, creamy Caesar dressing, shaved Parmesan cheese
Small // **19.00** Large // **34.00**
- NONNA'S POTATO SALAD**
Eggs, diced celery, seasonings and mayonnaise
Small // **23.00** Large // **38.00**
- PASTA SALAD**
Roimi noodles, tomatoes, cucumbers, roasted red peppers, black olives, shaved Parmesan cheese, balsamic dressing
Small // **23.00** Large // **38.00**
- BUONA CHOPPED SALAD**
Lettuce, cucumber, carrot, black olives, Roma tomato, Gorgonzola, penne pasta, bacon, and green onion with sweet red wine vinaigrette
Small // **23.00** Large // **38.00**
- TUSCAN HARVEST**
Meatballs, giardiniera, apple, dried cranberries, candied walnuts, Gorgonzola cheese, fresh raspberry dressing
Small // **23.00** Large // **38.00**
- CLASSIC COBB SALAD**
Chopped lettuce, bacon, Gorgonzola cheese, avocado, eggs slices, tomato, corn, green onion, Thousand Island dressing
Small // **23.00** Large // **38.00**

ENTREE PARTY PANS

Chicken Cacciatore
Boneless skinless chicken breast, mushrooms, peppers, onions, and olives in a white wine tomato sauce
15 servings // **65.00** 25 servings // **82.00**

CHICKEN PARMESAN
Lightly breaded, breasts of chicken with our own Marinara sauce with Mozzarella and Parmesan cheeses
15 servings // **65.00** 25 servings // **82.00**

GRILLED CHICKEN MEDITERRANEAN
Char-grilled boneless skinless chicken breast in white wine, chopped tomatoes, capers and Kalamata olives
15 servings // **65.00** 25 servings // **82.00**

LEMON CHICKEN
Tender breasts of chicken, lightly breaded in our special family recipe with lemon, spices and Italian seasonings
15 servings // **65.00** 25 servings // **82.00**

TUSCAN TILAPIA
Sautéed and served in a light white wine sauce with chopped tomatoes, capers, and Kalamata olives
15 servings // **65.00** 25 servings // **82.00**

BUONA BEEF
The Original Family Recipe - we roast our own Italian style tri-tip, then we roast it in our special right with sweet peppers, lean, low in fat, and spiced just the way you like it.
5 lbs. makes approximately twenty-five servings // **57.50**
includes trim & seasoning for additional

ITALIAN POT ROAST
Slow roasted in its own natural juices, served fork tender with rich home-style gravy
15 servings // **65.00** 25 servings // **105.00**

MEATBALLS MARINARA
Authentic hand-rolled meatballs, seasoned with garlic, parsley, and Italian spices in a rich Marinara
15 servings // **65.00** 25 servings // **105.00**

ITALIAN SAUSAGE
Cooked in traditional herbs and spices, smothered in sweet bell peppers, choice of red sauce or natural gravy
15 servings // **65.00** 25 servings // **105.00**

ROASTED TENDERLOIN
Sliced lean-crusted beef tenderloin served with a rich red wine peppercorn sauce
15 servings // **60.00** 25 servings // **130.00**

PASTA PARTY PANS

CAVATAPPI ALFREDO WITH CHICKEN
Crisp-crow pasta in a rich Alfredo sauce, with tender strips of grilled chicken
15 servings // **65.00** 25 servings // **85.00**

PASTA ALA BUONA
Gnocchi made with Ricotta cheese served in garlic and oil with spinach, roasted red peppers, mushrooms, and Italian seasonings
15 servings // **65.00** 25 servings // **85.00**

EGGPLANT PARMESAN
Lightly breaded eggplant rolled around Ricotta, Parmesan, Romano cheeses, with fresh parsley in Marinara sauce
15 servings // **65.00** 25 servings // **85.00**

GNOCCHI IN VODKA SAUCE
Hand rolled, homemade potato dumplings, served in light tomato vodka sauce made with Mascarpone and imported cheeses
15 servings // **65.00** 25 servings // **85.00**

JUMBO CHEESE RAVIOLI
Thin pasta pockets filled with Ricotta and Romano cheeses, topped with Marinara sauce
15 servings // **65.00** 25 servings // **85.00**

LASAGNA ROTOLO
Thin Lasagna noodles are rolled around an herb and Ricotta cheese filling and covered with Marinara sauce
15 servings // **65.00** 25 servings // **85.00**

MOSTACCIOLI MARINARA
Imported pasta, made with cheese, topped with Marinara sauce
15 servings // **65.00** 25 servings // **85.00**

PASTA & BROCCOLI
Pasta and fresh broccoli sautéed with garlic, topped with Romano cheese
15 servings // **65.00** 25 servings // **85.00**

PASTA BOLOGNESE
Penne pasta in a rich meat sauce made with ground Italian sausage
15 servings // **65.00** 25 servings // **85.00**

ROASTED VESUVIO POTATOES
Mostaccioli Marinara
Pasta & Broccoli

ALL-INCLUSIVE BUFFETS

All-inclusive Buffets include: Disposable serving trays with warming stands and canned heat, deluxe three-compartment plates, heavy plastic forks and knives, napkins, salads in serving bowls, serving utensils.

- ENTREE AND PASTA BUFFET**
Select your entree
Select Mostaccioli or Pasta & Broccoli
Select Classic Caesar or Old Neighborhood House Salad
Per person // **9.00**
(25 person minimum, increments of 5)
2 entrees // **18.00**
3 entrees // **27.00**
4 entrees // **36.00**
- BUILD YOUR OWN BUFFET**
Customizing your buffet is as easy as:
Select your entree(s)*
Choose any salad
Add any side dish // **2.00** per person additional
Per person (25 person minimum, increments of 5)
2 entrees // **18.00**
3 entrees // **27.00**
4 entrees // **36.00**

HOT APPETIZERS

All selections serve 18-20

- TOASTED RAVIOLI** // **40.00**
- CHICKEN FINGERS** // **40.00**
- BUFFALO WINGS** // **40.00**
- CHICKEN FINGERS & BUFFALO WINGS COMBO**
Half order of each // **45.00**
- SAUSAGE SKEWERS** // **35.00**
- MINI MEATBALLS** // **32.00**
- CHICKEN PESTO SKEWERS**
with pine nut pesto sauce and red peppers // **45.00**
- ITALIAN MUSHROOM CAPS**
Filled with a Romano cheese herb bread crumb // **50.00**
- SPINACH & ARTICHOKE DIP** // **45.00**

DESSERTS

BASKET OF HOMEMADE LEMON KNOTS
18-20 servings // **40.00**

CRISPY TREATS 24 pieces // **40.00**

CHEESECAKE SAMPLER 14 slices // **50.00**
Original, Chocolate Chip, Chocolate Caramel Pecan
ASSORTED CAKE TRAY 18-20 servings // **42.00**
Banana, Chocolate, Carrot Cake
GOURMET COOKIES 18-20 servings // **35.00**
Chocolate Chunk, Damask Raisin
GHIRARDELLI BROWNIES 18-20 servings // **30.00**
TIRAMISU 18-20 servings // **35.00**
topped with mixed berries

GOLD APPETIZERS

All selections serve 18-20

- SHRIMP COCKTAIL** 50 pieces // **50.00**
- MINI CAFE SANDWICHES**
Roast Beef and Provolone, Turkey Delizioso, Pollo Pomodoro, Tuna Genovese, and Italian // **50.00**
- ITALIAN PINWHEEL WRAPS**
Chicken, roasted peppers, olives, and pesto // **45.00**
- HUMMUS & PITA DUO**
Garlic hummus and sundried tomato hummus // **35.00**
- ANTIPASTO ABBONDANZA**
Assorted Italian meats and cheeses // **40.00**
- TOMATO & BASIL BRUSCHETTA** // **30.00**
- FRESH VEGETABLE TRAY** // **32.00**
- ARTISAN CHEESE SELECTION**
Fontina, Cheddar, Bleu and Gruyere // **45.00**
- SHRIMP CEVICHE** // **35.00**

ENTREE PARTY PANS

CHICKEN CACCIAOTORE
Boneless skinless chicken breast, mushrooms, peppers, onions, and olives in a white wine tomato sauce
15 servings // **65.00** 25 servings // **82.00**

CHICKEN PARMESAN
Lightly breaded, breasts of chicken with our own Marinara sauce with Mozzarella and Parmesan cheeses
15 servings // **65.00** 25 servings // **82.00**

GRILLED CHICKEN MEDITERRANEAN
Char-grilled boneless skinless chicken breast in white wine, chopped tomatoes, capers and Kalamata olives
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LEMON CHICKEN
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TUSCAN TILAPIA
Sautéed and served in a light white wine sauce with chopped tomatoes, capers, and Kalamata olives
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5 lbs. makes approximately twenty-five servings // **57.50**
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Cooked in traditional herbs and spices, smothered in sweet bell peppers, choice of red sauce or natural gravy
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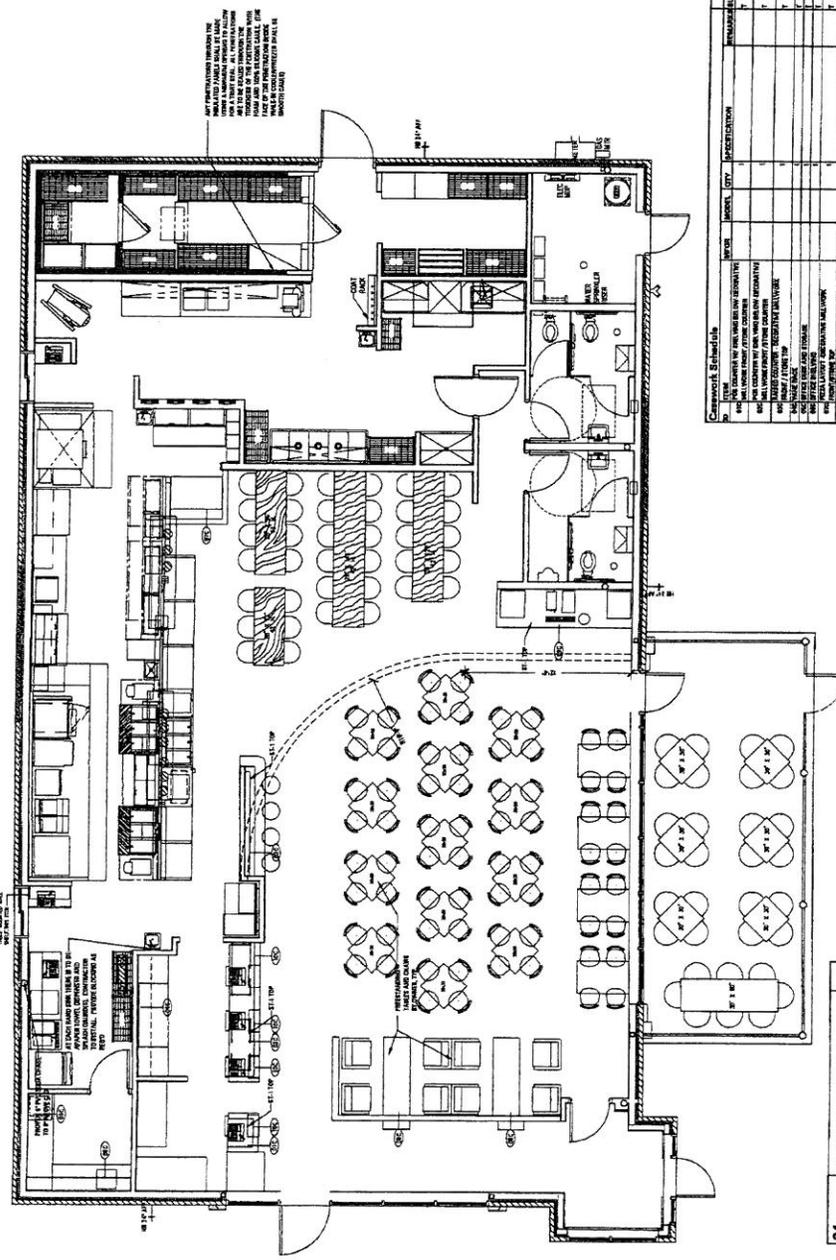
BUONA.COM/CATERING CALL 708-749-2333



NEW CONSTRUCTION
BUONA RESTAURANT
 2405 W. MAIN STREET
 ST. CHARLES, IL 60174
 CLIENT:

| | |
|------------------------------|---------------------|
| DATE: 11/11/11 | PROJECT NAME: BUONA |
| DRAWN BY: PAUL | CHECKED BY: JH |
| EQUIPMENT AND FURNITURE PLAN | |
| A103 | |

- GENERAL NOTES**
- SEE FOOD SERVICE PLAN FOR ADDITIONAL INFORMATION.
 - NUMBER OF SEAT INDICATED FOR EACH SEATING AREA IS BASED ON 18" X 24" SEATING. SEATING IS TO BE 18" X 24" AND CENTER TO CENTER.
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Equipment Schedule

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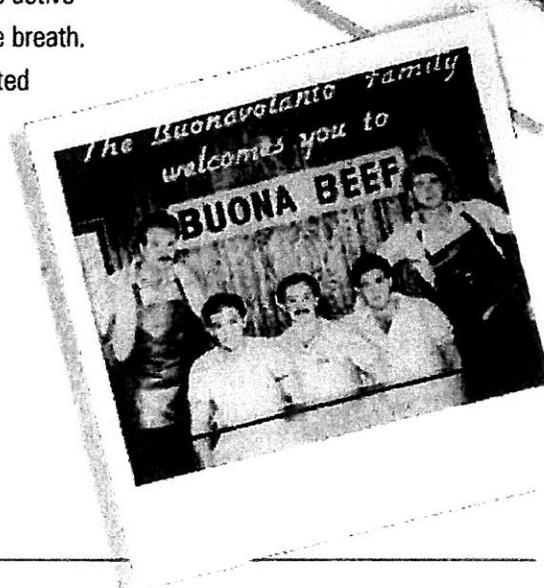
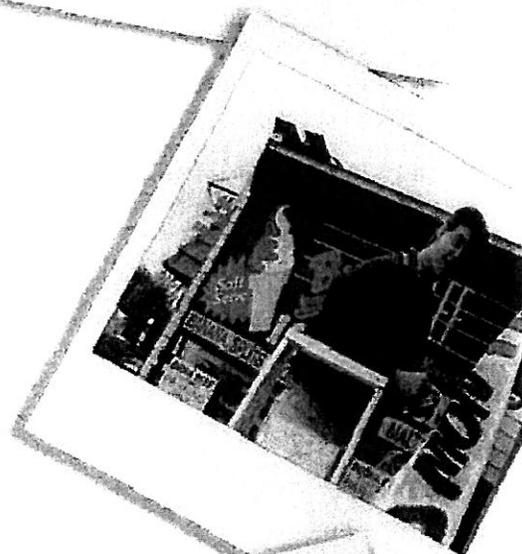
01 FURNITURE & EQUIPMENT PLAN

BUONA RESTAURANTS IS THE SUCCESS STORY OF THE BUONAVOLANTOS, A CLOSE-KNIT ITALIAN AMERICAN FAMILY. Their legacy is equal parts family values, innovation, and adaptation.

The first Buona Beef opened in Berwyn over thirty years ago. Patriarch Joe Buonavolanto Senior took a second mortgage on his home to fund it, and dug the foundation for the restaurant himself, with two of his five young sons in tow. The entire brood chipped in as the restaurant gained a steady following. The original Italian beef recipe was concocted by Joe's wife Peggy, with the help of their Uncle 'Junior', proprietor of Chicago's iconic Mr. Beef. The process is painstaking, and ardently adhered to by generation after generation of Buonavolantos.

The family's belief in themselves and each other paid off – over the years, the group has expanded to 14 locations, and their growth plans are aggressive. Joe Senior's five sons each worked their way up from serving customers and washing floors to running the key functions of the organization. The atmosphere in the executive office is harmonious, as love, respect, compassion, and pride are the core values that unite the brothers, and the Buona family of employees.

While the menu has expanded, the original beef recipe has not been compromised, and for the three generations of Buonavolantos who are active in the company, compromise and quality are never uttered in the same breath. The family's devotion to each other, and to the family legacy, has created a powerful brand that is true to their parents' founding principles.





THE BUONA COMPANIES FACT SHEET

ABOUT

Formed in 1981, The Buona Companies is a management company for a diverse portfolio of investments built upon a family tradition in the foodservice industry with a focus on restaurants, catering, and commissaries, as well as food preparation and retail offerings. The group has been family owned and managed for three generations, guided by the shared belief in the principle of prudent business development, diversification within its categories of focus, and strategic geographic expansion.

In 2001, Buona formed its Managed Services Division as a platform to dive into owning and operating full-service restaurants.

In 2014, the Companies opened their USDA production facility, Authentic Brands of Chicago (ABC), to accommodate needs for increased capacity, refrigeration, dock space, and flexibility in production schedules. The facility has the capacity to produce three million pounds on an annual basis, opening opportunities in retail, foodservice, and stadium and institutional wholesale marketplaces for Italian beef.

In addition to the brands listed below, the Company's interests and assets include real estate holdings, strategic partnerships, and joint ventures stemming from over 30 plus years of operating in the food service industry. These include Gino's East locations located in Chicago, special events food service ranging from PGA of America to the World Equestrian Games in Kentucky, as well as joint venture food service contracts for the Sony Open Tennis Tournament in Miami and the Cook County Corrections Department.

THE BUONA COMPANIES

6801 Roosevelt Road, Berwyn, Illinois 60402

VISION STATEMENT

To expand the family tradition of excellence in the foodservice and related industries

OWNERSHIP

Equal partnership is shared by Buonavolanto brothers: Carlo, John, Joe Jr., Jim and Don

EMPLOYEES

2,000+

Owns and operates 14 Buona restaurants throughout Chicagoland



Managed Services Division owns and operates Joey Buona's in Milwaukee, WI; Brett Favre's Steakhouse in Green Bay, WI; and Barbakoa in Downers Grove, IL; and runs Signature Services at Navy Pier in Chicago



Two full-service catering divisions



USDA production facilities

AUTHENTIC BRANDS OF CHICAGO AND RETAIL AND WHOLESALE PRODUCTS

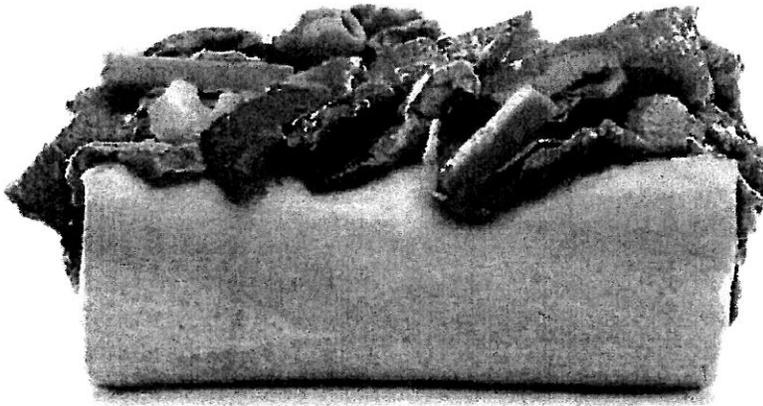
ABOUT BUONA RESTAURANTS

The first Buona restaurant was established in Berwyn, IL in 1981, by Buonavolanto patriarch Joe Buonavolanto, Sr. Since then, the chain has expanded to fourteen locations varying in size from 3,000 square feet to 5,500 square feet, all the while remaining family owned and furthering a legacy that is equal parts family values, innovation, and adaptation.

The family is defining the next-generation beefstand as a place that is the perfect blend of old-school indulgence in Chicago classics and next generation menu choices – made with a focus on fresh, scratch-made food. While the menu has expanded, the original beef recipe has not been compromised – for the three generations of Buonavolantos who are active in the company, compromise and quality are never uttered in the same breath

Menu Highlights:

- Chicago's original Italian beef sandwich
- Scratch-made Italian classics including Italian sandwiches and panini, sausage and beef combos, a variety of pastas, and Neapolitan-style pizza
- All beef hot dogs, hamburgers, a variety of hand-tossed salads, soups, hand mixed shakes & more
- A selection of beer and wine



HEADQUARTERS

6745 Roosevelt Road, Berwyn, Illinois 60402

OWNERSHIP

Buona Companies

VISION

To bring authentic Italian beef to consumers around the world

EMPLOYEES

800+

TYPE OF ESTABLISHMENT

Fast Casual Dining + Drive Thru.

LOCATIONS

Berwyn

6745 Roosevelt Road

Bolingbrook

303 South Weber Road

Darien

7417 S. Cass Avenue

Glendale Heights

305 E. Army Trail Road

Hillside

2135 S. Wolf Road

Hoffman Estates

2352 West Higgins Road

Itasca

1170 N. Arlington Heights Road

Lombard

498 E. Roosevelt Road

Montgomery

1230 Ogden Avenue

Naperville

1588 Naperville Wheaton Road

Orland Park

9525 West 131st Street

Oak Park

7025 West North Avenue

Rolling Meadows

1420 Golf Road

Rosemont

10425 West Touhy Avenue

BUONA catering

ABOUT BUONA CATERING

Created in 1982, Buona Catering provides businesses and consumers with off premise catering and party planning services. Featuring a varied menu with a wide variety of buffets, Buona Catering provides options for every meal period, focusing on food that holds up to the tradition of the company's signature Italian beef and other scratch-made specialties.

The division operates in a newly renovated 28,000 square foot facility including a sales and call center for orders, kitchen commissary, and a distribution center. Catering customers include many well known organizations such as ABC News, Bank of America, Capital One, DePaul University, Fermi Lab, JP Morgan Chase, McDonald's Corporation, Microsoft, Pfizer, Sarah Lee, as well as many others.

Menu highlights:

- Signature restaurant items and beef by the pound
- Party packs, pans, and all-inclusive buffets and picnics
- Breakfast, snacks and break meals, boxed and buffet lunches for businesses

HEADQUARTERS

6745 Roosevelt Road, Berwyn, Illinois 60402

OWNERSHIP

Buona Companies

MISSION

To be a go-to resource for catering, with food and service that holds up to the Buona family tradition of excellence.

EMPLOYEES

100



WHO WE ARE

The Buona Companies BUONA.com



WHO WE ARE

The Buona Companies, is a professional food service management organization comprised of three divisions – Buona Restaurants, Buona Catering, and Beyond Events Venue Management.



Buona Restaurants

Buona Restaurants, created in 1980, represents the company's first division established in Berwyn, Illinois. Since then, the chain has expanded to twelve locations varying in size from 3,000 square feet to 5,500 square feet. The casual, upscale quick service restaurants feature the world famous, award winning "Buona" Italian Roast Beef sandwiches for lunch and dinner. The menu also includes authentic Neopolitan pizza, hand tossed salads, café sandwiches and grilled paninis.



Buona Catering

Buona Catering, created in 1982, provides customers with off premises catering and comprehensive service. A very broad menu, including various buffets, are coordinated by our professional party planners and offered for many social and corporate clients. The Buona Catering division now operates in a newly renovated 28,000 square foot facility including sales office, kitchen commissary and a distribution center. Catering customers include many well known organizations such as Anderson Consulting, Arrow Electronics, Chicago Transit Authority, Regent Products, SEIU Local 1, McDonald's, Pepsi Cola, United Airlines as well as many others.



The newer restaurants are brightly colored with the feel of a fresh market or kitchen, showcasing real food in a warm, comfortable dining room with seating for 90-150 guests. Featuring a drive-thru and a carry-out section, take-out orders make up approximately 50% of sales at any given restaurant. Additionally, Buona's Catering Counters, conveniently located within each restaurant, offers customers bulk Italian Beef and other prepared foods by the pound.

BUONA MILESTONES



The Buona Companies BUONA.com

THE BUONA STORY

In 1981, Mom and Dad created BUONA with a few Buonovolanto family recipes and a simple idea: "good food, made fresh, to taste great." Today, we carry on the family tradition with pride and the help of our extended BUONA family through BUONA restaurants and BUONA CATERING.

The recipes we brought from Naples, that were perfected in the old Italian neighborhood of Chicago, are still the heart of our menu. In Italy, the word "buona" means good. Here, BUONA means something even better.

Whether it's Italian Classics, Hand Made Pizzas, or Fresh Selections like salads and grilled panini sandwiches, there's always something delicious and satisfying to try at BUONA restaurants or BUONA CATERING.

Our food takes a little longer to prepare, so we want you to take some time to relax, feel comfortable, and enjoy, whether you're dining at our place or yours.

Milestones

- 1982 Launched full-service BUONA CATERING division
- 1989 Second BUONA restaurant opened in Oak Park, IL
- 1991 BUONA CATERING, corporate offices and commissary opened in Berwyn, IL
- 1996 Third BUONA restaurant opened in Lombard, IL
- 1997 Fourth BUONA restaurant opened in Naperville, IL
- January, 1998 Fifth BUONA restaurant opened in Glendale Heights, IL
- August, 1998 BUONA CATERING expanded into state-of-the-art 25,000 sq. foot commissary and office space in Berwyn, IL
- November, 1999 Sixth BUONA restaurant opened in Hoffman Estates, IL
- September, 2000 Seventh BUONA restaurant opened Hanover Park, IL
- July, 2001 Eighth BUONA restaurant opened in Rolling Meadows, IL
- October, 2001 Ninth BUONA restaurant opened in Downers Grove, IL
- June, 2002 Tenth BUONA restaurant opened in Hillside, IL
- May, 2005 Launched new BUONA menu and redesign in Naperville, IL
- May, 2006 Opened new location in Itasca, IL with new design and expanded menu
- 2006 Buona Catering launched contemporary full service upscale catering division Beyond Events Catering
- May, 2007 Opened new location in Darien, IL
- June, 2009 Twelfth BUONA restaurant opened in Rosemont, IL



Expansion

Plans include opening 2 BUONA restaurants with the new concept during each of the next 2 years.

WHAT WE BELIEVE

WHAT WE BELIEVE

OUR CORE COMPANY VALUES

What started almost 30 years ago in Berwyn, Illinois, with a single restaurant and the now-famous, award-winning "BUONA" Italian roast beef sandwich has blossomed into a thriving food service organization.

Professional and Personal Growth

The Buona Companies has grown from a 1,500 square-foot restaurant and start-up catering business to 13 quick service casual restaurants, 1 steakhouse, 3 pizzerias, and 5 full-service catering companies in Chicago and Milwaukee. Our sustained and steady growth leads to stability in the workforce. Our commitment to team development and promotion from within creates professional opportunities and personal growth for you.

Commitment to Guest Experiences

Each division is meticulously managed by its own team of seasoned customer-care professionals, who have one goal in mind – complete Guest Satisfaction – the BUONA way!

Teamwork and Entrepreneurial Spirit

Together, our teams exemplify the expertise, passion, and natural entrepreneurial spirit that ensure the best in authentic food quality and service, expertly tailored to fit the specific needs of specific organizations.

Community

Buona is committed to improving the communities where we do business by investing, creating jobs and opportunity, and giving back to the communities.



The Buona Companies BUONA.com

Family

All of our restaurant and catering companies share the passion our family had when we started The BUONA Companies. That passion lives on today in our extended family of managers and food service professionals. It's in The BUONA Companies' DNA.





ST. CHARLES
SINCE 1834

AGENDA ITEM EXECUTIVE SUMMARY

Title: Recommendation to Approve a Proposal for Class B liquor license for Starbucks Coffee #280 located at 101 S 1st Street, St. Charles

Presenter: Mayor Rogina

Please check appropriate box:

| | | | |
|-------------------------------------|--------------------------------|-------------------------------------|---------------------------|
| <input checked="" type="checkbox"/> | Government Operations (7/6/15) | | Government Services |
| | Planning & Development | | City Council |
| | Public Hearing | <input checked="" type="checkbox"/> | Liquor Control Commission |

| | | | | | | |
|-----------------|--|-----------|-----|--|----|--|
| Estimated Cost: | | Budgeted: | YES | | NO | |
|-----------------|--|-----------|-----|--|----|--|

If NO, please explain how item will be funded:

Executive Summary:

This is a request for a new Class B liquor license for Starbucks Coffee #280 located at 101 S 1st Street, St. Charles, IL. This business is not requesting a late night permit. Liquor Commission member, Maureen Lewis, was absent at this meeting, however Liquor Commissioner Rogina indicated she was not in favor of this license.

All paper work is in order, background check has been completed by the Police Department, as well as fingerprint and BASSET certification..

This application went before the June 15 Liquor Control Commission and was recommended for approval to move forward to Committee (Votes: 3 Ayes and 1 Absent).

Attachments: *(please list)*

- Application (front page)
- Background Check
- Menu
- Site Plan and Business Plan

Recommendation / Suggested Action *(briefly explain):*

Recommendation to approve a proposal for Class B liquor license for Starbucks Coffee #280 located at 101 S 1st Street, St. Charles.

For office use only:

Agenda Item Number: 4d

Date: 5/29/2015
(x) New Application
() Renewal Application

CITY OF ST. CHARLES

LIQUOR CONTROL COMMISSIONER
TWO EAST MAIN STREET
ST. CHARLES, ILLINOIS 60174-1984



City Retail Liquor Dealer License Application (rev. 12/13) Non-Refundable

Ordinance 5.08.050.A1 Application must be completed in full Incomplete applications will be rejected

Business Type: Circle one Corporation Other _____

Business Name STARBUCKS COFFEE #280 Sales Tax # 4069-2310

Business Address 101 S. 1ST STREET Business Phone # _____

Contact Person ANNA GLOVER LICENSE Title SERVICES Phone # (206) 318-6511

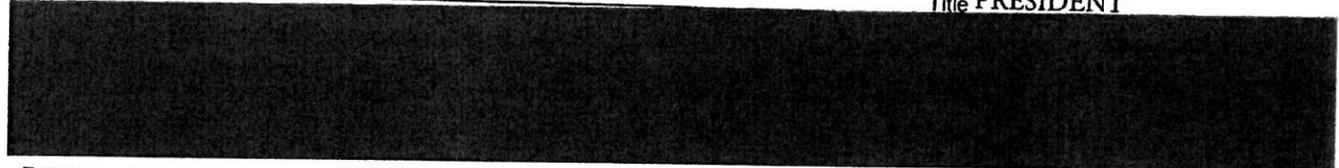
If Corporation, Corporate Name COFFEE HOUSE HOLDINGS, INC.

Corporation Address PO BOX 34442-TAX 2 SEATTLE, WA 98124

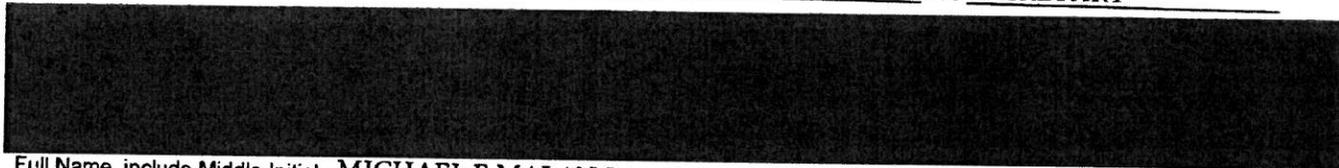
Corporate Officers, plus Manager of Establishment, Officers must include President, Vice President, Secretary and Treasurer Or Sole Proprietor

Have you had a business within the City of St. Charles under any other corporate name: Yes No
If yes, list address of business _____

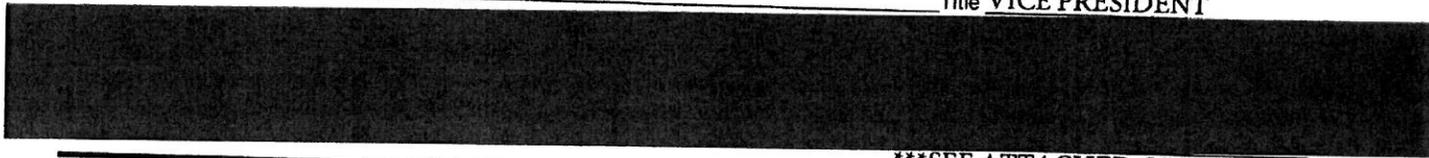
Full Name, include Middle Initial CLARICE J TURNER Title PRESIDENT



Full Name, include Middle Initial SOPHIE HAGER-HUME Title SECRETARY



Full Name, include Middle Initial MICHAEL E MALANGA Title VICE PRESIDENT



SEE ATTACHED OFFICER LIST

Type of Establishment: () Package (x) Restaurant () Tavern () Hotel/Banquet/ Arcada/Q-Center () Other _____

Check as Applicable to () Holding Bar [5.08.010-F] () Service Bar [5.08.010-O] () Live Entertainment [5.08.010-H]
Type of Establishment: () Outside Dining [17.20.020-R]

Brief Business Plan Description based on type of establishment listed above:

The establishment is an existing coffee house. Baristas will enter all customer orders, including those for sales of beer and wine, into the store's POS (point of sale) computer system and the customer will pay for their items upon ordering.

Initial: Liq Comm _____
Police Chief _____



Memo

Date: 6/10/2015
To: The Honorable Ray Rogina, Mayor-Liquor Commissioner
From: James Keegan, Chief of Police *J. K.*
Re: Background Investigations-Liquor Establishments

The purpose of this memorandum is to document and forward to your attention the results of the background investigations conducted by members of the St. Charles Police Department concerning the below mentioned establishments.

As is customary procedure, a detective was assigned each of these investigations and reviewed both the site location/floor plans and the corresponding applicants.

We found nothing of a derogatory nature that would preclude either the site location or the applicants from moving forward with liquors sales and on-site consumption, subject to City Council approval.

Thank you in advance for your consideration in these matters.

| | |
|-----------------------------|-------------------------------|
| Buona Beef-Class B-1: | 2425 W. Main Street |
| Starbucks Coffee-Class B-1: | 101 S. 1 st Street |



Memo

To: Chief Keegan
From: Deputy Chief Huffiman *SGH*
Date: June 9, 2015
Re: Starbucks Coffee - Class B-1 Liquor License

The background investigation pursuant to the B-1 liquor license application for Starbucks Coffee has been completed.

Of special note:

- This business will be relocating from E. Main St. to 101 S. 1st St.
- The license application is pursuant to the Starbucks business model of “Starbucks Evenings”.
- Starbucks Evenings feature an “expanded food and beverage menu that is more appropriate for the post 4 p.m. occasion without a bar atmosphere”.
- Wine and beer will be served after 2 p.m. on weekdays, and after noon on weekends. Starbucks expects wine and beer sales to make up 1-2% of a stores daily sales, or about 8-12 units sold per day.

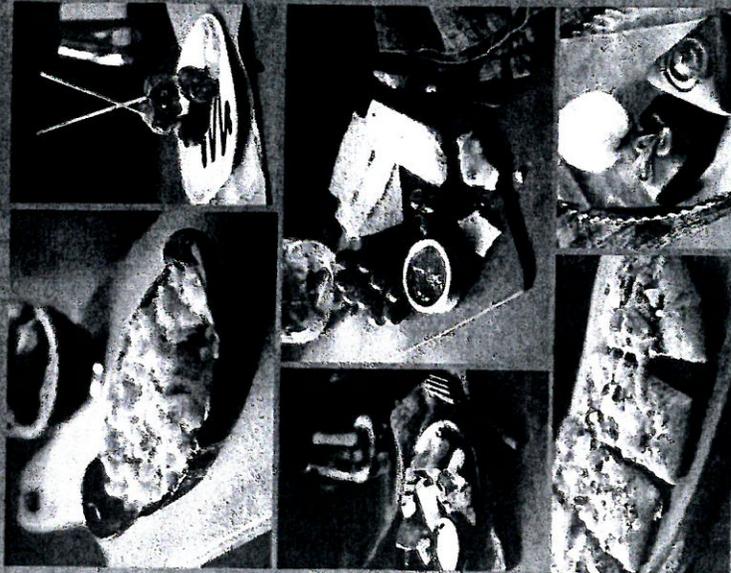
I have reviewed the application and the background investigation, and have found that all requirements for licensing have been met and all documents appear to be in order. I therefore recommend that this license application be forwarded to the ATM Commission for consideration.

SGH/sgh



SAMPLE STARBUCKS EVENINGS MENU

- > The Evenings food menu is designed around small plates and desserts
- > The wine list caters to a broad range of wine consumers, with an emphasis on the more sophisticated. Every glass of wine and beer comes with complementary pepitas



Menu

SMALL PLATES

- Bibe Brie & Apricot Preserves Plate
\$6.95 cal. 450
- Grilled Vegetable Plate with Lemon Aioli Sauce \$5.95 cal. 270
- Parmesan-Crusted Chicken Skewers with Honey-Dijon Sauce* \$4.95 cal. 340
- Bacon-Wrapped Dates with Balsamic Glaze \$4.95 cal. 270
- Truffle Mac & Cheese \$5.95 cal. 490
- Chicken Sausage & Mushroom Flatbread \$6.95 cal. 310
- Artichoke & Goat Cheese Flatbread \$6.95 cal. 310
- Truffle Popcorn* \$2.45 cal. 150

*Contains milk

DESSERTS

- Double Chocolate Brownie Bites \$3.45 cal. 410
- Chocolate Truffles
Espresso, Champagne, Raspberry
TRD \$4.45 cal. 370
SMOL \$1.75 cal. 100-150

STARBUCKS Evenings

WINES AVAILABLE BY THE GLASS AND BOTTLE

SPARKLING

Prosecco, Villa Sandi "Il Fresco," Italy \$10 (pplt)

WHITE

Pinot Grigio, Santa Cristina, Italy \$9 / \$32

Sauvignon Blanc, Villa Maria, New Zealand \$8 / \$28

Chardonnay, Ferrari-Carano, Sonoma County \$10 / \$35

SPARKLING ROSÉ

Brachetto, Rosa Regale, Italy \$9 (epit)

RED

Pinot Noir, Sanford Fior de Campo, Santa Barbara \$10 / \$35

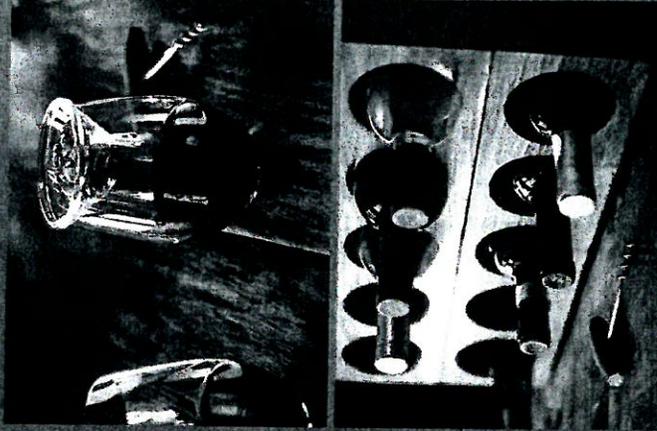
Malbec, Alamos, Argentina \$7 / \$25

Chianti Classico Riserva DOCG, Ruffino Riserva Ducale, Tuscany, Italy \$12 / \$45

Cabernet Sauvignon, Markham, Napa \$15 / \$50

CRAFT BEER \$5-\$6

Ask your barista about the current beer selection.

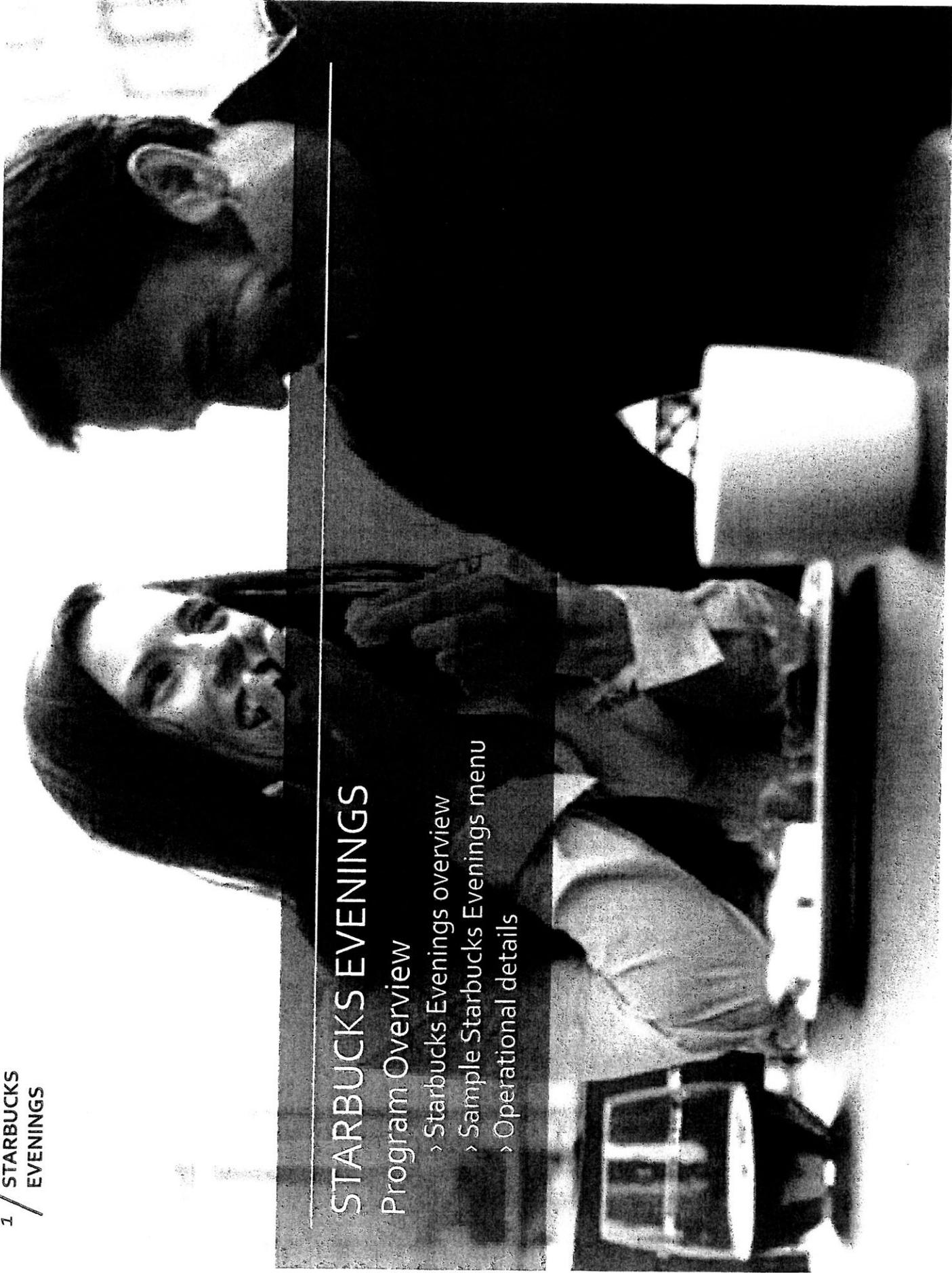


MENU

STARBUCKS EVENINGS

Program Overview

- > Starbucks Evenings overview
- > Sample Starbucks Evenings menu
- > Operational details



STARBUCKS EVENINGS OVERVIEW

Why Starbucks Evenings?

- › Evenings solves a customer need for a casual place to relax and connect with coffee, tea, savory food and wine
- › The program fills a community need by providing a place for groups to gather

History and Future of Evenings

- › Starbucks Evenings first launched in 2010 in Seattle, WA and is now in 30 stores in 5 core markets (Seattle, Portland, Chicago, Southern California and Atlanta)
- › The program is no longer a test and we plan to expand Evenings to select stores in the US over the next several years

Customer Experience

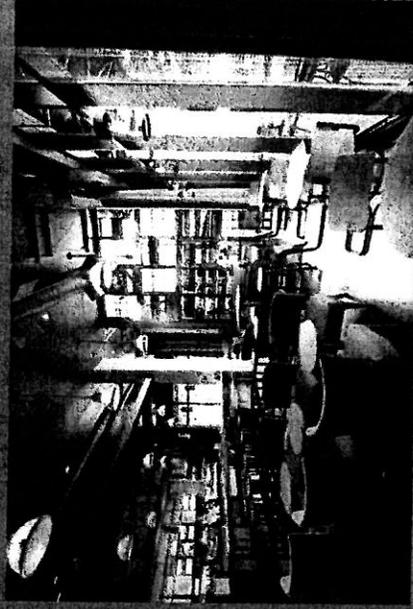
- › Starbucks Evenings stores are a familiar and inviting place with an expanded food and beverage menu that is more appropriate for the post 4 pm occasion without a bar atmosphere
- › Evenings provides our customers:



STARBUCKS EVENINGS OVERVIEW

What changes about my store?

- › Evenings stores will still offer the same handcrafted coffee beverages and food as other Starbucks stores in the same casual and comfortable environment
- › In addition to adding an expanded food menu appropriate for the evening and wine and beer – the store will be designed to meet community needs (community table, soft seating, etc.)



The criteria for an Evenings store

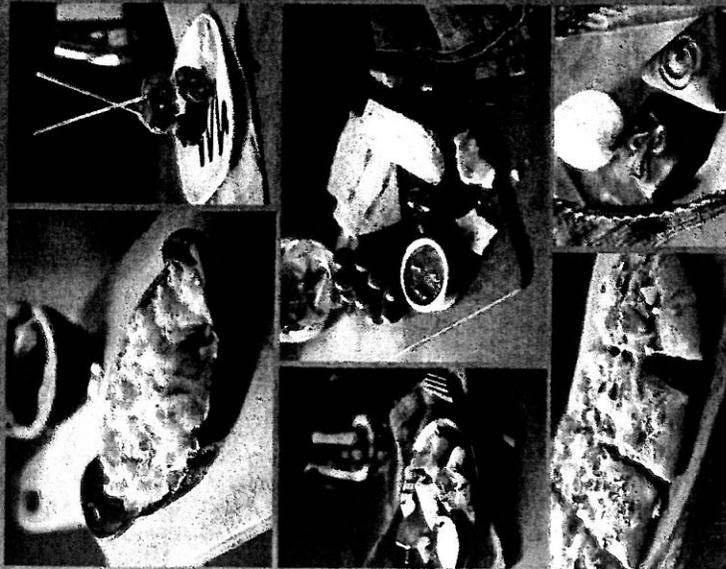
- › Not every store in the area will serve wine and beer – we are looking at select stores in the right neighborhoods that also fit our design and space requirement

Sales expectation for Evenings

- › We expect wine and beer to make up 1 – 2% (8 – 12 units sold per day) of a stores total sales

SAMPLE STARBUCKS EVENINGS MENU

› The Evenings food menu is designed around small plates and desserts
 › The wine list caters to a broad range of wine consumers, with an emphasis on the more sophisticated. Every glass of wine and beer comes with complementary pepitas



Menu

SMALL PLATES

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- Grilled Vegetable Plate with Lemon Aioli Sauce** \$5.95 cal. 270
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- Bacon-Wrapped Dates with Balsamic Glaze**
\$4.95 cal. 270
- Truffle Mac & Cheese** \$5.95 cal. 490
- Chicken Sausage & Mushroom Flatbread**
\$6.95 cal. 310
- Artichoke & Goat Cheese Flatbread**
\$6.95 cal. 310
- Truffle Popcorn*** \$2.45 cal. 150

*Contains milk

DESSERTS

- Double Chocolate Brownie Bites**
\$3.45 cal. 410
- Chocolate Truffles**
Espresso, Champagne, Raspberry
Two \$4.45 cal. 370
Single \$1.75 cal. 100-150

STARBUCKS Evenings

WINES AVAILABLE BY THE GLASS AND BOTTLE

SPARKLING

Prosecco, Villa Sandi "il Fresco," Italy \$10 (split)

WHITE

Pinot Grigio, Santa Cristina, Italy \$9 / \$32

Sauvignon Blanc, Villa Maria, New Zealand \$8 / \$28

Chardonnay, Ferrari-Carano, Sonoma County \$10 / \$35

SPARKLING ROSE

Brachetto, Rosa Regale, Italy \$9 (split)

RED

Pinot Noir, Sanford Fior de Campo, Santa Barbara \$10 / \$35

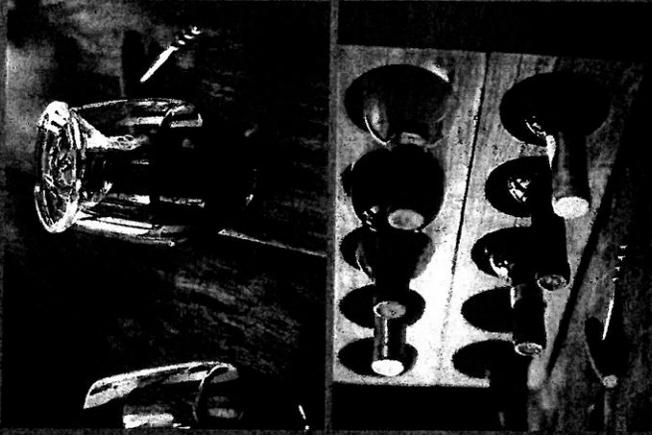
Malbec, Alamos, Argentina \$7 / \$25

Chianti Classico Riserva DOCG Rufino, Toscana, Italy \$12 / \$45

Cabernet Sauvignon, Meridian, Napa \$15 / \$50

CRAFT BEER \$5-\$6

Ask your bartender about the current beer selection.



OPERATIONAL DETAILS

Training

- › Starbucks has implemented a comprehensive wine and beer training program for store partners and field management teams which covers all jurisdictional serving requirements and also serving wine and beer responsibly
- › Strict operational routines have been put in place to ensure proper identification and sale of wine and beer occur
- › Store partners will be well-trained in handling disruptive situations and emergencies

Service model

- › All orders will still be placed at the POS and given to the customer at the hand-off plane – similar to any beverage order at Starbucks
- › This allows for total control of the transfer of alcohol from partner to customer, ensuring that the order is given to the correct person
- › Wine and beer will be served in glass ware and will not be served for to go purposes

Age requirement

- › All partners who work in stores that serve wine and beer will be at least 21 years of age

Hours of operation

- › Wine & beer will be served after 2pm on weekdays, and after 12 noon on weekends. Service will continue until the store closes, typically at 10pm during the week and 11pm on weekends (or in accordance with community wishes)



ST. CHARLES
SINCE 1834

AGENDA ITEM EXECUTIVE SUMMARY

Title: Recommendation to Approve a Proposal for a Massage Establishment License for Balance Bodyworks located at 1120 E Main Street, St. Charles.

Presenter: Mayor Rogina

Please check appropriate box:

| | | | |
|---|--------------------------------|--|---------------------------|
| X | Government Operations (7/6/15) | | Government Services |
| | Planning & Development | | City Council |
| | Public Hearing | | Liquor Control Commission |

| | | | | | | |
|-----------------|--|-----------|-----|--|----|--|
| Estimated Cost: | | Budgeted: | YES | | NO | |
|-----------------|--|-----------|-----|--|----|--|

If NO, please explain how item will be funded:

Executive Summary:

This is a request for a new Massage Establishment license for Balance Bodyworks located at 1120 E Main Street. Background investigations were conducted by a detective of the St. Charles Police Department and reviewed both the site location as well as the corresponding applicant of the proposed massage business license application. Through this investigation, we determined that all the requirements have been met and they are eligible for licensing, subject to City Council approval.

This application went before the June 15 Liquor Control Commission and was recommended for approval to move forward to Committee (Votes: 3 Ayes and 1 Absent).

Attachments: *(please list)*

- Massage Establishment Application (front page)
- Background Check
- Site Plan

Recommendation / Suggested Action *(briefly explain):*

Recommendation to Approve a Proposal for a Massage Establishment License for Balance Bodyworks located at 1120 E Main Street, St. Charles.

For office use only:

Agenda Item Number: 4e



City of St. Charles

Office of the Mayor

Two East Main Street
St. Charles, Illinois 60174-1984

Phone: 630-377-4455 • Fax: 630-377-44400

4e

| | |
|-----------------|-------|
| Office Use Only | |
| Received: | _____ |
| Amount Paid: | _____ |
| Receipt: | _____ |

MASSAGE ESTABLISHMENT LICENSE APPLICATION

IMPORTANT: Application must be completed in full and notarized before it will be accepted.
All fees must be paid at the time the application is submitted.

Annual License Application Fee: \$250.00

Fingerprint Fee: \$50.00

NOTE: Applicant must be fingerprinted by the St. Charles Police Department and must provide two passport-size photographs (1" x 1.5" head and shoulders area, face forward) with this application.

1. New License Application Renewal Application Application Change

2. Please select the option that best describes your business:

- Corporation Partnership Individual

3. Business Name: BALANCE BODYWORKS Sales Tax#: _____

Business Address: 1120 E. Main St. Suite 203 Business Phone: _____
St. Charles, IL 60174

4. Name of Applicant: REBEKAH KOPKO Home Phone: _____

Home Address: _____ City/Zip: _____

Social Security #: _____ Date of Birth: _____

Driver's License #: _____ Issuing State: ILLINOIS

****Must include a photocopy of government issued identification card.**

5. Have you ever been convicted of a criminal ordinance violation (other than minor traffic offences):

- Yes No

6. If yes, explain in detail:



Memo

To: Chief Keegan
From: Deputy Chief Huffman *SGH*
Date: June 2, 2015
Re: Balance Bodyworks Massage Business License Application

Detective Lamela has completed the background investigation pursuant to the massage business license application for Balance Bodyworks, located at 1120 E. Main St., Suite 203.

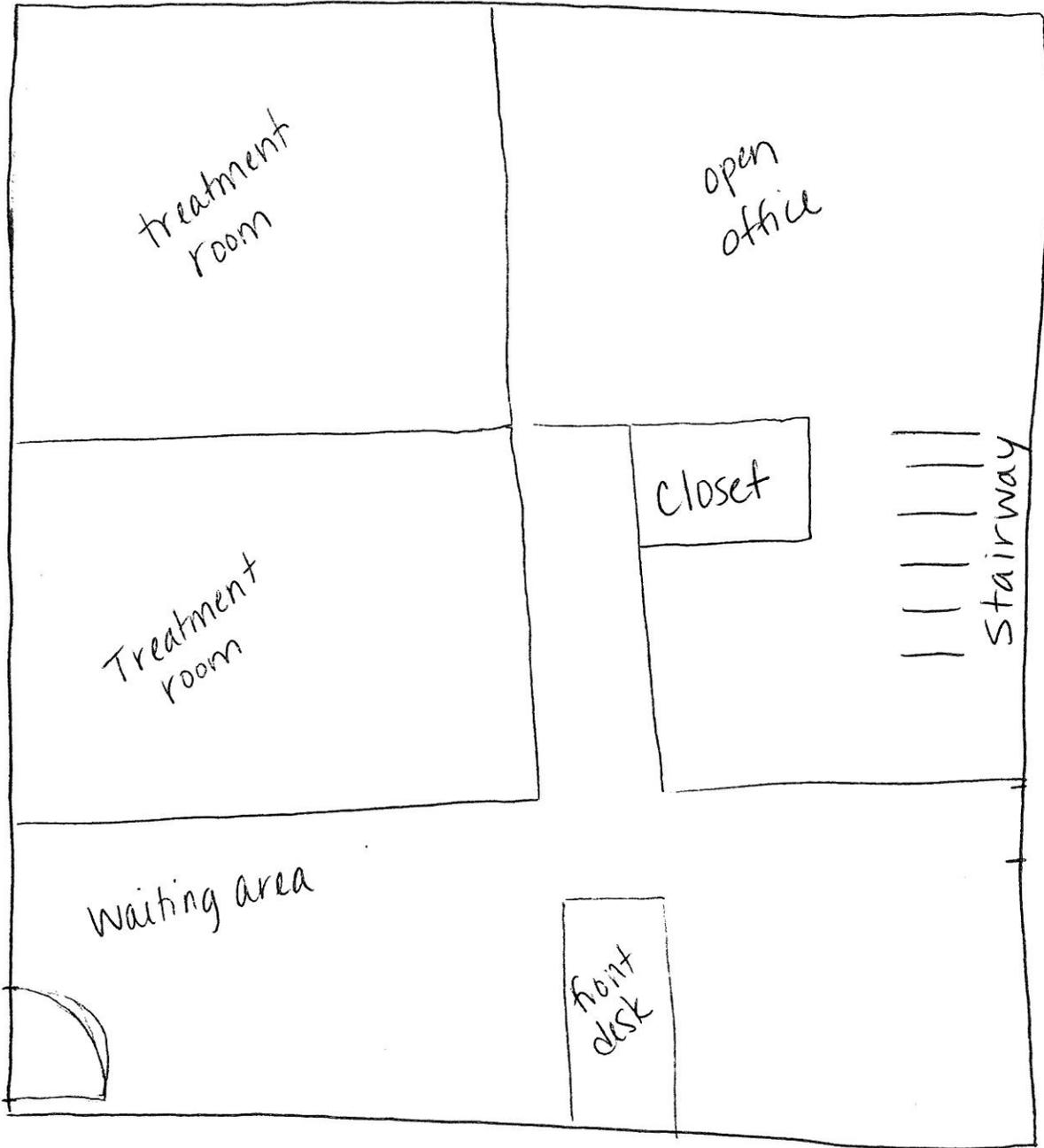
I have reviewed the application and the background investigation, and have found that all requirements for licensing have been met and all documents appear to be in order.

I therefore recommend that this license application be forwarded to the ATM Commission for consideration.

SGH/sgH



Balance Bodyworks 1120E Main St. suite 203



Bathroom on lower level

| | | | | | | | |
|---|--------------------------------|--------------------------------------|---|--|----|---------------------------|--|
|  ST. CHARLES SINCE 1834 | | AGENDA ITEM EXECUTIVE SUMMARY | | | | | |
| | | Title: | Recommendation to Approve a Proposal for a Massage Establishment License for Bombshell BB, Inc. located at 1 W Illinois Street, Suite 180 | | | | |
| | | Presenter: | Mayor Rogina | | | | |
| <i>Please check appropriate box:</i> | | | | | | | |
| X | Government Operations (7/6/15) | | | | | Government Services | |
| | Planning & Development | | | | | City Council | |
| | Public Hearing | | | | | Liquor Control Commission | |
| Estimated Cost: | | Budgeted: | YES | | NO | | |
| If NO, please explain how item will be funded: | | | | | | | |
| | | | | | | | |
| Executive Summary: | | | | | | | |
| <p>This is a request for a new Massage Establishment license for Bombshell BB, Inc. located at 1 W Illinois Street, Suite 180. Background investigations were conducted by a detective of the St. Charles Police Department and reviewed both the site location as well as the corresponding applicant of the proposed massage business license application. Through this investigation, we determined that all the requirements have been met and they are eligible for licensing, subject to City Council approval.</p> <p>This application went before the June 15 Liquor Control Commission and was recommended for approval to move forward to Committee (Votes: 3 Ayes and 1 Absent).</p> | | | | | | | |
| Attachments: <i>(please list)</i> | | | | | | | |
| Massage Establishment Application (front page) Background Check Site Plan | | | | | | | |
| Recommendation / Suggested Action <i>(briefly explain):</i> | | | | | | | |
| Recommendation to Approve a Proposal for a Massage Establishment License for Bombshell BB, Inc. located at 1 W Illinois Street, Suite 180. | | | | | | | |
| <i>For office use only:</i> | | <i>Agenda Item Number: 4f</i> | | | | | |



City of St. Charles Office of the Mayor

Two East Main Street
St. Charles, Illinois 60174-1984
Phone: 630-377-4455 • Fax: 630-377-44400

| | |
|-----------------|-------|
| Office Use Only | |
| Received: | _____ |
| Amount Paid: | _____ |
| Receipt: | _____ |

MESSAGE ESTABLISHMENT LICENSE APPLICATION

IMPORTANT: Application must be completed in full and notarized before it will be accepted.
All fees must be paid at the time the application is submitted.

Annual License Application Fee: \$250.00 Fingerprint Fee: \$50.00

NOTE: Applicant must be fingerprinted by the St. Charles Police Department and must provide two passport-size photographs (1" x 1.5" head and shoulders area, face forward) with this application.

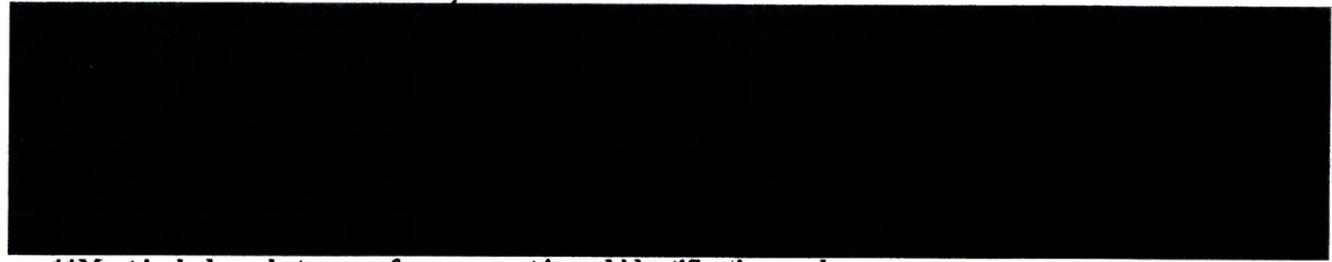
1. New License Application Renewal Application Application Change

2. Please select the option that best describes your business:

Corporation Partnership Individual

3. Business Name: Bombshell BB Inc Sales Tax#: 156 0620

Business Address: 1 W. Illinois St. Ste. 180 Business Phone: 630-549-7277



****Must include a photocopy of government issued identification card.**

5. Have you ever been convicted of a criminal ordinance violation (other than minor traffic offences):

Yes No

6. If yes, explain in detail:



Memo

To: Chief Keegan
From: Deputy Chief Huffman *SGH*
Date: June 12, 2015
Re: Bombshell Blowout Business License Application

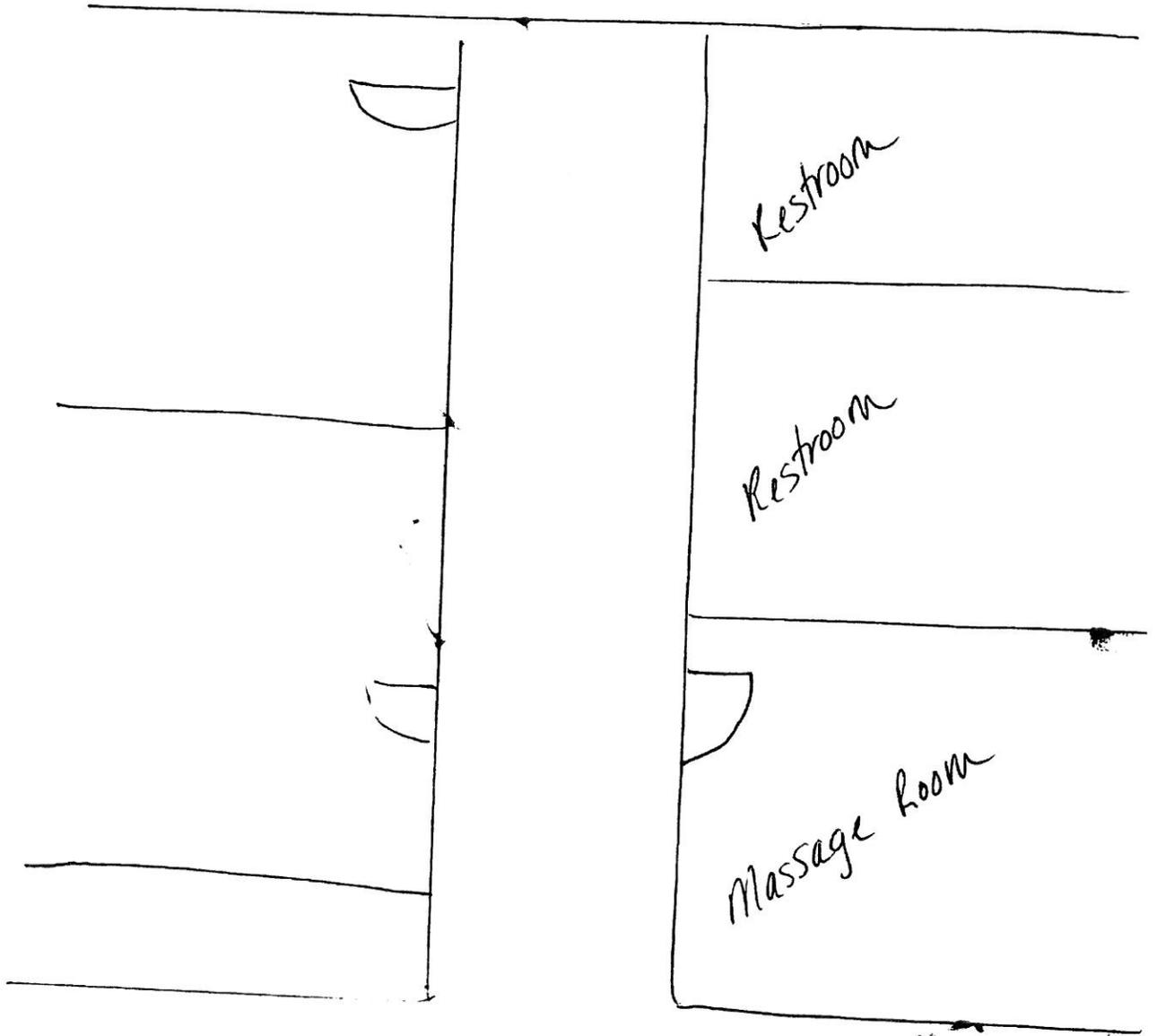
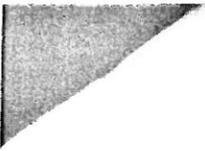
Detective Lamela has completed the background investigation pursuant to the massage business license application for Bombshell Blowout, located at 1 W. Illinois St, Suite #180.

I have reviewed the application and the background investigation, and have found that all requirements for licensing have been met and all documents appear to be in order.

I therefore recommend that this license application be forwarded to the ATM Commission for consideration.

SGH/sgH







ST. CHARLES
SINCE 1834

AGENDA ITEM EXECUTIVE SUMMARY

| | |
|--------|--|
| Title: | Recommendation to Approve a Proposal for a Massage Establishment License for Suzanne Denee Salon & Spa located at 3861 E Main Street |
|--------|--|

| | |
|------------|--------------|
| Presenter: | Mayor Rogina |
|------------|--------------|

Please check appropriate box:

| | | | |
|---|--------------------------------|--|---------------------------|
| X | Government Operations (7/6/15) | | Government Services |
| | Planning & Development | | City Council |
| | Public Hearing | | Liquor Control Commission |

| | | | | | | |
|-----------------|--|-----------|-----|--|----|--|
| Estimated Cost: | | Budgeted: | YES | | NO | |
|-----------------|--|-----------|-----|--|----|--|

If NO, please explain how item will be funded:

Executive Summary:

This is a request for a new Massage Establishment license for Suzanne Denee Salon & Spa located at 3861 E Main Street. Background investigations were conducted by a detective of the St. Charles Police Department and reviewed both the site location as well as the corresponding applicant of the proposed massage business license application. Through this investigation, we determined that all the requirements have been met and they are eligible for licensing, subject to City Council approval.

This application went before the June 15 Liquor Control Commission and was recommended for approval to move forward to Committee (Votes: 3 Ayes and 1 Absent).

Attachments: *(please list)*

- Massage Establishment Application (front page)
- Background Check
- Site Plan

Recommendation / Suggested Action *(briefly explain):*

Recommendation to Approve a Proposal for a Massage Establishment License for Suzanne Denee Salon & Spa located at 3861 E Main Street.

| | |
|-----------------------------|-------------------------------|
| <i>For office use only:</i> | <i>Agenda Item Number: 4g</i> |
|-----------------------------|-------------------------------|

4g



City of St. Charles

Office of the Mayor

Two East Main Street
St. Charles, Illinois 60174-1984
Phone: 630-377-4455 • Fax: 630-377-44400

| | |
|--------------------|--|
| Office Use Only | |
| Received: _____ | |
| Amount Paid: _____ | |
| Receipt: _____ | |

MESSAGE ESTABLISHMENT LICENSE APPLICATION

IMPORTANT: Application must be completed in full and notarized before it will be accepted.
All fees must be paid at the time the application is submitted.

Annual License Application Fee: \$250.00

Fingerprint Fee: \$50.00

NOTE: Applicant must be fingerprinted by the St. Charles Police Department and must provide two passport-size photographs (1" x 1.5" head and shoulders area, face forward) with this application.

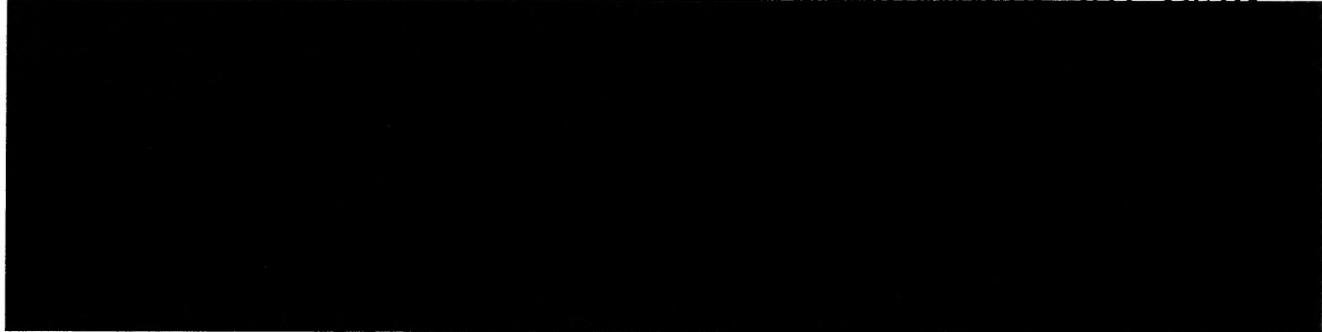
1. New License Application Renewal Application Application Change

2. Please select the option that best describes your business:

Corporation Partnership Individual

3. Business Name: Suzanne Denee Salon & Day Spa Sales Tax#: 4017-0756

Business Address: 3861 E Main St. Business Phone: 630-587-3150



5. Have you ever been convicted of a criminal ordinance violation (other than minor traffic offences):

Yes

No

6. If yes, explain in detail:



Memo

To: Chief Keegan
From: Deputy Chief Huffinan *SCA*
Date: June 12, 2015
Re: Suzanne Denee Salon and Day Spa Massage Business License Application

Detective Lamela has completed the background investigation pursuant to the massage business license application for Suzanne Denee Salon and Day Spa, located at 3861 E. Main St.

I have reviewed the application and the background investigation, and have found that all requirements for licensing have been met and all documents appear to be in order.

I therefore recommend that this license application be forwarded to the ATM Commission for consideration.

SGH/sgH



Back Room ↑ exit to back of Bldg.

Shampoo area

Pedicure area

Massage Rm

Esthetics Rm 2

Esthetics Rm 1

Spa Hallway

Color Area

Manicure area

Salon office

Styling / Cutting area

Reception / Retail area

3861 E. Math St FRONT DOOR

2800 sq. ft.



ST. CHARLES
SINCE 1834

AGENDA ITEM EXECUTIVE SUMMARY

Title: Recommendation to Consider a Proposal for a Class A1 Liquor License for Depot Liquor 2 and Tobacco License to be located at 710 S Third Street (former St. Charles Mini-Mart)

Presenter: Mayor Rogina

Please check appropriate box:

| | | | |
|-------------------------------------|--------------------------------|--------------------------|---------------------------|
| <input checked="" type="checkbox"/> | Government Operations (7/6/15) | <input type="checkbox"/> | Government Services |
| <input type="checkbox"/> | Planning & Development | <input type="checkbox"/> | City Council |
| <input type="checkbox"/> | Public Hearing | <input type="checkbox"/> | Liquor Control Commission |

| | | | | | | |
|-----------------|--|-----------|-----|--------------------------|----|--------------------------|
| Estimated Cost: | | Budgeted: | YES | <input type="checkbox"/> | NO | <input type="checkbox"/> |
|-----------------|--|-----------|-----|--------------------------|----|--------------------------|

If NO, please explain how item will be funded:

Executive Summary:

This is a request for a new Class A1 liquor license for Depot Liquor 2 to be located at 710 S Third Street (former St. Charles Mini-Mart); also requested is a Tobacco license for over-the-counter cigarettes. Liquor Commission member, Maureen Lewis, was absent at this meeting, however Liquor Commissioner Rogina indicated she was not in favor of this license.

All paper work is in order, background check has been completed by the Police Department as well as fingerprints have been taken. BASSET certification is currently pending. Also enclosed in this packet is memo from the Planning Division citing Section 17.30.20 "Retail Sales" from the City code.

This application was voted at the June 15 Liquor Control Commission as not being in favor for recommendation (Votes: Ayes 0; Nays 3; Absent 1).

Attachments: (please list)

Liquor License Application (front page)
Background Check
Memo regarding BL Zoning

Recommendation / Suggested Action (briefly explain):

Recommendation to consider a proposal for a Class A1 liquor license for Depot Liquor 2 and tobacco license to be located at 710 S Third Street (former St. Charles Mini-Mart).

For office use only:

Agenda Item Number: 4h

New Application
 Renewal Application

CITY OF ST. CHARLES
LIQUOR CONTROL COMMISSIONER
TWO EAST MAIN STREET
ST. CHARLES, ILLINOIS 60174-1984

717



City Retail Liquor Dealer License Application (rev. 12/13) Non-Refundable

Ordinance 5.08.050.A1 Application must be completed in full Incomplete applications will be rejected

Business Type: Circle one Individual Partnership Corporation Other _____

Business Name DEPOT LIQUOR 2 Sales Tax # 47-3319883

Business Address 710 S. THIRD ST Business Phone # _____

Contact Person MINESH PATEL Title PRESIDENT Phone # (630) 890-9417

If Corporation, Corporate Name AAKBS INCORPORATED

Corporation Address _____

Corporate Officers, plus Manager of Establishment, Officers must include President, Vice President, Secretary and Treasurer Or Sole Proprietor

pending BASSET

Have you had a business within the City of St. Charles under any other corporate name: Yes No
If yes, list address of business _____

Full Name, include Middle Initial MINESH PATEL Title _____

Birth Date 05/21/1972 Birthplace INDIA Driver's License _____ Home Phone _____

Home Address _____

Full Name, include Middle Initial _____ Title _____

Birth Date _____ Birthplace _____ Driver's License # _____ Home Phone # _____

Home Address _____

Full Name, include Middle Initial _____ Title _____

Birth Date _____ Birthplace _____ Driver's License # _____ Home Phone # _____

Home Address _____

Type of Establishment: Package () Restaurant () Tavern () Hotel/Banquet/Arcade/Q-Center () Other _____

Check as Applicable to () Holding Bar [5.08.010-F] () Service Bar [5.08.010-O] () Live Entertainment [5.08.010-H]
Type of Establishment: () Outside Dining [17.20.020-R]

Brief Business Plan Description based on type of establishment listed above:
package liquor sales store A-1 License

Initial: Lq Comm _____
Police Chief _____



Memo

Date: 5/14/2015
To: The Honorable Ray Rogina, Mayor-Liquor Commissioner
From: James Keegan, Chief of Police
Re: Background Investigations-Liquor Establishments

The purpose of this memorandum is to document and forward to your attention the results of the background investigations conducted by members of the St. Charles Police Department concerning the below mentioned establishments.

As is customary procedure, a detective was assigned each of these investigations and reviewed both the site location and the corresponding applicants of these proposed liquor license applications.

We found nothing of a derogatory nature that would preclude either the site location or the applicants from moving forward with liquors sales and/or on-site consumption, subject to City Council approval.

Thank you in advance for your consideration in these matters.

| | |
|---------------------------------|---|
| Steel Beam (D7): | 111 W. Main Street |
| E& S Fish Company (F1-BYOB)*: | 311 N. 2 nd Street, Suite 103 |
| Liu Brothers Bistro (F1-BYOB)*: | 1554 E. Main Street |
| LaVita Cigars (F2-BYOB)*: | 2015 Dean Street, Unit #4 |
| The Finery (B): | 305 W. Main Street |
| Depot Liquor (A1): | 310 S. 3 rd Street (Tabled to June 15 meeting) |
| Gina's Subs (B): | 2770 E. Main Street |

* The above mentioned BYOB establishments, although not recognized liquor licenses under the State Liquor Code, specially governs BYOB practices (bring your own beverage) within the City of St. Charles. The corresponding local licenses authorize the businesses, without State liquor licenses, to permit the consumption of alcohol on their premises relative to various stipulations codified within our liquor code.

Community & Economic Development
Planning Division

Phone: (630) 377-4443

Fax: (630) 377-4062



MEMO

TO: Mayor Rogina and the Members of the Liquor Commission

FROM: Russell Colby, Planning Division Manager

CC: Mark Koenen, City Administrator
Rita Tungare, Director of Community & Economic Development
Jim Keegan, Police Chief
John McGuirk, City Attorney

RE: Zoning for Liquor Store proposed at 710 S. 3rd St.

DATE: June 3, 2015

The property located at 710 S. 3rd St. is zoned BL Local Business District. A store selling liquor has been proposed for this location.

Under the Use Definitions of the Zoning Ordinance, Section 17.30.20, a store selling liquor would fall into the general use category of "Retail Sales":

***Retail Sales (G).** An establishment where the primary purpose is the sale of physical goods, products or merchandise directly to the consumer. This use includes, but is not limited to, stores that sell groceries, hardware, clothing, auto parts, electronics, appliances, jewelry, antiques and shoes. This use also includes Carpet Stores, Electronics Superstores, and Furniture Stores. This use does not include Heavy Retail and Service, Home Improvement Center, Pawn Shops, or Adult Uses, as defined herein.*

Retail Sales is a permitted use in the BL Local Business District. Therefore, under the Zoning Ordinance, a Retail Sales establishment selling liquor is a permitted use at 710 S. 3rd St.

The existing convenience store at 710 S. 3rd St. is an established Retail Sales business and the change in merchandise to selling liquor products does not constitute a change in use under the Zoning Ordinance. Regardless, no zoning approval from the City is required to establish a permitted use, provided it meets all other applicable requirements.



ST. CHARLES
SINCE 1834

AGENDA ITEM EXECUTIVE SUMMARY

| | |
|-------------------|---|
| Title: | Presentation of Budget and Recommendation to approve funding for the Downtown St. Charles Partnership (DSCP) in the amount of \$218,500 for Fiscal Year 2015-2016 |
| Presenter: | Chris Minick, Finance Director |

Please check appropriate box:

| | | | |
|-------------------------------------|------------------------------------|--|---------------------|
| <input checked="" type="checkbox"/> | Government Operations (07/06/2015) | | Government Services |
| | Planning & Development | | City Council |
| | Public Hearing | | |

| | | | | | | |
|-----------------|--|-----------|-----|-------------------------------------|----|--|
| Estimated Cost: | \$218,500 (Represents 10% reduction in Funding). | Budgeted: | YES | <input checked="" type="checkbox"/> | NO | |
|-----------------|--|-----------|-----|-------------------------------------|----|--|

If NO, please explain how item will be funded:

Executive Summary:

Each year the City allocates funding from Special Service Area 1B to support the activities of the Downtown St. Charles Partnership (DSCP). Representatives of the DSCP will make a brief presentation on their activities and financial status.

Special Service Area 1B was initiated to provide funding for downtown revitalization initiatives, projects, and programs. The activities of the DSCP are consistent with the activities outlined in the ordinance establishing SSA 1B.

The level of funding requested is budgeted and represents a decrease of 10% from the anticipated FY 15-16 funding level per recent City Council direction that funding of outside organizations be reduced by 10% for Fiscal Year 2015-2016.

Attachments: *(please list)*

- 2015-2016 Summary of Work – Goals and Objectives
- DSCP Budget 2015-2016
- DSCP Proposed Service Agreement for FY 2015-2016

Recommendation / Suggested Action *(briefly explain):*

Presentation of budget and recommendation to approve funding for the Downtown St Charles Partnership in the amount of \$218,500 for Fiscal Year 2015-2016.

| | |
|-----------------------------|-------------------------------|
| <i>For office use only:</i> | <i>Agenda Item Number: 5a</i> |
|-----------------------------|-------------------------------|

Fiscal Year 2015-2016 Summary of Work Goals and Objectives

The goal of the Downtown St. Charles Partnership is to provide quality programs and services that benefit our constituents: the City of St. Charles, downtown property and business owners, residents and local visitors. To be successful, we must understand what is most valuable to each of these groups. The branding exercise that was recently conducted provided valuable insight into not only what our downtown offers in the marketplace, but also what our constituents want and value about downtown St. Charles.

We have used this information to fine-tune our focus so that, in the coming year, we build on our past success and provide deliverables that offer the greatest impact with our available resources. In addition to continuous improvement, we value cooperation, so our goals are designed to complement and support the efforts of the city's Economic Development team, as well as other community partners, creating synergy through our combined efforts.

Our body of work is organized around the areas of Marketing and Promotions; Business Development and Education; Organizational Development; and Events.

Marketing & Promotions

Goal: Continue rollout of "Discover Your City Side" brand to create and reinforce awareness among our target market

Services:

- Continue collaboration with the city's Economic Development Department to ensure consistency in brand messaging and deliverables
- Integrate new brand messaging and visuals in all aspects of DSCP marketing initiatives
- Integrate brand messaging and visuals in all DSCP event materials
- Work with downtown businesses to educate on, and assist with, brand integration for the business community as a whole, as well as for individual businesses

Goal: Deliver advertising and marketing programs that highlight the new brand and encourage consumers to explore their City Side in downtown St. Charles, providing additional exposure for our business community to their target market

Services:

- Partner with Economic Development on an advertising campaign aimed at increasing economic activity in downtown St. Charles during the holiday season
- Integrate the new brand into our e-newsletter, *What's Up Downtown*, to reinforce the brand visually and through content
- Integrate the brand into our social media outlets, and increase exposure for downtown through increased engagement on these networks
- Update both sides of the parking kiosks with current business information and brand integration

Goal: Increase foot traffic downtown through promotional programs

Services:

- Organize Art Around the Corner, running Memorial Day weekend through the end of June 2015
- Organize the third year of STC Live, increasing the footprint of the program and incorporating themed nights for additional targeted business exposure
- Continue marketing efforts for the Chair-ity promotion, concluding Labor Day weekend 2015
- Organize the fourth annual Jazz Weekend in September 2015
- Integrate the new brand into all marketing and advertising for the above

Goal: Improve the image of downtown St. Charles through regular, positive communications about business openings, milestones, improvements; downtown promotions and activities; and other positive, newsworthy information.

Services:

- Distribute regular press releases to local media about local business openings, milestones, and accomplishments
- Provide press releases and story ideas to the media which highlight the strengths of downtown St. Charles in the marketplace
- Deliver regular press releases regarding downtown events and promotions

Business Development & Education

Goal: Continue to engage in regular communication with DSCP constituents to educate them about available DSCP programs and services and obtain feedback about their current needs

Services:

- Conduct regular business retention visits, partnering with the Economic Development Department, where practical
- Meet with new downtown business owners to engage them in downtown programs, services and activities
- Distribute the Business Newsletter every other week, providing information on marketing opportunities and support services, and links to relevant educational information

Goal: Provide outlets for business education, support and collaboration

Services:

- Organize regular Business Exchanges, providing opportunities for education and engagement among our constituents, modifying the format to allow for increased attendance and collaboration
- Continue the *Retail Minded* Partner Program, delivering eight electronic magazines with content targeted to independent business owners
- Roll out a mentoring program, providing easy access to information across a variety of professional subject matters

Goal: Support the city and property owners' efforts to attract new businesses downtown.

Services:

- Update window panels for vacant storefronts to integrate the City Side brand
- Administer the Storefront Improvement Grant program, modifying the maximum dollar match to allow for an increased number of recipients
- Coordinate outreach to commercial brokers in order to drive an awareness and understanding of our brand messaging for downtown St. Charles, as well as available DSCP business support services
- Meet with prospective business owners, when appropriate, to share information on support services available through the Downtown St. Charles Partnership.

Organizational Development

Goal: Continue our organization's community relations efforts to further engage various segments of the St. Charles population with activities and events in downtown St. Charles.

Services:

- Continue partnering with the high schools in order to further engage the community youth in DSCP programs and activities
- Continue volunteer recruitment efforts to provide the business community and residents further opportunities for involvement in activities which promote the enhancement of downtown
- Provide continued recognition for DSCP volunteers to show appreciation for their community service

Goal: Enhance the effectiveness of the organization through development of staff, as well as sponsorship and membership programs

Services:

- Assess DSCP membership program to ensure we are providing value added services and benefits which align with member goals
- Continually assess sponsorship opportunities to ensure we are providing valued benefits to sponsors; cultivate mutually beneficial relationships with sponsors; and continue to self-fund events for the benefit of downtown St. Charles
- Provide professional development of staff through mentoring and experiential training

Events

Goal: Facilitate the Event Review process for new events proposed for downtown

Services:

- Add information and questions to the application to ensure that the proposed event concept and execution supports the downtown brand
- Work with event organizers to better align the event with our brand, when necessary
- Provide prospective event organizers feedback on how to most effectively work with downtown businesses to ensure a mutually beneficial experience

Goal: Produce events that have a positive impact on the economics and/or image of downtown St. Charles.

Services:

- Organize the Fine Art Show, Holiday Homecoming, and St. Patrick's Parade with funding from sponsorships and other related event fees
 - Provide business owners with ideas on how to best capitalize on foot traffic and increased exposure created by the events
 - Facilitate partnerships between sponsors and businesses, where appropriate
-

| | <u>Budget</u> |
|---|-------------------|
| Ordinary Income/Expense | |
| Income | |
| 4000.00 · Operations Income | |
| 4000 · SSA-1B Revenues | 216,000.00 |
| 4005 · Investor Dues | |
| 4005.05 · Diamond Fox | 2,800.00 |
| 4005.10 · Platinum Fox | 1,200.00 |
| 4005.15 · Gold Fox | 5,400.00 |
| 4005.20 · Silver Fox | 4,200.00 |
| 4005.25 · Bronze Fox | 10,050.00 |
| 4005.30 · Family | 500.00 |
| 4005.35 · Non- Profit | 0.00 |
| 4005.40 · Investor Dues-Other | |
| Total 4005 · Investor Dues | <u>24,150.00</u> |
| 4000.00 · Operations Income - Other | 0.00 |
| Total 4000.00 · Operations Income | <u>240,150.00</u> |
| 4100.00 · Committee Income | |
| 4110 · Branding | 25,000.00 |
| 4115 · Chair-ity Auction | 3,500.00 |
| 4120 · City Advertising Reimbursement | 7,000.00 |
| 4130 · Sales | 2,200.00 |
| 4140 · Sponsorship-Other | 1,000.00 |
| 4150 · STC Live | 3,700.00 |
| Total 4100.00 · Committee Income | <u>42,400.00</u> |
| Total Income | <u>282,550.00</u> |
| Gross Profit | 282,550.00 |
| Expense | |
| 5000 · Operations Expense | |
| 5005 · Accounting Services | 9,400.00 |
| 5010 · Annual Meeting Expense | 500.00 |
| 5015 · Annual Report | 250.00 |
| 5020 · Bank Service Charges | 500.00 |
| 5024 · Depreciation Expense | 0.00 |
| 5025.00 · Dues, Memberships | |
| 5025.05 · Kiwanis | 500.00 |
| 5025.10 · Rotary | 800.00 |
| 5025.15 · STC Chamber | 100.00 |
| Total 5025.00 · Dues, Memberships | <u>1,400.00</u> |
| 5030 · Equipment Leasing & Rental | 2,050.00 |
| 5040 · Insurance & Bonding | |
| 5040.10 · General Liability | 5,513.00 |
| 5040.20 · Workers Compensation Insurance | 845.00 |
| 5040.30 · Auto Insurance | 195.00 |
| 5040.40 · D&O | 1,586.00 |

| | <u>Budget</u> |
|--|-------------------|
| 5040.50 · Event Riders | 350.00 |
| Total 5040 · Insurance & Bonding | 8,489.00 |
| 5045 · Magazine, Newspapers, etc | 275.00 |
| 5050 · Office Supplies | 2,000.00 |
| 5055 · Program Participation Fees | 1,200.00 |
| 5060 · Personnel | |
| 5060.10 · Salaries and Payroll Expense | 193,500.00 |
| 5060.20 · Contractor/IT | 6,440.00 |
| 5060.25 · Payroll Processing Fees | 1,500.00 |
| 5060.30 · Payroll Tax Expense | 2,200.00 |
| Total 5060 · Personnel | 203,640.00 |
| 5065 · Postage | 750.00 |
| 5075 · Professional Developmt/Travel | 1,200.00 |
| 5080 · Repairs & Maintenance | 500.00 |
| 5085 · Software/Technology Fees | 2,250.00 |
| 5000 · Operations Expense - Other | 0.00 |
| Total 5000 · Operations Expense | 234,404.00 |
| 6000 · Committee Expenses | |
| 6010 · Business Development/Education | |
| 6010.10 · Retail Minded | 2,000.00 |
| 6010.20 · Signage/Awning Program | 5,000.00 |
| 6010.30 · Workshops & Training (Bus. Exc) | 1,500.00 |
| Total 6010 · Business Development/Education | 8,500.00 |
| 6020 · Marketing & Promotion | |
| 6020.10 · Advertising | 18,500.00 |
| 6020.20 · Bike Map | 1,800.00 |
| 6020.30 · Branding | 8,750.00 |
| 6020.33 · Bridge Flower Program | 3,600.00 |
| 6020.35 · Chair-ity | 3,500.00 |
| 6020.40 · Directories | 0.00 |
| 6020.50 · Kiosks | 2,000.00 |
| 6020.60 · Photography | 500.00 |
| 6020.70 · STC Live | 3,600.00 |
| Total 6020 · Marketing & Promotion | 42,250.00 |
| 6030 · Organization | |
| 6030.10 · Stakeholders Engagement | 2,900.00 |
| 6030.20 · Volunteer Appreciation | 2,000.00 |
| Total 6030 · Organization | 4,900.00 |
| 6040 · Public Art | |
| 6040.10 · Art Around the Corner | 1,200.00 |
| Total 6040 · Public Art | 1,200.00 |
| Total 6000 · Committee Expenses | 56,850.00 |
| Total Expense | 291,254.00 |
| Net Ordinary Income | (8,704.00) |

| | <u>Budget</u> |
|-------------------------------|------------------------|
| Other Income/Expense | |
| Other Income | |
| 7000 · Event Income | |
| 7010 · Booth Fees | 36,000.00 |
| 7020 · Business Entry | 5,375.00 |
| 7030 · Event Sponsorship | 62,750.00 |
| 7040 · Jury Fees | 4,700.00 |
| 7050 · Political Entry Fees | 1,250.00 |
| Total 7000 · Event Income | <u>110,075.00</u> |
| 8010 · Interest Revenues | |
| Total Other Income | <u>110,075.00</u> |
| Other Expense | |
| 7500 · Event Expenses | |
| 7505 · Advertising | 23,700.00 |
| 7510 · Artist's Awards | 6,200.00 |
| 7515 · Artist's Lunches | 3,500.00 |
| 7520 · Banners | 2,600.00 |
| 7525 · City Services | 12,200.00 |
| 7530 · Float Awards | 100.00 |
| 7535 · Judges | 600.00 |
| 7540 · Logistics | 4,365.00 |
| 7545 · Marketing | 6,450.00 |
| 7550 · Miscellaneous | 500.00 |
| 7555 · Music/Entertainment | 3,400.00 |
| 7560 · Outside Services | 3,000.00 |
| 7565 · Paid Elements | 18,450.00 |
| 7570 · Purchase Award Program | 1,500.00 |
| 7575 · Repairs & Maintenance | 250.00 |
| 7580 · Security | 1,000.00 |
| 7585 · Tents | 5,450.00 |
| 7595 · Volunteer Expenses | 1,300.00 |
| 7600 · Video/Photography | 3,150.00 |
| Total 7500 · Event Expenses | <u>97,715.00</u> |
| Total Other Expense | <u>97,715.00</u> |
| Net Other Income | <u>12,360.00</u> |
| Net Income | <u><u>3,656.00</u></u> |

AGREEMENT

THIS AGREEMENT, made and entered into this _____ day of _____, 2015, by and between the City of St. Charles, Kane and DuPage Counties, Illinois, an Illinois municipal corporation (the "City"), and The Downtown St. Charles Partnership, Inc., an Illinois not-for-profit corporation (the "Partnership"; the City and the Partnership each known individually as a "Party" and collectively as the "Parties");

WITNESSETH

WHEREAS, the City is desirous of preserving and revitalizing its central business district through planning, development and redevelopment activities; and,

WHEREAS, pursuant to Ordinance No. 1993-M-63 (the "SSA Ordinance"), the City established Special Service Area No. 1B (Downtown Revitalization) ("SSA1B") to fund certain services specified therein, relating to economic development and promotional activities in the downtown area; and

WHEREAS, a map showing the current boundaries of SSA1B is attached hereto and incorporated herein as Exhibit "A"; and

WHEREAS, the SSA Ordinance provides for a maximum tax of 0.9% (\$0.90 per \$100) of the equalized assessed value of taxable property within the boundaries of SSA1B; and

WHEREAS, the City is a home rule unit as provided in the 1970 Illinois Constitution (Article VII, Section 6), and this Agreement is an exercise of its powers and performance of its functions pertaining to its government and affairs; and

WHEREAS, pursuant to the intergovernmental cooperation provisions of the Constitution of the State of Illinois (Article VII, Section 10), the City is authorized to contract or otherwise associate with individuals in any manner not prohibited by law or by ordinance; and

WHEREAS, the Partnership is interested in fostering the advancement of civic pride in the history and benefits of downtown St. Charles and is willing and able to provide the services authorized by the SSA Ordinance and desired by the City, pursuant to the terms and conditions of this Agreement.

NOW, THEREFORE, in consideration of the foregoing recitals and the covenants and conditions hereinafter set forth, and for other good and valuable consideration, the adequacy and sufficiency of which the Parties hereby stipulate, the Parties hereby agree as follows:

Section 1. Services. The Partnership shall provide the services described in Exhibit “B” attached hereto and incorporated herein, and such other services as are requested by the City and authorized by the SSA Ordinance. Such services shall be provided within the boundaries of SSA1B, as such boundaries may be modified from time to time.

Section 2. SSA Tax. In consideration of the foregoing services provided by the Partnership, the City agrees to pay to the Partnership \$218,500, during the term of this Agreement. One payment of \$72,833.33 shall be made on or about August 1, 2015. The remaining eight (8) payments of \$18,208.33 shall be made on a monthly basis starting September 1, 2015.

Section 3. Indemnification. To the fullest extent permitted by law, the Partnership hereby agrees to defend, indemnify and hold harmless the City against all loss, damages, claims, suits, liabilities, judgments, costs and expenses which may in anyway accrue against the City, its officials, agents and employees, arising in whole or in part or in consequence of the performance of this Agreement by the Partnership, its officials, agents and employees, except that arising out of the sole legal cause of the City, its officials, agents or employees, and the Partnership shall, at its own expense, appear, defend and pay all charges of attorneys and all costs and other expenses

arising therefor or incurred in connection therewith, and, if any judgment shall be rendered against the City, its officials, agents and employees, in any such action, the Partnership shall, at its own expense, satisfy and discharge the same.

Section 4. Mutual Cooperation. The Parties shall utilize their best efforts to share and communicate relevant information in a timely and effective/efficient manner, and work together to accomplish their common and mutual goals. The Parties shall do all things necessary or appropriate to carry out the terms and provisions of this Agreement and to aid and assist each other in furthering the objectives of this Agreement.

Section 5. Performance Measures. In furtherance of the common goals and mission of the City and the Partnership, the performance measures attached hereto and incorporated herein as Exhibit "B" shall be utilized by the Partnership and by the City in assessing the quality of the Partnership's performance under this Agreement. The Partnership shall report on the status of each of the measures in a presentation to the corporate authorities of the City during the spring of 2016.

Section 6. Recordkeeping. The Partnership shall maintain records of all of its activities performed under this Agreement for a period of at least seven years, which records shall upon request be subject to inspection and copying by the City or its designated agent at the City's sole expense at any reasonable time or times during the operation of this Agreement and for a period of six years thereafter. This Section shall survive termination of this Agreement.

Section 7. Monthly Financial Report. The Partnership shall provide City with a monthly financial report including a profit and loss statement, along with an annual balance sheet. The current profit and loss statement, along with a summary of activities undertaken

regarding the Partnership's services hereunder, shall be provided to the City within thirty (30) days after the end of the month for which the statement is prepared.

Section 8. Compliance with City's Policy. In addition to the requirements set forth in this Agreement, the Partnership shall comply with the provisions of the City's Policy Regarding Funding for External Agencies, as such policy is in effect from time to time.

Section 9. Return of Unused Funds. Upon termination of this Agreement, any funds paid to the Partnership hereunder and not used or otherwise subject to pending contract requirements of the Partnership shall be returned to the City.

Section 10. Relationship of the Parties. Nothing contained in this Agreement nor any act of the City or the Partnership shall be deemed or construed by any of the Parties, to create any relationship of principal or agent, or of limited or general partnership, or of joint venture, or of any association or relationship involving the City or the Partnership. The Partnership shall not enter into any relationship, contractual or otherwise, which will subject the City to any liability and shall have no authority to bind the City in any matter.

Section 11. No Third Party Rights. Nothing in this Agreement, whether express or implied, is intended to confer any rights or remedies under or by reason of this Agreement on any person other than the Parties hereto and their respective permitted successors and assigns, nor is anything in this Agreement intended to incur or discharge the obligation or liability of any third person to any Party, nor shall any provision give any third person any right of subrogation or action over or against any Party to this Agreement.

Section 12. Amendment. This Agreement may be amended by mutual consent. Any such amendment shall be effective only if evidenced by a written instrument executed by the Parties.

Section 13. Notices. All notices hereunder shall be in writing and must be served either personally or by registered or certified mail to:

A. The City at:

City of St. Charles
2 East Main Street
St. Charles, IL 60174
Attention: City Administrator

B. The Partnership at:

Downtown St. Charles Partnership
2 E. Main Street
St. Charles, IL 60174
Attn: Lynne Schwartz, Executive Director

C. To such other person or place which either Party hereto, by its prior written notice, shall designate for notice to it from the other Party hereto.

Section 14. Integration. This Agreement together with all Exhibits and attachments thereto, constitute the entire understanding and agreement of the Parties. This Agreement integrates all of the terms and conditions mentioned herein or incidental hereto, and supersedes all negotiations or previous agreements between the Parties with respect to all or any part of the subject matter hereof.

Section 15. Assignment. Neither of the Parties may assign its rights and privileges or its duties and obligations under this Agreement without the written consent of the other Party. This Agreement shall inure to the benefit of each Party and their respective successors and assigns.

Section 16. Governing Law. This Agreement and the application of the terms contained herein shall be governed by the laws of the State of Illinois.

Section 17. Remedies for Default. In addition to all other remedies that may be available under law, in the event of a default by either Party under this Agreement, the other Party may elect to terminate the Agreement by serving ten-day written notice upon the other Party.

Section 18. Non-Waiver. Any failure or delay by any Party in instituting or prosecuting any actions or proceedings or in otherwise exercising its rights hereunder shall not operate as a waiver of any such rights or to deprive it of or limit such rights in any way. No waiver in fact made by a Party with respect to any specific default by the other Party shall be considered or treated as a waiver of the rights of the waiving Party with respect to any other defaults by the defaulting Party or with respect to the particular default except to the extent specifically waived in writing.

Section 19. Headings. The headings contained in this Agreement are for convenience of reference only and shall not limit or otherwise affect in any way the meaning or interpretation of this Agreement.

Section 20. Invalidity. Whenever possible, each provision of this Agreement shall be interpreted in such manner as to be valid under applicable law, but if any provision of this Agreement shall be held to be invalid or prohibited hereunder, such provision shall be ineffective to the extent of the prohibition or invalidation, but shall not invalidate the remainder of such provision or the remaining provisions of this Agreement.

Section 21. Term of Agreement. Unless sooner terminated by agreement of the Parties or otherwise pursuant to the provisions of this Agreement, this Agreement shall be effective upon the execution by both Parties thereto and shall continue in effect through April 30, 2016.

Section 22. Counterparts. This Agreement may be executed in multiple, identical counterparts and all said counterparts shall, taken together, constitute this integrated Agreement.

IN WITNESS WHEREOF, the undersigned have hereto set their hands and seals this ___ day of _____, 2014.

CITY OF ST. CHARLES

By: _____
City Administrator

ATTEST:

City Clerk

THE DOWNTOWN ST. CHARLES
PARTNERSHIP, INC.

By: _____

ATTEST:

EXHIBIT "A"
MAP OF SSA1B

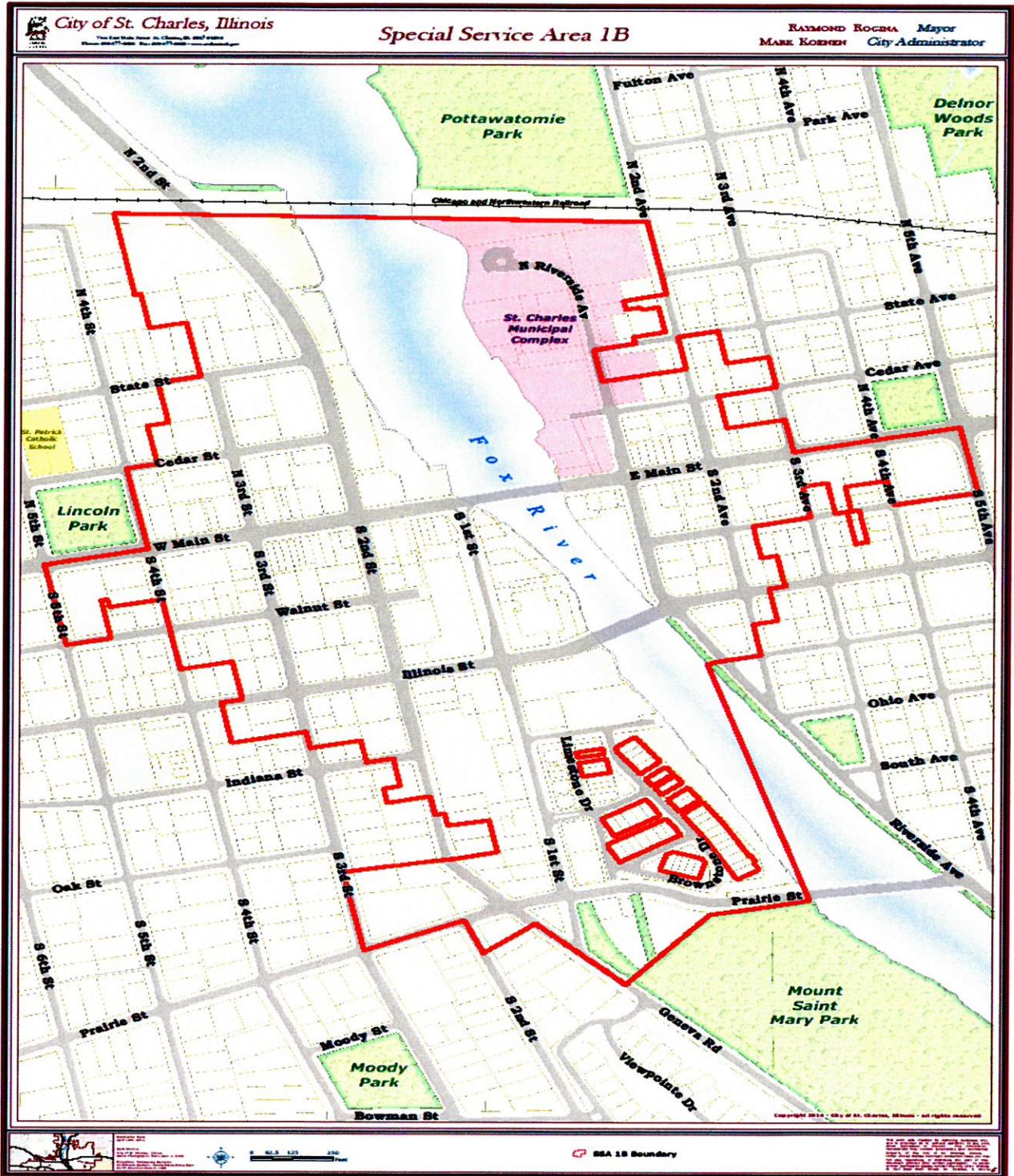


EXHIBIT “B”

Fiscal Year 2015-2016 Summary of Work Goals and Objectives

The goal of the Downtown St. Charles Partnership is to provide quality programs and services that benefit our constituents: the City of St. Charles, downtown property and business owners, residents and local visitors. To be successful, we must understand what is most valuable to each of these groups. The branding exercise that was recently conducted provided valuable insight into not only what our downtown offers in the marketplace, but also what our constituents want and value about downtown St. Charles.

We have used this information to fine-tune our focus so that, in the coming year, we build on our past success and provide deliverables that offer the greatest impact with our available resources. In addition to continuous improvement, we value cooperation, so our goals are designed to complement and support the efforts of the city’s Economic Development team, as well as other community partners, creating synergy through our combined efforts.

Our body of work is organized around the areas of Marketing and Promotions; Business Development and Education; Organizational Development; and Events.

Marketing & Promotions

Goal: Continue rollout of “Discover Your City Side” brand to create and reinforce awareness among our target market

Services:

- Continue collaboration with the city’s Economic Development Department to ensure consistency in brand messaging and deliverables
- Integrate new brand messaging and visuals in all aspects of DSCP marketing initiatives
- Integrate brand messaging and visuals in all DSCP event materials
- Work with downtown businesses to educate on, and assist with, brand integration for the business community as a whole, as well as for individual businesses

Goal: Deliver advertising and marketing programs that highlight the new brand and encourage consumers to explore their City Side in downtown St. Charles, providing additional exposure for our business community to their target market

Services:

- Partner with Economic Development on an advertising campaign aimed at increasing economic activity in downtown St. Charles during the holiday season
- Integrate the new brand into our e-newsletter, *What's Up Downtown*, to reinforce the brand visually and through content
- Integrate the brand into our social media outlets, and increase exposure for downtown through increased engagement on these networks
- Update both sides of the parking kiosks with current business information and brand integration

Goal: Increase foot traffic downtown through promotional programs

Services:

- Organize Art Around the Corner, running Memorial Day weekend through the end of June 2015
- Organize the third year of STC Live, increasing the footprint of the program and incorporating themed nights for additional targeted business exposure
- Continue marketing efforts for the Chair-ity promotion, concluding Labor Day weekend 2015
- Organize the fourth annual Jazz Weekend in September 2015
- Integrate the new brand into all marketing and advertising for the above

Goal: Improve the image of downtown St. Charles through regular, positive communications about business openings, milestones, improvements; downtown promotions and activities; and other positive, newsworthy information.

Services:

- Distribute regular press releases to local media about local business openings, milestones, and accomplishments
 - Provide press releases and story ideas to the media which highlight the strengths of downtown St. Charles in the marketplace
 - Deliver regular press releases regarding downtown events and promotions
-

Business Development & Education

Goal: Continue to engage in regular communication with DSCP constituents to educate them about available DSCP programs and services and obtain feedback about their current needs

Services:

- Conduct regular business retention visits, partnering with the Economic Development Department, where practical
- Meet with new downtown business owners to engage them in downtown programs, services and activities
- Distribute the Business Newsletter every other week, providing information on marketing opportunities and support services, and links to relevant educational information

Goal: Provide outlets for business education, support and collaboration

Services:

- Organize regular Business Exchanges, providing opportunities for education and engagement among our constituents, modifying the format to allow for increased attendance and collaboration
- Continue the *Retail Minded* Partner Program, delivering eight electronic magazines with content targeted to independent business owners
- Roll out a mentoring program, providing easy access to information across a variety of professional subject matters

Goal: Support the city and property owners' efforts to attract new businesses downtown.

Services:

- Update window panels for vacant storefronts to integrate the City Side brand
 - Administer the Storefront Improvement Grant program, modifying the maximum dollar match to allow for an increased number of recipients
 - Coordinate outreach to commercial brokers in order to drive an awareness and understanding of our brand messaging for downtown St. Charles, as well as available DSCP business support services
 - Meet with prospective business owners, when appropriate, to share information on support services available through the Downtown St. Charles Partnership.
-

Organizational Development

Goal: Continue our organization's community relations efforts to further engage various segments of the St. Charles population with activities and events in downtown St. Charles.

Services:

- Continue partnering with the high schools in order to further engage the community youth in DSCP programs and activities
- Continue volunteer recruitment efforts to provide the business community and residents further opportunities for involvement in activities which promote the enhancement of downtown
- Provide continued recognition for DSCP volunteers to show appreciation for their community service

Goal: Enhance the effectiveness of the organization through development of staff, as well as sponsorship and membership programs

Services:

- Assess DSCP membership program to ensure we are providing value added services and benefits which align with member goals
 - Continually assess sponsorship opportunities to ensure we are providing valued benefits to sponsors; cultivate mutually beneficial relationships with sponsors; and continue to self-fund events for the benefit of downtown St. Charles
 - Provide professional development of staff through mentoring and experiential training
-

Events

Goal: Facilitate the Event Review process for new events proposed for downtown

Services:

- Add information and questions to the application to ensure that the proposed event concept and execution supports the downtown brand
- Work with event organizers to better align the event with our brand, when necessary
- Provide prospective event organizers feedback on how to most effectively work with downtown businesses to ensure a mutually beneficial experience

Goal: Produce events that have a positive impact on the economics and/or image of downtown St. Charles.

Services:

- Organize the Fine Art Show, Holiday Homecoming, and St. Patrick's Parade with funding from sponsorships and other related event fees
 - Provide business owners with ideas on how to best capitalize on foot traffic and increased exposure created by the events
 - Facilitate partnerships between sponsors and businesses, where appropriate
-

| | | | | | | | |
|--|----------------------------------|--------------------------------------|--|--|--|------------------------------|--|
|  | | AGENDA ITEM EXECUTIVE SUMMARY | | | | | |
| | | Title: | | Recommendation to Approve a Resolution Authorizing an Amendment for the City Administrator to Execute a Third One-Year Renewal Period and Approving a One-Year Renewal (May 1, 2015 – April 30, 2016) of the License Agreement By and Between the City of St. Charles and the Downtown St. Charles Partnership | | | |
| | | Presenter: | | Chris Minick, Finance Director | | | |
| <i>Please check appropriate box:</i> | | | | | | | |
| X | Government Operations (07/06/15) | | | Government Services | | | |
| | Planning & Development | | | City Council | | | |
| Estimated Cost: | | N/A | | Budgeted: | | YES <input type="checkbox"/> | |
| | | | | | | NO <input type="checkbox"/> | |
| If NO, please explain how item will be funded: | | | | | | | |
| | | | | | | | |
| Executive Summary: | | | | | | | |
| <p>On August 6, 2012, the City Council approved a license agreement authorizing the Downtown St. Charles Partnership to utilize office space at City Hall. That license agreement was for a one-year term and allowed for up to two (2) 1-year renewal periods. The renewal periods were exercised and they expired April 30, 2015.</p> <p>The Downtown St. Charles Partnership has requested to remain in the space at City Hall under the same terms as the previous License Agreement. Staff has prepared a resolution authorizing Exhibit C to that agreement that amends the agreement and provides for a third one-year extension to expire on April 30, 2016.</p> <p>Staff has no objections to the renewal and requests City Council authorization of the resolution authorizing the City Administrator to Execute Exhibit C to the Agreement.</p> | | | | | | | |
| Attachments: <i>(please list)</i> | | | | | | | |
| Renewal Request from DSCP Resolution Original License Agreement dated August 6, 2012 | | | | | | | |
| Recommendation / Suggested Action <i>(briefly explain):</i> | | | | | | | |
| Recommendation to approve a Resolution Authorizing an Amendment for the City Administrator to Execute a Third One-Year Renewal Period and Approving a One-Year Renewal (May 1, 2015 – April 30, 2016) of the License Agreement By and Between the City of St. Charles and the Downtown St. Charles Partnership. | | | | | | | |
| <i>For office use only</i> | | <i>Agenda Item Number: 5b</i> | | | | | |

June 16, 2015

Mark Koenen
City of St. Charles
2 E. Main Street
St. Charles, IL 60174

Dear Mark,

On behalf of the Downtown St. Charles Partnership, I am respectfully submitting a request to renew our lease agreement for office space in the St. Charles municipal building. Our current lease expired on April 30, 2015.

Thank you for your consideration.

Sincerely,



Lynne Schwartz
Executive Director
Downtown St. Charles Partnership

cc: Chris Woelffer
Chris Minick

**City of St. Charles, Illinois
Resolution No. 2015- _____**

**Resolution Authorizing an Amendment for the City Administrator to
Execute a Third One-Year Renewal Period and Approving a One-Year
Renewal (May 1, 2015 – April 30, 2016) of the License Agreement By
and Between the City of St. Charles and the Downtown St. Charles
Partnership**

**Presented & Passed by the
City Council on _____**

WHEREAS, On August 6, 2012, the City Council approved a license agreement (“the Agreement”) by and between the Downtown St. Charles Partnership and the City of St. Charles; and

WHEREAS, the Agreement authorizes the Downtown St. Charles Partnership to utilize office space, furnishings, and equipment at City Hall; and

WHEREAS, Section 13. – Term. of the Agreement allows for up to two (2) 1-year renewal periods; and

WHEREAS, the second renewal term of the agreement expired on April 30, 2015; and

WHEREAS, the Downtown St. Charles Partnership has submitted a letter requesting that the Agreement be extended for another year on the same terms and conditions previously authorized; and

WHEREAS, the City Council desires to grant the request for renewal and authorize same.

NOW THEREFORE BE IT RESOLVED by the City Council of the City of St. Charles, Kane and DuPage Counties, Illinois, that: The City Administrator be hereby authorized to execute the Amendment to the original License Agreement dated August 6, 2012, in

substantially the form attached hereto and incorporated herein as Exhibit C, by and on behalf of the CITY OF ST CHARLES.

Presented to the City Council of the City of St. Charles, Illinois this ____ day of _____, 2015.

Passed by the City Council of the City of St. Charles, Illinois this ____ day of _____, 2015.

Approved by the Mayor of the City of St. Charles, Illinois this ____ day of _____, 2015.

Mayor

Attest:

City Clerk

Council Vote:

Ayes: _____

Nays: _____

Abstain: _____

Absent: _____

EXHIBIT C

This Exhibit acknowledges that the City and the Downtown St Charles Partnership wish to amend the terms of the License Agreement (the Agreement) dated August 6, 2012 between the two parties for a third one year term to expire April 30, 2016. This amendment is brought about by the Downtown St Charles Partnership's June 16, 2015 request to extend the Agreement and the City of St Charles City Council's consent to extend the Agreement for one additional one-year term.

The City and the Downtown St Charles Partnership agree that Section 13. Term of the Agreement is hereby amended to allow for the addition of a third consecutive one-year renewal period. The City and the Downtown St Charles Partnership also acknowledge that the Agreement shall otherwise remain in full effect with the same terms and conditions outlined in the original Agreement dated August 6, 2012 except that its expiration shall now occur on April 30, 2016.

Agreed:

Lynne Schwartz, Executive Director
Downtown St Charles Partnership this _____ day of July, 2015

Mark Koenen, City Administrator
City of St Charles this _____ day of July, 2015

City of St. Charles, Illinois
Resolution No. 2012-103

**A Resolution Authorizing the City Administrator of the City of
St. Charles to Execute the License Agreement by and Between the
City of St. Charles and Downtown St. Charles Partnership**

**Presented and Passed by the
City Council on 06 August 2012**

BE IT RESOLVED by the CITY COUNCIL OF THE CITY OF ST. CHARLES, KANE
AND DUPAGE COUNTIES, ILLINOIS, that the CITY ADMINISTRATOR be hereby
authorized to execute that License Agreement, in substantially the form attached hereto and
incorporated herein as Exhibit "A", by and on behalf of the CITY OF ST. CHARLES.

Presented to the City Council of the City of St. Charles, Illinois this 6th day of
August, 2012.

Passed by the City Council of the City of St. Charles, Illinois this 6th day of
August 2012.

Approved by the Mayor of the City of St. Charles, Illinois this 6th day of
August, 2012.




Mayor Donald P. DeWitte

Attest:


City Clerk

Council Vote:

Ayes: 10

Nays: 0

Abstain: _____

Absent: _____

LICENSE AGREEMENT

THIS AGREEMENT, made and entered into this 6th day of August, 2012, by and between the City of St. Charles, Kane and DuPage Counties, Illinois, an Illinois municipal corporation (the "Licensor" or "City"), and the Downtown St. Charles Partnership, an Illinois not-for-profit corporation (the "Licensee");

WITNESSETH

WHEREAS, the Licensor is the owner of the St. Charles City Hall/Municipal Center located at 2 East Main Street, St. Charles, Illinois (the "Property"); and,

WHEREAS, there is certain vacant office space located on the Property that the Licensor does not currently utilize, as more specifically described on Exhibit "A" attached hereto and incorporated herein (the "Office Space"), as well as certain office equipment that the City does not currently utilize, as listed on Exhibit "B" attached hereto and incorporated herein ("Equipment"); and

WHEREAS, the Licensee was organized for the purpose of promoting the downtown area of the City with the goal of enhancing the economic, social, and cultural environment in the City; and,

WHEREAS, Licensee requires office space and equipment in order to conduct its activities; and,

WHEREAS, Licensor is desirous of granting a license to Licensee, and Licensee is desirous of being granted a license from Licensor, for Licensee to utilize the Office Space and Equipment, pursuant to the terms and conditions contained herein.

NOW, THEREFORE, in consideration of the foregoing recitals and of the terms and conditions hereinafter contained, the sum of One Dollar (\$1.00), and other good and valuable considerations, the adequacy and sufficiency of which the parties hereto hereby acknowledge the parties hereto hereby agree as follows:

Section 1. Incorporation of Recitals. The preambles set forth hereinabove are incorporated herein as substantive provisions of this Agreement as if fully set out in this Section 1.

Section 2. Grant. Licensor agrees to grant, and does hereby grant, to Licensee, a license to use the Office Space and Equipment for the term of this Agreement for the purpose of conducting its activities as contemplated by its Articles of Incorporation.

Section 3. Exclusive Grant. The privilege granted herein is exclusive; provided, however, that Licensor reserves the right at any time to enter upon the Office Space.

Section 4. Liens. Licensee, its officers, agents, contractors, volunteers and/or employees, shall not suffer to permit any mechanic's lien, judgment lien or other lien of any nature whatsoever to attach or be against the Property, the Office Space, or the Equipment or any portion thereof. Should any such lien be filed, the Licensor shall have the right to contest same.

Section 5. Condition and Upkeep; Use. Licensee has examined and knows the condition of the Office Space and Equipment and has received the same in good order and repair, and acknowledges that no representations as to the condition and repair thereof have been made by Licensor prior to all the execution of this Agreement that are not herein expressed; Licensee will keep the Office Space and Equipment in good repair, normal wear and tear excepted; and upon the termination of this Agreement, in any way, will yield up the Office Space and Equipment to Licensor, in good condition and repair, ordinary wear excepted and will deliver the keys therefor at the Property.

Licensee will not allow the Office Space or Equipment to be used for any purpose that will increase the rate of insurance thereon, nor for any purpose other than that hereinbefore specified, and will not permit the Office Space or Equipment for any unlawful purpose, or for any purpose that will increase the fire hazard of the Property. The Licensee will not permit any alteration of the Office Space except by written consent of the Licensor; all alterations to the Office Space shall remain for the benefit of the Licensor unless otherwise provided in said consent.

Section 6. Access. Licensee, its officers, contractors, agents, volunteers and/or employees, shall at all times have the right of access to the Office Space and such other areas of the Property as are necessary to access the Office Space. The Licensee, its officers, contractors, agents, volunteers and/or employees shall also have access to other areas of the Property as follows: (a) conference and meeting rooms shall be available during normal business hours provided that said rooms are not in use by, or needed by, the City, and (b) use of conference and meeting rooms during non-business hours shall be available on the same basis as the City makes such rooms available to other non-City users, by scheduling in advance and pursuant to the City's policy.

Section 7. Assignment. Licensee shall not assign or otherwise transfer its right in whole or in part under this Agreement without the express written consent of Licensor.

Section 8. Insurance. Licensee shall procure and maintain at its sole and exclusive expense, comprehensive personal injury, workman's compensation and property damage insurance in such amounts as Licensee deems necessary and Licensor deems satisfactory to adequately cover all operation under the exercise of the privileges herein granted. Evidence of insurance shall be provided by Licensee to Licensor.

Section 9. Hold Harmless and Indemnification. Licensee hereby indemnifies, releases and holds Licensor harmless, and agrees to defend Licensor from any and all liability, causes of action, suits, damages or demands of whatever nature arising out of the conduct of Licensee, its officers, contractors, agents, volunteers and/or employees under the exercise of the privileges herein granted. This indemnity is intended as a full and complete general indemnity and shall include Licensee's responsibility for any attorney's fees incurred by Licensor in defense of any claims or actions brought by third parties against Licensor as a result of the privileges granted to Licensee herein.

Licensor hereby indemnifies, releases and holds Licensee harmless, and agrees to defend Licensee from any and all liability, causes of action, suits, damages or demands of whatever

nature arising out of the conduct of Licensor, its officers, agents and/or employees regarding the License Area. This indemnity is intended as a full and complete general indemnity and shall include Licensor's responsibility for any attorney's fees incurred by Licensee in defense of any claims or actions brought by third parties against Licensee as a result of the privileges granted to Licensor herein.

Section 10. Financial Responsibility/No Third-Party Beneficiaries. Licensor shall have no financial responsibility or obligation to Licensee or any third party as a result of Licensor's granting the privileges described herein to Licensee. This Agreement creates no rights, title or interest in any person or entity whatsoever (whether under a third party beneficiary theory or otherwise) other than the Licensee and the Licensor.

Section 11. No Lease or Easement. Licensee expressly acknowledges that nothing herein is intended to create a corporal or possessory interest of Licensee and, accordingly, this Agreement shall not be construed as a lease, easement or any other interest running with the land. Neither this Agreement nor any summary or memorandum thereof shall be recorded with any public authority.

Section 12. Relationship of the Parties. Under no circumstances shall this Agreement be construed to create a relationship of agency, partnership, joint venture, or employment between the Licensor and the Licensee.

Section 13. Term. Unless otherwise terminated pursuant to Section 14, this Agreement shall remain in effect until April 30, 2013; provided, however, upon mutual agreement of the parties hereto, this Agreement may be renewed for up to two (2) consecutive one-year periods.

Section 14. Termination. If the Licensee breaches any of the provisions of this Agreement, or abandons or vacates the Office Space, the Licensor may declare this Agreement terminated upon thirty (30) days written notice to the Licensee. In addition, the Licensor may, for any reason and in its sole discretion, declare this Agreement terminated upon one hundred twenty (120) days written notice to the Licensee.

Section 15. Damage and Destruction. Licensor and its officers, contractors, agents and/or employees shall not be liable or responsible to Licensee for any loss or damage to any property or person occasioned by theft, fire, act of God, public enemy, injunction, riot, strike, insurrection, war, or court order, or for any damage or inconvenience which may arise from this Agreement.

Licensor and its officers, contractors, agents and/or employees shall not be liable for any damage occasioned by failure to keep the Office Space or Equipment in good repair, nor for any damage done or occasioned by or from plumbing, electricity, gas, water, sprinkler, steam or other pipes or sewerage of the bursting, leaking or running of any pipes, tank or plumbing fixtures, in, above, upon or about Property or Office Space nor for any damage occasioned by water, snow or ice being upon or coming through the roof, windows or otherwise.

Section 16. Miscellaneous. This Agreement sets forth the entire understanding of the parties, and may only be amended, modified or terminated by a written instrument signed by the

parties unless herein otherwise provided. Either party's waiver of any breach of failure to enforce any of the terms or conditions of this Agreement, at any time, shall not in any way affect, limit or waive that party's right thereafter to enforce or compel strict compliance with every term and condition hereof.

Section 17. Effective Date. This Agreement shall become effective upon execution by both parties hereto.

Section 18. Governing Law. This Agreement shall be interpreted and construed in accordance with the laws of the State of Illinois.

Section 19. Notices. All notices hereunder shall be in writing and must be served either personally or by registered or certified mail to:

A. Licensor at:

Downtown St. Charles Partnership
2 E. Main Street
St. Charles, Illinois 60174
Attn: Executive Director

B. Licensee at:

City of St. Charles
2 E. Main Street
St. Charles, Illinois 60174
Attn: City Administrator

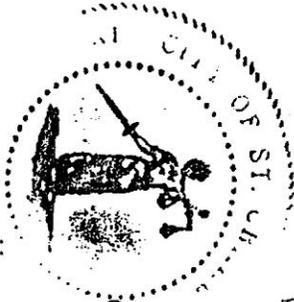
C. To such other person or place with either party hereto by its written notice shall designate for notice to it from the other party hereto.

Section 20. Counterparts. This Agreement may be executed in multiple counterparts, each of which shall be deemed to be and shall constitute one and the same instrument.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the parties hereto have set their hands and seals on the date first above written.

CITY OF ST. CHARLES



ATTEST:

Nancy Garrison
City Clerk

By: _____
City Administrator

DOWNTOWN ST. CHARLES PARTNERSHIP

By: _____

ATTEST:

EXHIBIT "A"

DESCRIPTION OF OFFICE SPACE - OUTLINED IN RED

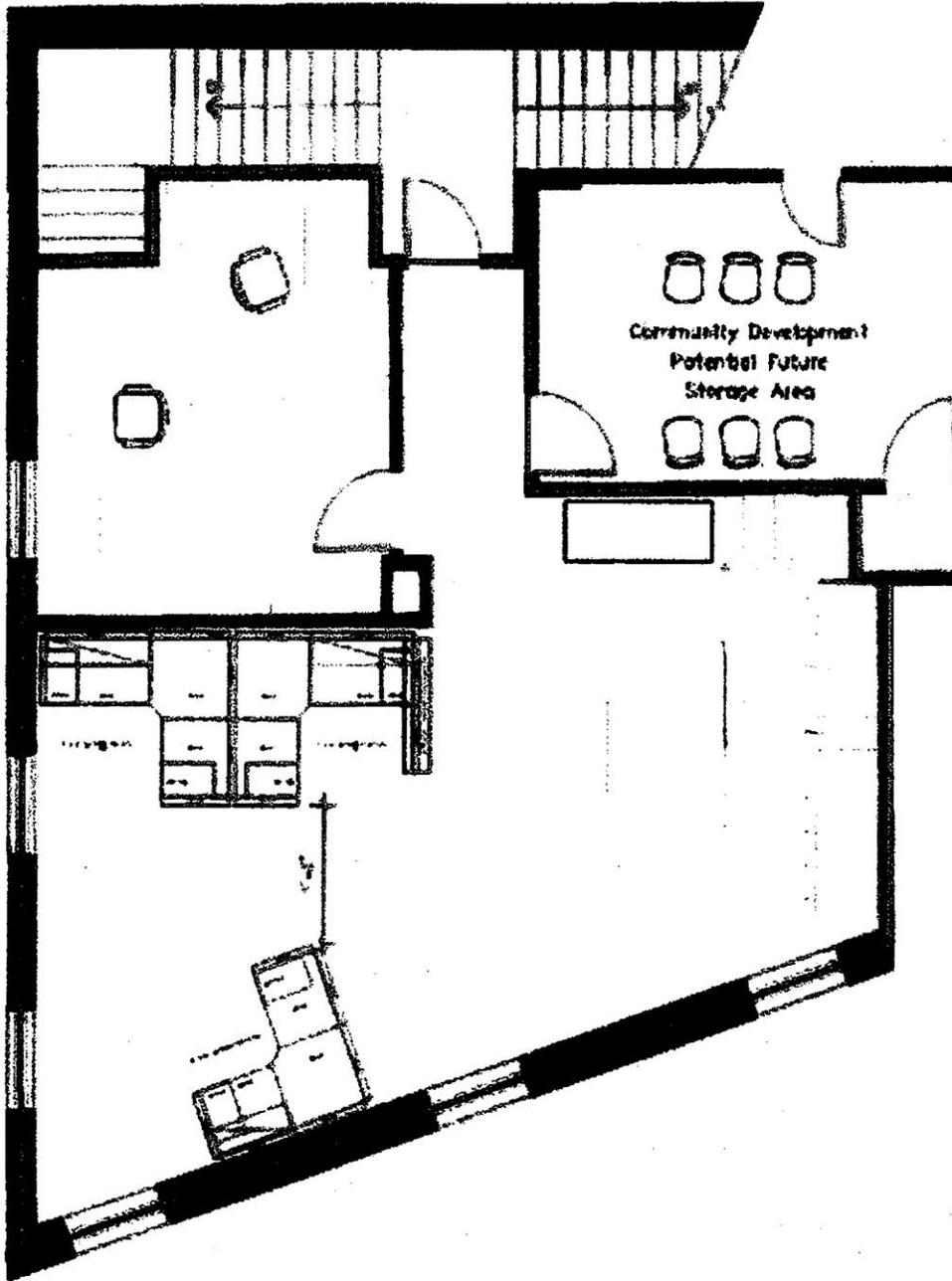


EXHIBIT "B"

DESCRIPTION OF OFFICE EQUIPMENT

Two Full Desk Sets Include:

- "C" Shaped Countertop (including side panels) as shown on the plan.
- Two Overhead Shelves w/ locking doors, task light and pin board back. These sit on top of the counter.
- One (1) 2-drawer locking File Cabinet (under countertop)
- One (1) 3-drawer locking File Cabinet (under countertop). This includes 1 lower file drawer and 2 upper office equipment drawers.
- One (1) Pencil Drawer (mounted under countertop)

One Small Desk Set Includes:

- 6' x 3' Single Countertop (including side panels) as shown on the plan.
- One (1) 3-drawer locking File Cabinet (under countertop). This includes 1 lower file drawer and 2 upper office equipment drawers.
- Two Overhead Shelves w/ locking doors, task light and pin board back. These sit on top of the counter.

Other Office Includes:

- One (1) 6' x 3' Single Desk
- One (1) 3-drawer locking File Cabinet (under countertop). This includes 1 lower file drawer and 2 upper office equipment drawers.
- One (1) 6' x 3' Single Desk (including side panels)
- Two Overhead Shelves w/ locking doors

EXHIBIT C

This Exhibit acknowledges that the City and the Downtown St Charles Partnership wish to amend the terms of the License Agreement (the Agreement) dated August 6, 2012 between the two parties for a third one year term to expire April 30, 2016. This amendment is brought about by the Downtown St Charles Partnership's June 16, 2015 request to extend the Agreement and the City of St Charles City Council's consent to extend the Agreement for one additional one-year term.

The City and the Downtown St Charles Partnership agree that Section 13. Term of the Agreement is hereby amended to allow for the addition of a third consecutive one-year renewal period. The City and the Downtown St Charles Partnership also acknowledge that the Agreement shall otherwise remain in full effect with the same terms and conditions outlined in the original Agreement dated August 6, 2012 except that its expiration shall now occur on April 30, 2016.

Agreed:

Lynne Schwartz, Executive Director
Downtown St Charles Partnership this _____ day of July, 2015

Mark Koenen, City Administrator
City of St Charles this _____ day of July, 2015

| | | | | | | | |
|---|--|--------------------------------------|--|---|----|--|--|
|  ST. CHARLES <small>SINCE 1834</small> | | AGENDA ITEM EXECUTIVE SUMMARY | | | | | |
| | | Title: | Presentation of Budget and Recommendation of Consideration of the Convention and Visitor's Bureau Funding Request of \$526,500 for Fiscal Year 2015/2016 | | | | |
| | | Presenter: | Chris Minick, Finance Director | | | | |
| <i>Please check appropriate box:</i> | | | | | | | |
| X | Government Operations (07/06/2015) | | Government Services | | | | |
| | Planning & Development | | City Council | | | | |
| | Public Hearing | | | | | | |
| Estimated Cost: | \$526,500 (represents 10% reduction in funding). | Budgeted: | YES | X | NO | | |
| If NO, please explain how item will be funded: | | | | | | | |
| Executive Summary: | | | | | | | |
| <p>Representatives of the Convention and Visitors Bureau (CVB) will make a presentation outlining their activities and Marketing Plan for the CVB's upcoming fiscal year. They will also be requesting the annual allocation of hotel/motel tax revenue from the City.</p> <p>Staff has presented the funding request amount at \$526,500 which incorporates recent direction to reduce civic groups' funding levels by 10%. The funding level for FY 14/15 was \$585,000. CVB Staff has indicated in the funding request letter that they will request Council reconsideration of the 10% funding reduction at the conclusion of the State's budget process.</p> <p>Staff has included the proposed fiscal year 2015 – 2016 service agreement as well as a recent history of hotel/motel tax revenues.</p> <p>Please note that this request was initially scheduled to appear before the GOC on 5/18/15 but was revised to allow for the Committee's discussion of reduction of funding by 10% for civic groups.</p> | | | | | | | |
| Attachments: | | | | | | | |
| Information from the CVB Hotel Tax Revenue History Proposed 15-16 Service Agreement | | | | | | | |
| Recommendation / Suggested Action (briefly explain): | | | | | | | |
| Presentation of budget and recommendation of consideration of the Convention and Visitor's Bureau funding request of \$526,500 for Fiscal Year 2015/2016. | | | | | | | |
| <i>For office use only:</i> | | <i>Agenda Item Number: 5c</i> | | | | | |



May 24, 2015

Chris Minick, Finance Director, City of St. Charles
2 E. Main Street
St. Charles, Illinois 60174

Dear Chris:

As of this writing, the 2016 State of Illinois Budget has not been passed, and indications point to the reality that it will be late August before it will be passed. It is impossible to determine how and if any allocations will be distributed to either municipalities (LGDF Funds) or to state-certified convention and visitors bureaus (LTCB Funds). Therefore, just as the City of St Charles is taking proactive steps to ensure fiscal solvency during these uncertain times, so is the SCCVB in creating and presenting an initial, bare-bones budget based on a projected loss of \$88,712.47 in state tourism funds (LTCB: \$41,782.97; Marketing Partnership Grants: \$46,929,50).

On Monday, July 6, the SCCVB will address the City of St. Charles' Government Operations Committee to request a local funding commitment of \$526,500, reflecting a 10% reduction from FY 2015's \$585,000. Further, we will ask the committee to reconsider this allocation once the FY 2016 state budget has been passed and state allocations have been confirmed.

Enclosed please find:

- FY 2016 Preliminary Marketing Plan
- FY 2016 Preliminary Summary Budget & FY 08-15 (year-to-date) actual revenue and expenses comparison
- Detailed 2014 Scarecrow Fest Tracking Initiatives Report
- Annual Scarecrow Fest Tracking Results FY 2006-2013
- YTD FY 15 Q1-Q3 vs FY 2008-2014 EOY Group Sales Activities
- SCCVB accomplishments - FY 14 and YTD FY 15
- Return on Investment Snapshot

We look forward to our July 6th presentation, during which time we plan to provide FY 2015 end of year results.

Should you or any St. Charles official have a question or comment you wish to share beforehand, please feel free to contact me.

Very best regards,

Amy Egolf, Executive Director

C/SCCVB Board of Directors



FY 16 Marketing Plan

Preliminary – specific initiatives awaiting confirmation of FY 2016 funding

I. BUREAU MISSION STATEMENT...

To promote Greater St. Charles as a destination for meetings & conventions, motorcoach tours, sporting events and leisure getaways to enhance the economic impact to our community through increased visitor spending and guest room consumption.

II. OVERVIEW

Sales and marketing initiatives planned and orchestrated by the Greater St. Charles Convention & Visitors Bureau are designed to promote the “natural charms” of the St. Charles area and awareness of its service area (the City of St. Charles, Villages of Campton Hills and Elburn, and Townships of Campton and St. Charles) as a destination for leisure getaways and meetings, events and sports business and, thereby, enhancing the economic health of the destination.

The tourism driver of the destination is the City of St. Charles which has a tourism reputation first established in the late 1800's and then enhanced by the vision of benefactors who, in the early 1920's, saw the potential of the riverfront community as a destination for urban dwellers of Chicago, just 40 miles to the east. The historic Hotel Baker and Arcada Theater are lasting testaments to this vision as well as physical evidence of financial gifts resulting from the Gates, Norris and Baker Families.

Pheasant Run Resort, entering its 52nd year as St. Charles' primary tourism and convention venue and the Q Center, developed in 1970 by Arthur Andersen as a world-renown corporate training facility and recognized as the Midwest's largest conference center, continue to support the economic

health of the city and the State of Illinois by luring significant amounts of group business to Greater St. Charles.

Overall Market Trends

As the Greater St. Charles Convention & Visitors Bureau enters its 32nd year as the local tourism voice, the hospitality industry has rebounded from the economic decline of 2009, and, in 2014, group business joined the transient segments in seeing growth. Group bookings now complement the already very strong transient room demand.

| Trends Comparison | 2012 vs. 2011 | 2013 vs. 2012 | 2014 vs. 2013 |
|----------------------------|----------------------|----------------------|----------------------|
| Supply | + 0.5% | +1.2% | + .08 |
| Demand | + 3.0% | +2.0% | +4.0% |
| Occupancy | + 2.5% | +1.7% | +3.4% |
| Average Daily Rate | + 4.2% | +4.2% | +4.1% |
| Revenue Per Available Room | + 6.8% | +5.9% | +7.6% |

It is the supply of and demand for hotel rooms that drives the success of the industry, and the fluctuations within the two result in its on-going cycle of highs and lows trends. Nationally, few new hotels are under development, which is anticipated to push occupancy rates to 30-year highs by 2016.

“Most analysts agree the lodging sector is in the middle innings of a very positive cycle, and some analysts think we’re early in this strong cycle,” says Jay Shah, CEO of Hersha Hospitality Trust. “Supply...is estimated to grow at 1.3 percent in 2015, which is well below the historical long-term supply growth of 2 percent. That’s a great sign, because an oversupply of hotel rooms will bring the cycle to an end.” March/April 2015 reit.com

In 2015, Smith Travel Research predicts, nationally, occupancy to rise 1.1 percent to 65.1 percent, ADR to increase 5.0 percent to \$121.37 and Rev Par to grow 6.2 percent to \$79.06. Demand is expected to increase 2.4 percent, and supply is predicted to increase 1.3 percent in 2015.

By year-end 2015 PKF Hospitality Research projects that demand for lodging accommodations will have increased 25.8 percent since the depth of the recession in 2009, while the supply of hotel rooms will have grown by just 5.6 percent.

“As ever-improving economy, and the favorable relationship between supply and demand, have led to significant growth in both revenues and profits from 2009 to the current year. We expect this trend to continue through 2017,” according to PKF President Mark Woodworth. 11/17/2014 hotelnewsresource.com

Illinois Tourism “State of the State”

While 2014 state tourism impact numbers will not be available until this summer (2015), tourism is driving economic recovery and development in Illinois. Seeing a three percent increase over 2012, Illinois welcomed over 100 million domestic visitors who poured 31.9 billion dollars into the state’s economy in 2013, according to the U.S. Travel Association, Illinois Office of Tourism. This increase helped drive Illinois 2013 hotel-motel tax collections to more than \$235 million, a 7.2% increase over 2012.

January 2015 brought about a change in leadership and direction with the inauguration of Governor Bruce Rauner. Shortly thereafter, Cory Jobe was named Director of the Illinois Office of Tourism. Both individuals bring to the state experience with and understanding of the tourism industry; Governor Rauner having served as Chairman of the Board of the Choose Chicago (the Chicago convention and visitors bureau) for nearly three years prior to resigning in May 2013 to begin his gubernatorial campaign. During his tenure with Choose Chicago, Governor Rauner was lauded for bringing “clear and measurable goals” to the Chicago Bureau.

IOT Director Jobe was Director of Economic Development for the Illinois State Treasurer’s Office from 1997-2006, leader of the People’s Economic Development Corporation from 2006-2010, and most recently, is Deputy Chief of Staff to late Comptroller Judy Baar Topinka, a position he will retain, under current Comptroller Leslie Munger, through the end of the spring 2015 legislative session.

As of this writing, the expectations regarding tourism funding processes are unclear. It is our understanding, through communications released by the Illinois Council of Convention and Visitors Bureau, that all five tourism grant programs are under review. Of those five, the SCCVB traditionally uses two for approximately 23% of its annual budget: the Local Tourism and Convention Bureau Grant Program (19%) and the Marketing Partnership Program (4%). We have provided with Illinois Office of Tourism will all recertification documentation regarding the 2015 LTCB grant program and have been advised to hold off on submitting our MPP application

(traditionally submitted for initial review starting May 1) until further notice. It is important to note, however, that state funding cuts requested by Governor Rauner to balance the remaining 2015 Illinois budget impacted only non-obligated tourism dollars, none of which impacted the SCCVB's FY 2015 anticipated dollars from either grant program. In anticipation of changes in the funding structure, the SCCVB is following the practice of several sister bureaus and reducing anticipated state revenues by 20% for its proposed FY 2016 budget.

As of this writing, Governor Rauner's plans for the state's FY 2016 budget call for reduction of state dollars to Illinois municipalities that, if come to fruition, will result in a loss of approximately \$1.6 million to the City of St. Charles' annual budget.

Greater St. Charles – Where are we now and where are we going?

Funding challenges notwithstanding, the overall position of Greater St. Charles as a destination is more positive today than it was a year ago when, despite the good news nationally, through February 2014, LOCAL hotel tax collections were down 10% compared to year-to-date 2013. Last year, the four contributing factors to that loss were identified as:

- 1) Lack of national growth in group meeting/event business
- 2) Steep competition for group business that did exist
- 3) Plethora of hotel supply located to the east of St. Charles and in closer proximity to O'Hare and Midway Airports
- 4) St. Charles' two major occupancy drivers were INDEPENDENT properties, without the powerhouse of central reservation systems and marketing support of major hotel brands

Through February 2015, local hotel tax collections are up 8.7% compared to 2014 year-to-date, which is attributable to the national increase in group business.

Two additional changes in the last twelve months deserving of note are the September 2014 announcement of management of Q Center by Dolce Hotels & Resorts, providing global sales and marketing support for a more diversified and profitable business model for the 1042 room venue, and the February 2015 acquisition of the Dolce portfolio of 24 upscale hotels in North America and Europe by Wyndham Hotel Group.

A third change, slated to take place sometime within the next year, is the removal of approximately 200 guest rooms from the 473 guest rooms currently offered at Pheasant Run Resort. The rooms' reduction is one component of an overall enhancement plan by the resort's owners, Saint Charles

Resort, LLC, and management company, Hostmark Hospitality Group. This reduction of inventory should result in three positive changes, resulting in increased revenue per available room (rev par) throughout the City of St. Charles:

- 1) Increased rates and occupancy at Pheasant Run Resort
- 2) Increased rates and occupancy at other St. Charles hotels through compression
- 3) More overflow to other hotels for attendees of existing and new group business utilizing the resort's 80,000 square feet of event space, resulting in city-wide events

In addition to the reduction of guest rooms, approximately 20,000 square feet of meeting space, located at the west side of the property, are being removed, leaving the resort with approximately 80,000 square feet of event space.

Approximately 25,000 square feet of expo space is being debited from the overall event venue product due to the offer for sale of the DuPage Expo Center. Currently owned by Oakbrook Hotels, Inc., it is managed by Hilton Garden staff, who have informed us they will not be offering its space for sale after July 1, 2015.

Competition for Group Business Continues

The challenges of competition for group business and the plethora of hotel supply east of St. Charles within closer proximity to the two airports remain, as evidenced by the 52 pieces of business lost year-to-date in FY 2015:

Lost Business Room Night Comparisons by Major Market Segments:

| | <u>M&C</u> | <u>Sports</u> | <u>T&T</u> | <u>Totals</u> | <u>-/+</u> |
|-----|----------------|---------------|----------------|---------------|--------------|
| '07 | 6,461 | 33 | 124 | 6,618 | + 1,956 |
| '08 | 10,056 | 0 | 157 | 10,213 | + 3,595 |
| '09 | 7,600 | 1,005 | 161 | 8,766 | - 1,447 |
| '10 | 2,481 | 2,235 | 132 | 4,848 | - 3,918 |
| '11 | 2,705 | 0 | 15 | 2,720 | - 2,720 |
| '12 | 20,166 | 1,599 | 65 | 21,830 | +19,110 |
| '13 | 15,516 | 3,912 | 0 | 19,428 | -2,403 |
| '14 | 9,647 | 336 | 0 | 9,983 | -9,445 |
| '15 | 16,484 | 1,827 | 25 | 18,336 | 8,353 |

Of those 52 leads, 46 were for meetings, four for sports events and two were motorcoach trips. 29 pieces of business, reflecting a total of 11,525 room nights, were lost to competitors:

13 to competing properties in the Chicago area

4 to competing cities in Illinois but outside the Chicago area

12 to competitors outside Illinois

The two Smith Travel Research data charts below further illustrate the competitive trends within the Chicago area:

| SMITH TRAVEL RESEARCH - Chicagoland (Suburban) Hotel YTD Trends 2012- 2014 | | | |
|---|------------|------------|------------|
| OCCUPANCY | 2012 | 2013 | 2014 |
| This Year | 62.2 | 63.1 | 65.6 |
| Last Year | 60.2 | 62.2 | 63.1 |
| % Change | 3.4 | 1.3 | 4.0 |
| ADR | | | |
| This Year | 87.51 | 90.09 | 93.95 |
| Last Year | 83.05 | 87.51 | 90.09 |
| % Change | 5.4 | 2.9 | 4.3 |
| REVPAR | | | |
| This Year | 54.47 | 56.81 | 61.62 |
| Last Year | 50.00 | 54.47 | 56.81 |
| % Change | 8.9 | 4.3 | 8.5 |
| SUPPLY | | | |
| This Year | 23,858,717 | 23,830,193 | 23,879,961 |
| Last Year | 23,861,252 | 23,858,717 | 23,830,193 |
| % Change | 0.0 | -0.1 | 0.2 |
| DEMAND | | | |
| This Year | 14,850,919 | 15,025,779 | 15,661,402 |
| Last Year | 14,365,025 | 14,850,919 | 15,025,779 |
| % Change | 3.4 | 1.2 | 4.2 |

Trends by Region YTD Feb 2015 vs 2014

| | Occupancy | | ADR | | Rev Par | | % Change from 2014 | | | Properties | Rooms |
|--------------------------------|-------------|-------------|--------------|--------------|--------------|--------------|--------------------|------------|-------------|--------------|------------------|
| | 2015 | 2014 | 2015 | 2014 | 2015 | 2014 | OCC | ADR | RevPar | census/smpl | census/smp |
| Geographic Regions | | | | | | | | | | | |
| Chicagoland (suburbs only) | 52.0 | 51.1 | 89.75 | 86.07 | 46.66 | 44.00 | 1.7 | 4.3 | 6.0 | 542/400 | 65530/5774 |
| Chicago, IL (city and suburbs) | 53.1 | 51.0 | 108.39 | 101.80 | 57.51 | 51.87 | 4.1 | 6.5 | 10.9 | 728/530 | 109714/972: |
| Chicago CBD (city only) | 53.9 | 49.3 | 140.15 | 130.78 | 75.58 | 64.54 | 9.3 | 7.2 | 17.1 | 106/95 | 37137/3486 |
| Chicago North | 51.6 | 49.7 | 99.83 | 95.63 | 51.49 | 47.49 | 3.9 | 4.4 | 8.4 | 34/25 | 5130/4620 |
| Chicago Northwest | 49.2 | 47.9 | 81.05 | 78.41 | 39.88 | 37.53 | 2.8 | 3.4 | 6.3 | 108/95 | 12988/1229 |
| Chicago Airport | 62.1 | 63.5 | 103.07 | 97.75 | 64.03 | 62.07 | -2.2 | 5.4 | 3.2 | 53/41 | 11411/1078 |
| Chicago DuPage County | 49.7 | 48.6 | 91.61 | 89.28 | 45.57 | 43.38 | 2.4 | 2.6 | 5.1 | 102/89 | 15183/1419 |
| DeKalb County, IL | 50.9 | 50.1 | 95.60 | 91.53 | 48.69 | 45.90 | 1.6 | 4.4 | 6.1 | 85/59 | 8617/7225 |
| Chicago Southland | 53.3 | 53.3 | 74.49 | 71.42 | 39.72 | 38.04 | 0.1 | 4.3 | 4.4 | 73/40 | 5552/3915 |
| Heritage Corridor | 49.8 | 48.3 | 78.42 | 75.75 | 39.06 | 36.59 | 3.1 | 3.5 | 6.8 | 78/53 | 5743/4203 |
| Fox River Valley* | 43.8 | 41.3 | 86.22 | 81.81 | 37.79 | 33.81 | 6.1 | 5.4 | 11.8 | 39/31 | 4623/4225 |
| McHenry County | 37.5 | 37.0 | 80.95 | 77.49 | 30.33 | 28.64 | 1.4 | 4.5 | 5.9 | 15/11 | 1001/852 |

Report includes data from 9 St. Charles hotels: no data included from 3 properties, with a total number of 211 rooms. Of the 4623 rooms' census, St. Charles' 2392 rooms represent 52% of Fox River Valley 4623 total.

These challenges will be further impacted by **new hotel product in surrounding Chicagoland suburbs:**

- **Naperville – 168 rooms, 13,000 square foot ballroom** – Embassy Suites, Diehl Road and I-88, projected to open 4th (calendar) quarter 2015
- **Downtown Naperville – 160 rooms, meeting space up to 60 people** – Hotel Indigo, ground not yet broken
- **Oak Brook – 84 rooms, 3700 square feet meeting space** – the former Drake, opened temporarily in March 2015, closed again to complete an Oak Brook Village code
- **Schaumburg – 532 rooms** – Fairfield, TownPlace Suites, Hampton Inn & Suites, Radisson (all currently under construction) and, beginning construction this fall, Home2 Suites by Hilton. Plus, in October 2014, plans were announced for a three year, \$11.6 million renovation of the Renaissance Schaumburg Convention Center and Hotel.

- **Arlington Heights – 160 rooms, 6000 square feet** – Four Points by Sheraton (adjacent to Arlington Park Racecourse), Fall 2015

Proposed Product:

- **North Aurora** – proposed but not yet approved Marriott, **no specs available**, across from the Auto Mall on I-88

Existing and Proposed Attraction Changes

While there is evidence of change/renovation at the former Charlestowne Mall on the city's east side, the originally planned fall 2015 re-launch of "**The Quad St. Charles**" has been delayed. According to an April 15, 2015 article in the Kane County Chronicle, the target opening is 2016. While no specific announcements have been made regarding progress in tenant signing, Daniel Krause of The Krausz Companies reported at the April 14th St. Charles Planning and Development Committee meeting that there is high interest in the out lot spaces on the mall property by prospective clients who appear to be restaurants. The re-launch of the St. Charles retail center follows a \$30 million renovation of Oakbrook Center in 2013, \$18 million renovation of Lombard's Yorktown Center in 2014 and recently announced renovations at Schaumburg's Woodfield Mall (\$13.8), Bloomingdale's Stratford Square (\$30 million) and East Dundee's Spring Hill Mall (\$37 million).

The **Downtown St. Charles Partnership** launched a new brand, "*Discover Your City Side*", in March.

###

The **Active River Project** is a collaboration of the City of St. Charles, St Charles Park District, Kane County Forest Preserve and River Corridor Foundation formed April 2014 to research and investigate river activities that might be feasible and economical for the stretch of the Fox River beginning at the Red Gate Bridge, to the north and continuing south to Division Street. Identified projects include but are not limited to:

- Innovative methods of leveraging the river as an asset for the benefit of the entire community, while enhancing the overall quality of the river water and it's environment
- Championship whitewater courses for kayaks, canoes and rafts
- Competitive rowing courses

- Enhanced, and sometimes elevated, pedestrian and cycle trails along the river right of way that provide interconnectivity to existing or planned trail networks while minimizing interaction with vehicular traffic
- Floating botanical gardens as a tourist destination and river cleansing tool
- River based attractions such as laser light shows, fountains, or unique features such as Water Fire in Providence, RI
- Interactive water focused playgrounds
- Improved fishing opportunities
- Integrated public art, landscaping and pedestrian viewing features

According to Task Force Chairman John Rabchuk, the immediate next step is to engage the community at large as well as all of the river stakeholders in a discussion of what they would like to see on and along the river at forums scheduled to begin in May with a goal of defining 6-12 feasible projects, as well as the cost and possible funding sources, by the end of August 2015.

###

Since taking over the management of the **Arcada Theatre** in 2005, Onesti Entertainment has developed the historic and iconic downtown venue into a primary tourist attraction. In 2014, the Main Street landmark hosted more than 147 concerts and special events, bringing thousands of visitors to Greater St. Charles. Built in 1926, the theater would benefit from renovations that cannot be made until an agreement with the building's out-of-state owner can be reached.

###

Members of the **arts community throughout the Fox Valley**, primarily in Aurora, Batavia, Geneva and St Charles, have been coming together for almost a year to collaborate on ways to work together to brand the area as an arts destination. In the first year, the group has developed a logo and mission statement, acquired a domain name (**foxriverarts.com**) and determined the initial components of a website (interactive map, directory with contact information and events calendar). The group is using social media to cross promote events within the arts community.

###

The **St. Charles History Museum** is under leadership of a new Executive Director who is working toward enhancements of the existing attraction to be more interactive for its visitors. Branded as the Heritage Museum for some years, the Board of Directors have agreed to embrace the former name of **History Museum** and has approved a new logo for the attraction. Plans include standing

exhibits designed to tell the stories of St. Charles' heritage in chronological order with rotating exhibits to spotlight individual nuances. St. Charles' ties to the Civil War will be touted in the museum as well as in Langum Park, where Jones Law Office has been moved to begin a visual representation of **Camp Kane**, home of the 8th and 17th Calvary Regiments.

###

The **St. Charles Arts Council** is planning a campaign to develop a **downtown center for arts and education**, with a possible site the Clancy Law Building. Blessed with many arts-based businesses in many artistic disciplines and with arts programming from civic entities such as the Park District and the Library, the SCAC's founders believe the city has a number of underserved artistic disciplines and unmet demand for a central working and gathering space from many arts-based groups, schools, businesses, and individuals.

This center would:

- be devoted solely to the arts
- be open nights and weekends, with constantly changing shows and exhibitions
- be available for all artistic disciplines
- provide an intimate performance space
- be an information hub about all of the arts programming in the area

Depending upon the size and configuration of the property, space could be devoted to:

- working studios
- galleries
- performance space
- rehearsal space
- teaching space
- meeting space
and/or
- office space

And support individuals, schools, and/or businesses in:

- The Arts (including Visual Art/Craft, Music, Dance, Graphic Arts, Culinary Arts, Theater, Architecture, Video/Film and more)
- Arts Education
- Not-for-Profit Businesses/Organizations
- Incubator projects – especially those related to the STEAM (Science, Technology, Engineering, Arts, Math) disciplines – possibly including technology that crosses arts and business borders such as 3D printing

###

In April 2015, voters within the boundaries of the **St. Charles Park District** defeated a **\$28 million referendum** proposed by the Park District Board that, had it passed, would have resulted in the construction of a new indoor recreation center housing, among other things, **four indoor basketball courts with spectator seating**, conversion of one or more fields to synthetic turf and construction of **additional restrooms at the East Side Complex** and acquisition of additional land.

###

III. BUREAU GOALS, YTD FY 15 RESULTS & FY 16 OBJECTIVES

GOALS:

The Bureau's ultimate goal is to increase overnight hotel stays within the Greater St. Charles service area. While, due to questions regarding funding, specific sales and marketing initiatives cannot be confirmed for Fiscal Year 2016, July 1, 2015 through June 30, 2016, the initiatives will focus on three specific areas: *group sales* for meetings and conventions, sports, and motorcoach, *leisure marketing*, and *enhanced awareness within the Greater St. Charles area* regarding the importance of tourism to both the local and state economies.

A. GROUP BUSINESS SALES & MARKETING

St. Charles' two major group room night generators are Pheasant Run Resort (primarily association, sports and SMERFE (Social, Military, Religious, Fraternal, Ethnic) business, with some corporate business) and the Q Center (primarily corporate, with some association and SMERFE business). The Hilton Garden Inn and adjoining Advanced Center for Training is a significant player in the local market, crossing all market niches. Hotel Baker, while a traditionally transient hotel, also books small groups; including VIP events of note, such as the multi-day meetings of NFL coaches and players in 2011, a star-studded fundraising event hosted by Jenny McCarthy in August 2013, and the 2014 Labor Day Weekend wedding celebration of Jenny McCarthy and Donnie Wahlberg, all of which have brought national and international attention to the Hotel Baker and the City of St. Charles. Group business is vital to St. Charles' remaining local properties, which also provide overflow inventory required to capture large, multi-property and city-wide events.

The SCCVB Sales Department's goal is to maximize revenues for the St. Charles hotel community by prospecting for new pieces of group businesses and providing services to retain existing group business in the meeting and convention, sports, and motorcoach markets.

Leads generation & tracking: The SCCVB observes a policy of documenting as "won/definite" leads representing **new** pieces of business. Pieces of business booked within the prior 12 months for which the Bureau provided significant services for a second time are documented as convention service leads. The only exceptions to this policy are in the rare cases that:

1. A particular piece of business has booked at one St. Charles property and, for the repeat business the following year, asks for Bureau support in finding a different St. Charles venue.
2. An SCCVB person can provide sufficient documentation to illustrate that significant time and effort were put into identifying and providing sales support to a client for a new piece of business who, in turn, contacts a St Charles hotel directly to close the piece of business.

The SCCVB also tracks the estimated direct spending potential of day meetings and motor coach day trips, as the impact of group day trippers to Greater St. Charles restaurants, shops and attractions is significant to the local economy.

FY 15 YTD (Q1-Q3) GROUP SALES RESULTS:

At the conclusion of FY 15's third quarter, the number of leads generated by the SCCVB was up 88% (105 total leads) compared to FY 14 (56). Generated room nights (28,622) were up 63% compared to FY 14 (17,588).

The number of leads turned definite in FY 15 (27) was up 17% (23) but FY 15 definite room nights were down 45% (2903) over the first three quarters of FY 14 (5252).

The following are YTD room night comparisons based on the leads generated, won, pending and lost tracked 1st-3rd quarters since FY 08:

Generated Lead Room Night Comparisons thru 3rd Quarter by Major Market Segments:

Definitions: M&C (Meetings & Conventions) T&T (Tour & Travel – Motor Coach)

-/+ #'s provided are in comparison to each previous year

| | <u>M&C</u> | <u>Sports</u> | <u>T&T</u> | <u>YTD 3rd Quarter Totals</u> | <u>-/+</u> |
|-----|----------------|---------------|----------------|--|------------|
| '08 | 18,886 | 4,410 | 1,773 | 25,029 | +10,766 |
| '09 | 9,985 | 1,090 | 179 | 11,254 | -13,775 |
| '10 | 5,126 | 3,685 | 249 | 9,060 | -2,194 |
| '11 | 14,423 | 110 | 257 | 14,790 | +5,730 |
| '12 | 13,771 | 2,720 | 50 | 16,541 | +1,751 |
| '13 | 10,374 | 467 | 40 | 10,881 | -5,660 |
| '14 | 14,503 | 3,592 | 198 | 18,293 | +7,412 |
| '15 | 21,210 | 7,362 | 50 | 28,622 | +10,329 |

Definite/Won Lead Room Night Comparisons by Major Market Segments:

| | <u>M&C</u> | <u>Sports</u> | <u>T&T</u> | <u>YTD 3rd Quarter Totals</u> | <u>-/+</u> |
|-----|----------------|---------------|----------------|--|------------|
| '08 | 414 | 0 | 830 | 1,244 | -3,171 |
| '09 | 348 | 0 | 122 | 470 | -774 |
| '10 | 660 | 1,040 | 537 | 2,237 | +1,767 |
| '11 | 128 | 48 | 174 | 380 | -1,387 |
| '12 | 825 | 50 | 20 | 895 | +515 |
| '13 | 432 | 290 | 30 | 752 | -143 |
| '14 | 1,038 | 4,095 | 147 | 5,280 | +4,528 |
| '15 | 660 | 2,218 | 25 | 2,903 | -2,377 |

Pending Leads Room Night Comparisons by Major Market Segments:

| | <u>M&C</u> | <u>Sports</u> | <u>T&T</u> | <u>Totals</u> | <u>-/+</u> |
|-----|----------------|---------------|----------------|---------------|------------|
| '08 | 15,024 | 4,150 | 520 | 19,694 | +10,958 |
| '09 | 4,767 | 0 | 54 | 4,821 | -6,137 |
| '10 | 495 | 0 | 24 | 519 | -4,302 |
| '11 | 11,961 | 110 | 91 | 12,162 | +11,643 |
| '12 | 6,205 | 2,015 | 15 | 8,235 | -3,408 |
| '13 | 4,981 | 0 | 150 | 5,131 | -3,104 |
| '14 | 11,890 | 1,745 | 54 | 13,689 | +8,558 |
| '15 | 13,186 | 2,047 | 54 | 15,233 | +1,544 |

Top Three Sources for FY 15 YTD Generated Leads:

1. Tradeshow
2. Internet
3. Referrals: Clients, peer CVBs, St. Charles hotels

SCCVB Lead Conversion Rate:

The SCCVB Sales Department currently holds an **overall conversion rate of 50%** for turning generated leads into won business (636 historical total lead generation, 317 total historical definite leads).

Convention Services & MMX Housing Service:

Through third quarter in FY 15, the SCCVB provided services to 22 groups reflecting 4,809 room nights and 8,165 attendees vs. FY 14's Q 1-3 servicing of 46 groups reflecting 8,491 room nights and 25,269 attendees.

It is in this area that the SCCVB distinguishes itself to clients and to our partner hotels: our bureau provides services to ALL group clients who request them, not merely the clients who distribute leads through our bureau's services. This practice helps secure new and retain existing business.

Utilization of the Bureau's in-house housing bureau software has increased significantly this year due to its use for three **2015 Premier Girls Fast Pitch Tournaments:**

*Showcase 2015: July 8-11

1191 Rooms being managed via MMX housing service

- 708 rooms in three St Charles hotels
- 483 rooms in five out of area hotels (DuPage, Elgin, Meet Chicago NW)

*Midwest Regional Championship: July 20-25

2106 Rooms being managed via MMX housing service

- 935 rooms in four St. Charles hotels
- 1171 rooms in nine out of area hotels (DuPage, Elgin, Meet Chicago NW)

*SCCVB has reached out to Aurora Area, DuPage, Elgin Area, Meet Chicago NW CVBs and Hoffman Estates Office of Tourism to secure overflow rooms for these tournaments

Ringor 2015: Oct 9-10

659 Rooms being managed via MMX housing service

- 254 in four St. Charles hotels
- 405 in nine out of area hotels (Elgin)* Additional overflow hotels in other areas may be required closer to tournament date

The SCCVB has suggested to Pheasant Run Resort the use of MMX housing service for city-wide events resulting from significant meeting/expo space bookings by PRR requiring overflow hotel rooms at St. Charles and, if needed, area hotels.

Total Client Contacts by SCCVB Sales Managers:

| | |
|-------------------|--------------|
| FY 08: | 9,082 |
| FY 09: | 4,132 |
| FY 10: | 2,621 |
| FY 11: | 2,544 |
| FY 12: | 1,600 |
| FY 13: | 5,346 |
| FY 14: | 4,827 |
| FY 15 YTD: | 5,251 |

227 QUALIFIED accounts were added to the SCCVB sales database in FY 15, with a total number of 4,362 viable accounts currently in the SCCVB sales database. By end of FY 2015, the SCCVB sales managers will have surpassed the number of group planner contacts made in any year since the Bureau's inception.

B. LEISURE VISITOR INITIATIVES

While the traditional target audience for year-round leisure visitors is primarily women ages 35-54 years of age, with household incomes of \$75,000 – 100,000, the Bureau's increased social media and digital initiatives are designed to attract younger, upscale visitors as well – from the City of Chicago as well as communities more than 50 miles away and no more than three hours' drive from St. Charles.

Evaluators:

- Number of phone call and email inquiries
- Number of reader responses to print advertising
- Number of unique visits to visitstcharles.com, scarecrowfest.com, and stcharlescharm.com
- Number of “bounce back” cards returned from SCCVB Visitor Guide
- Number of individuals added to leisure dedicated St. Charles database
- Number of individuals who “opt-in” to dedicated email distribution list
- Number of Social Media & Digital Initiatives results
- Number of Jack Rabbit Book Direct results

FY 15 Advertising Placements with Circulations:

| | |
|--|-----------|
| Madden Media Newspapers Travel Insert: Fall/Winter | 500,000 |
| Chicago Magazine: January | 150,000 |
| AAA IL/IN/WI: January/February | 916,366 |
| Chicago Magazine Banner Ad: February | 8,800 |
| AAA IL/IN: March/April | 552,275 |
| West Suburban Living: Spring | 25,000 |
| Madden Media Newspapers Travel Insert: Spring/Summer | 825,000 |
| Illinois Travel Guide – Yearlong | 350,000 |
| Preservation Magazine: Summer | 158,000 |
| July/August AAA Living IL/WI | 916,355 |
| TOTAL CIRCULATION: | 4,491,807 |

FY 15 YTD (Q1-Q3) LEISURE RESULTS

Leisure Inquiries (phone calls, email requests, web visits):

- YTD FY 2015 vs. FY 2014 finds that phone calls are up by 2%
- Email inquiries are up down by 38%
- Unique web visits up by 12%: FY 15's 477,067 vs. FY 14's 420,631

Print Advertising Reader Response: 9,031 requests for information is a 14% decrease compared to YTD FY 14. However, this is a viable mechanism to generate trackable responses as well as to encourage visitors to access our websites.

Additions to SCCVB Inquiry Leisure Database: 9,424 contact names and addresses were added in the first three quarters of FY 14.

Top four sources for inquiries were:

- Madden Preprint Newspaper Inserts
- AAA Magazine
- Midwest Living Magazine
- SCCVB Visitors Guide

Top four cities of inquiry origination:

- Chicago
- St. Louis
- Milwaukee
- Indianapolis

Top four states of inquiry origination:

- Illinois
- Michigan
- Wisconsin
- Missouri

YTD FY 15 Leisure Inquiries Achievements:

Applying 64% conversion (SCCVB conversion as concluded in 2011 Temple University Tourism Conversion Study) of YTD FY 14 leisure inquiries:

- 64% of 9,424 inquiries = 6,031 travel parties
- \$328 spending per party with 6,031 parties = \$1,978,168 potential direct spending
- 47% will visit again within three years = 2835 travel parties

YTD FY Jack Rabbit Book Direct Results (7/1/14 to 3/31/15): Websites booking widgets connected directly to each of our hotels' systems resulting in "real time" referrals and reservations. Visitors can sort their search by name and price, categories and amenities and preview property locations on a local area map.

2070 total referrals broken down as follows:

- 159 - Best Western
- 343 - Country Inn & Suites
- 128 - Courtyard by Marriott
- 164 - Fairfield Inn & Suites
- 83 - Geneva Motel Inn
- 250 - Hampton Inn & Suites
- 128 - Hilton Garden Inn
- 186 - Hotel Baker
- 262 - Pheasant Run Resort
- 202 - Quality Inn & Suites
- 125 - Super 8

Conversion Study: It was the intent of the SCCVB to complete a conversion study in FY 16, which would have marked five years (industry's standard length of time between studies) since the last one was completed 2011. Upon expectation of funds reduction in FY 16, the SCCVB moved forward with having a new study completed with FY 2015 dollars. Currently in process, the evaluators currently used to estimate ROI will be replaced by new evaluators upon receipt of that study's results.

Scarecrow Fest 2014 Results:

The 29th annual Scarecrow Fest, held on the traditional Columbus Day Weekend in October 2014, drew an estimated attendance of 120,000, up 10,000 from 2013 estimated attendance of 110,000. The increase in attendance is attributed to three days of beautiful weather.

On site attendee surveys continue to provide the Bureau with solid statistics regarding the festival's impact on the local economy. Results from 723 completed surveys indicated:

- Average party of 3.1 people
- Attendees identified from 22 states, 131 Illinois communities
- 53% of those surveyed were from OUTSIDE the Fox Valley
- 30% were first timers to the festival
- 100 overnight guest rooms – down 47% from 2013

Estimated visitor spending was \$4,786,539 – a 15% increase over that of Scarecrow Fest 2013

(Spending estimates are based on non-Fox Valley attendees. 53% of 2014's 120,000 total attendees were from outside the Fox Valley; 50% of 2013's total attendees were from outside the Fox Valley.)

Social Media Results:

TWO Facebook Pages:

- St Charles, IL: FY 15 YTD - 5,920 followers vs. FY 14 – 5,392; FY 13 – 4,769; FY 12 - 4,327; FY 11 - 3,505; FY 10 - 2,245
- Scarecrow Fest: FY 15 YTD - 4568 followers vs. FY 14 – 3421; FY 13 - 2,371; FY 12 - 1,845; FY 11 - 1,110; FY 10 – 588

TWO Twitter Account:

- @StCharlesIL: FY 15 YTD: 3,231; FY 14: 2,556; FY 13: 1,964
- @STCScarecrow: FY 15 YTD: 377; FY 14: 222; FY 13: 151

FY 16 OBJECTIVES - GROUP SALES:

The SCCVB group sales team consists of two full time and one part time professional, with markets assigned as follows: one full time manager focuses on association, military, education, religious and ethnic markets, and one full time manager focuses on the sports market. The full time managers share the hobbies and collectibles market. The SCCVB part time manager focuses on motor coach and social markets, provides research support to the full time managers, and oversees InfoTrak, the group sales database and tracking system.

Techniques for getting one's "foot in the door" are far different than in the past. Planners are answering neither prospecting phone calls nor broad stroke emails. The days of cold calls and "just stopping in to say hi" are gone.

Planners are seeking online booking channels and building relationships with third party organizations such as HelmsBriscoe, Conference Direct, and American Express Meetings and Events to enhance their own efficiencies and ensure their potential pieces of business are being circulated to as large an audience as possible. Relatively new to the industry, third party organizations appeared on the hospitality horizon approximately eleven years ago and were not warmly embraced by hotels, due to the fact that rooms sold through third parties are commissioned on rates that cannot be adjusted to compensate for same. In recent years, the volume of third party business has grown to the point that hotels are now forced to recognize and work with them, which, ultimately, is raising costs and reducing profits.

At the outset, third party organizations bypassed the complimentary services available through convention and visitors bureaus, but that trend, too, has shifted, as those professionals (most of whom sell on a commission-only basis) have come to recognize that the destination knowledge provided by CVB's leads to increased bookings.

*STRATEGIES – Please note that these may be amended once FY 16 funding has been confirmed.

Group Business Evaluators:

- Number of leads & potential room nights generated
- Number of leads & potential room nights turned definite

- Number of groups receiving convention services
- Number of successful client contacts
- Number of qualified contacts added to SCCVB sales database

Market Trends Education:

The Bureau will continue to participate in monthly HSMAI (Hospitality Sales and Marketing Association International) webinars, featuring input from nationally-recognized hospitality professionals and inviting our hotel partners to join us.

Group sales (Meetings, Sports, Tour & Travel) activities completed by ALL SCCVB sales managers:

- **Convention services** will continue to be a significant part of the SCCVB program of work. Complimentary services include, but are not limited to:
 - Customized itineraries
 - Lead Creation/Distribution
 - Marketing Support – including social media
 - Proposal coordination
 - Site Inspections
 - Off site programs
 - Visitors guides & welcome bags
 - Housing Bureau Capabilities (fees may apply)
 - Referral to peer cvb’s, when appropriate
- **Illinois Council of Convention & Visitors Bureaus:** The SCCVB will continue its membership in the Illinois Council of Convention & Visitors Bureaus and the SCCVB sales managers will participate in **Meet in Illinois, Sports Illinois and Tour Illinois** niche sales committees, if offered in FY 16. These three committees serve as cooperative initiatives to sell Illinois as a destination for each of the three major group markets.
- **Professional memberships:** The SCCVB will maintain memberships in organizations designed to enhance networking opportunities for the purpose of increasing sales in each of the three major markets:
 - American Bus Association
 - Destination Marketing Association International.
 - Hospitality Sales & Marketing International

- Illinois Society of Association Executives
 - Meeting Planners International
 - National Association of Sports Commissions
 - Religious Conference Management Association
- **Quarterly Hotel Meetings:** The SCCVB will continue to meet on a quarterly basis with the **St. Charles hotel community** in order to invite and encourage input regarding the Bureau's sales and marketing activities.
 - **Sales Activity Reporting:** Customized sales database allows SCCVB to maintain information and report same to local stakeholders as well as the Illinois Office of Tourism, on a quarterly and annual basis, explicit data regarding generated and definite leads, sales contacts made and groups serviced.

Meetings Sales: Target Audience - Convention & Meeting Planners

- **Direct Sales Initiatives** – These will continue to be the primary activity waged by the SCCVB to prospect for new business and provide services required to maintain existing business.
- **Direct mail/premailer – “Glad we connected” self-mailer** – Allows sales manager to customize a personal note to each client with whom he/she's connected via direct sales initiatives, personal appointments, and on the tradeshow floor.
- **HelmsBriscoe Value Partnership** – a leading global third party agency that provides planners with meeting procurement and site selection, this financial partnership will enable SCCVB to:
 - Attend the annual, invitation only HB Destination Annual Business Conference Partner Seminar and participate in face-to-face appointments
 - Attend an in-market presentation by HB leadership to partner hotels
 - Include HB associates in familiarization trips
 - Receive assistance creating targeted planner lists for familiarization trips
 - Opportunity for HB associates to participate in SCCVB events & hotel committee meetings
 - Ability to make in-person presentations to multiple HB regional offices and teams
 - Invitation to participate on Partner Panels during regional team meetings

- **Tradeshow participation**
 - Connect (association & specialty groups) Aug. 2015
 - RCMA Emerge (religious) Jan. 2016
 - ISAE Winter Conference
 - Helms Briscoe ABC (3rd party) April 2016
 - Collaborate Marketplace June 2016
- **Springfield Sales Trips** – Additionally, SCCVB will travel approximately eight times to Springfield to attend Illinois Society of Association Executives events, coupled with individual client appointments. Up to two Greater St. Charles hotel sales representatives will be invited to attend each of these sales trips.
- If additional FY 16 funds become available, ISAE Summer Session and Connect Marketplace will be added to our tradeshow calendar.

Sports Sales: Target Audience – Events Rights Holders and Sporting Event Producers

The group sports market is vital to bringing incremental overnight stays to destinations boasting signature venues such as those located in Greater St. Charles. Our Bureau is fortunate to have a positive relationship with the St. Charles Park District, which is open to working with us to bring sports events to the area.

Techniques for selling and marketing a destination for sports events differ from the meetings and tour and travel (motor coach) market due to four specific reasons:

1. Appropriate venues are dependent upon the needs of the sport featured in each event.
2. Hotel rooms are the LAST concern of a sports rights holder
3. Sports event planners are likely to ask for financial concessions. In regard to the latter, the SCCVB will consider offering financial incentives – or – seeking municipal support for same – for events that will impact multiple properties with rooms’ consumption.
4. The lead process is several years long and includes the need for strong local partnerships.

Tradeshow participation in FY 2016:

- NASC (National Association of Sports Commissions) Conf. April 2015
- If additional FY 16 funds become available, Sports Huddle and Sports Connect 2016 will be added to our tradeshow calendar.

Tour & Travel (Motor coach) Sales: Target Audience – Bank, Alumnae, Affinity, Student & Scarecrow-specific Overnight and Day Trips

Tradeshow participation:

- Heartland Chicago February 2016
- If additional FY 16 funds become available, ABA in January 2016 will be added to our tradeshow calendar.

FY 16 OBJECTIVES – LEISURE MARKETING:

Please note: this plan currently does not include specifics regarding general leisure initiatives, due to the fact that the Illinois Office of Tourism has not announced any cooperative advertising programs which enable CVB partners to make purchases at reduced pricing levels. Historically, IOT has negotiated significantly discounted “buys” and released details regarding those opportunities by this time to facilitate local-level planning for the next fiscal year.

Greater St. Charles Year of the Scarecrow October 12, 2014-October 11, 2015:

In celebration of Scarecrow Fest’s 30th anniversary, the SCCVB is in the midst of a marketing campaign entitled "Year of the Scarecrow," a year-long celebration of the Scarecrow in St. Charles, which has included print placements, social media exposures, and outreach to community partners to encourage executive of their own scarecrow-centric events. The culmination of this event will be the conclusion of the 2015 Scarecrow Fest, October 9-11, 2015.

Fox Valley Leisure Marketing Co-operative:

This years-long partnership among the tourism promotion agencies of record in the Fox Valley (Aurora Area, Elgin Area & Greater St. Charles CVBs and Geneva Chamber of Commerce) has enabled the four entities to purchase significant buys (Madden newspaper inserts and a full page ad in the Illinois Travel Guide), financed by a matching grant from the Illinois Office of Tourism and directing prospective visitors to each destination’s website.

In January 2015, the McHenry County CVB asked the group to consider allowing its Bureau to join the cooperative group, citing the facts that the Fox River Valley runs the entire length of our county’s eastern side from the south in Algonquin to the Chain O Lakes in Spring Grove, McHenry County communities that lie along the river are Algonquin, Cary, Fox River Grove, McHenry and

Johnsburg and the county has 1000 hotel rooms. Aurora Area, Geneva and Greater St. Charles supported the request as being a positive addition to the regional partnership.

The Fox Valley cooperative met several times in Spring 2015 to discuss creative direction for future endeavors. Additionally, Geneva, St. Charles and McHenry County met with Senator Karen McConnaughay during Tourism Lobby Day, during which time the Senator expressed support for the group's mission of regional marketing while maintaining individual identities for each destination served.

State funding dollars, historically, have come from IOT's Marketing Partnership Grant Program, the future of which is currently under review. The group has agreed that, even if state dollars are no longer available, the regional partnership for some leisure marketing projects should be maintained, even if the size of the placements/circulation is cut by 50% due to funds reduction. The group, currently consisting of the Aurora Area CVB, Geneva Chamber of Commerce, Greater St. Charles CVB and McHenry County CVB, are working collaboratively on creative design, using existing FY 2015 dollars, which will be used for FY 2016 projects. The group has agreed upon a shared "Foodies on the Fox River" theme, with a tagline of "There's Room at Our Tables" that will be supported by a visual of a table set outdoors. All four partners have significant restaurant products applicable for the theme which also is marketable 12 months a year. The Elgin Area CVB has chosen not to participate in deference to focusing their financial resources to the promotion of biking/bike paths.

Scarecrow Fest 2015 – 30th Anniversary!

This annual tradition has received another nationally-recognition, one of the nation's top fifteen small town festivals. Plans for the 30th year celebration include an enhanced Scarecrow Display and Contest – complete with new categories, prize monies and a "Judge's Choice Award," vote upon by the SCCVB Board of Directors and resulting in Greater St. Charles getaway for four PLUS the addition of a "Soda Pop Tour" which will be held on the city's east side as an additional incentive for the 100,000 attendees to enjoy both the east and west sides of downtown St. Charles.

Traditional, annual marketing tools:

Greater St. Charles Visitors Guide

Digital Monitors – 1st Street self-serve visitor centers

Visitstcharles.com – new site to be unveiled in 2016!

Search Engine Marketing - the SCCVB will work with a Google search provider on a paid Search Engine Optimization campaign to optimize a series of search terms (e.g. *Live Music, Unique Weddings, Kid-friendly Getaways, Antique Shopping, Weekend Festivals, Art & Cultural Events, etc.*)

Social Media Initiatives: Facebook, Instagram, Twitter, YouTube

IV. RETURN ON INVESTMENT (ROI) CALCULATIONS/RESULTS

As a not-for-profit organization dependent upon public funds (local and state hotel tax revenues) for its existence, the SCCVB is committed to targeting every budget dollar wisely and tracking effectiveness of expenditures as transparently and as thoroughly as is possible. As a destination sales and marketing organization whose activities impact hundred of tourism-related businesses and events within its service area, ascribing a true return-on-investment is next to impossible. The SCCVB tracks annual return-on-investment based on three parameters:

- **Estimated revenue resulting from definite group room nights**
 - \$262 per room night for M&C
 - \$450 per room night for amateur sports/\$512 for professional sports i.e. PGA
 - \$366 per room night for motorcoach
 - Multipliers also used by Elgin and Aurora Area CVB's
- **Conversion from reader response, phone calls, email inquiries**
 - 64%, based on 2011 Temple University Tourism Conversion Study*
 - Recommend conversion study be completed every five years (New study currently in process)
- **Scarecrow Fest estimated visitor spending** - Based on intercept surveys and hotel-confirmed overnights, NOT including Fox Valley attendees:
 - \$129 per room night for overnight stays*
 - \$75 per day visitor*

*FY 2010-2014 ROI Multipliers supplied by D.K. Shifflet and Illinois Office of Tourism

**FY 2015 ROI, when available, will be based on leisure multipliers provided Fall of 2014 by Illinois Office of Tourism: \$111 per overnight stay, \$78 per day visitor

Not included in ROI calculations is estimated revenue from marketing exposures, conversion of websites unique visits, nor repeat business/convention servicing activities.

FISCAL YEAR 2014 Return on Investment

\$780,008 – State & Local Hotel Tax Received by Bureau

\$2,672,900 – 5743 definite group room nights

\$4,663,832 – Leisure visitor conversion*

\$4,159,075 – Scarecrow Fest 2013

\$11,310,487 – Total Tracked Estimated Spending

Divided by \$780,008 Bureau Revenue = **\$14.50 ROI**

*includes 64% conversion of 3113 Jack Rabbit web reservation referrals

FISCAL YEAR 2013 Return on Investment

\$754,666 – State & Local Hotel Tax Received by Bureau

\$717,207 – 1485 definite group room nights

\$5,846,692 – Leisure visitor conversion

\$4,106,322 – Scarecrow Fest 2012

\$10,670,221 – Total Tracked Estimated Spending

Divided by \$754,666 Bureau Revenue = **\$14.13 ROI**

FISCAL YEAR 2012 Return on Investment

\$740,121 – State & Local Hotel Tax Received by Bureau

\$301,104 – 926 ne, definite group room nights

\$7,262,248 – Leisure visitor conversion

\$4,765,824 – Scarecrow Fest 2011

\$12,329,175 – Total Tracked Estimated Spending

Divided by \$740,121 Bureau Revenue = **\$16.66 ROI**

FISCAL YEAR 2011 Return on Investment

\$708,063 – State & Local Hotel Tax Received by Bureau

\$329,061 – 735 new, definite group room nights

\$5,955,168 – Leisure visitor conversion

\$5,173,086 – Scarecrow Fest 2010

\$11,457,315 – Total Tracked Estimated Spending

Divided by \$708,063 Bureau revenue = **\$16.18 ROI**

FISCAL YEAR 2010 Return on Investment

\$742,644 – State & Local Hotel Tax Received by Bureau

\$1,120,437 – 2337 new, definite group room nights

\$7,068,400 – Leisure visitor conversion

\$3,313,890 – Scarecrow Fest 2009

\$11,502,727 Total Tracked Estimated Spending

Divided by \$742,644 Bureau revenue = **\$15.41 ROI**

Note: FY 15 Return on Investment information will be available after June 30, 2015, which marks the end of the Bureau's fiscal year.

V. CONCLUSION

For many years, the City of St. Charles has received the benefit of millions of dollars of local tax revenue generated by visitors who have spent the night in one of the community's hotel properties. Those locally generated visitor dollars have:

- Helped reduce the tax burden placed on the residents of St. Charles.
- Provided dollars to help support a plethora of not-for-profit organizations through awards made by the St. Charles' Cultural Commission.
- Helped fund the Greater St. Charles Convention and Visitors Bureau which, in turn, has used those local dollars to match additional grant funds available from the Illinois Office of Tourism.

In the spring of 2014, City of St. Charles reinstated the SCCVB's funding for 2015 to its pre-2010 funding level of \$585,000, following a formal request by the Bureau to consider same, based on the reality that a deficiency in 2014 local hotel tax receipts indicated that the hotel partners served by our Bureau were in need of need additional sales and marketing support and that Bureau services since the 2010 funding decrease had been curtailed.

The funding increase took place in July 2014, and in the seven months between July 2014 and February 2015, local hotel tax collections, compared to the same seven months of the previous year, have increased \$100,220 (10.52%). The Bureau has generated leads reflecting more room nights (28,572 totals) in the meetings (21,210 room nights) and sports markets (7,362 room nights) than any year in its history.

Once again, the Bureau finds itself faced with the possibility of reduced funding for FY 2016, this time from the grant dollars it receives from the Illinois Office of Tourism. Our program of work as outlined above reflects reductions to compensate for those decreased funds which may impact the positive trend realized in the first seven months of FY 2015.

While the amount of and processes for Illinois tourism dollars are unclear as of this writing, one reality is certain: Governor Rauner's plan to bring the state to fiscal solvency includes putting more power into the hands of local government.

Cuts in state tourism funds may result in local communities having to contribute more than they have in the past for tourism promotion, as the budget of many state-certified bureaus have relied on state dollars for 50% of their annual revenue. The Greater St Charles Bureau, since its inception in

1983, has had the benefit of significant local funding support from a government that understands how vital tourism is to its local economy.

For FY 2016, we shall respectfully ask the City of St. Charles to maintain our local funding at its current level of \$585,000 (approximately 33% of the annual tax collections), and, the SCCVB staff, as well as its engaged Board of Directors, will maintain its dedication to our mission of enhancing the area's economic health through promotion of Greater St. Charles' unique, *naturally charming* tourism product.



| | FY16 Budget | FY 15 YTD Unaudited Actuals June 24* | FY 15 Budget | FY 14 Actuals | FY 14 Budget | FY 13 Actual | FY 13 Budget | FY 12 Actual | FY 12 Budget | FY 11 Actual | FY 11 Budget | FY 10 Actual | FY 10 Budget | FY 09 Actual | FY 09 Budget | FY 08 Actual | FY 08 Budget |
|---------------------------------------|-------------------|--------------------------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|-------------------|-------------------|-------------------|-------------------|-------------------|---------------------|---------------------|---------------------|---------------------|
| Estimated Income | | | | | | | | | | | | | | | | | |
| 4010-0 Hotel/Motel Tax Fund Income | 526500.00 | 585000.00 | 585,000 | 526,500.00 | 526,500 | 526,500.00 | 526,500 | 526,500.00 | 526,500 | 526,500.00 | 526,500.00 | 526,500.00 | 526,500.00 | 585,000.00 | 585,000.00 | 533,235.00 | 585,000.00 |
| 4030-0 Interest Income | 600.00 | 687.98 | 500.00 | 560.78 | 600.00 | 585.84 | 600 | 536.90 | 1,000 | 976.58 | 3,600.00 | 3,565.01 | 4,000.00 | 4,323.09 | 8,000.00 | 7,368.20 | 8,000.00 |
| 4040-0 Visitors Magazine Income | 11700.00 | 10725.00 | 11,875.00 | 9,750.00 | 10,800.00 | 10,800.00 | 12,600 | 11,700.00 | 13,500 | 13,500.00 | 16,200.00 | 16,200.00 | 18,000.00 | 16,200.00 | 49,500.00 | 17,515.00 | 56,000.00 |
| 4050-0 Scarecrow Fest Income | 232200.00 | 242329.20 | 231,200.00 | 241,590.50 | 219,750.00 | 208,428.12 | 211,350 | 207,165.00 | 32,000 | 183,609.05 | 161,600.00 | 182,185.00 | 158,000.00 | 172,872.85 | 149,250.00 | 170,055.80 | 170,000.00 |
| 4060-0 Other Misc. Income | 500.00 | 412.40 | 500.00 | 554.59 | 0.00 | 2,392.97 | - | 1,051.14 | 1,000 | 1,488.02 | 2,200.00 | 11,334.53 | 6,500.00 | 9,054.85 | 13,500.00 | 37,723.99 | 13,500.00 |
| 4065-0 Local Coop Income | 0.00 | 0.00 | 0.00 | - | 4,200.00 | 4,200.00 | 12,000 | 6,100.00 | 9,000 | 9,000.00 | 12,000.00 | - | - | 500.00 | 6,800.00 | - | - |
| 4070-0 Marketing Partner Grant Income | 0.00 | 39929.50 | 43,000.00 | 38,079.83 | 38,000.00 | 10,000.00 | 100,000 | 78,706.16 | 50,000 | 48,339.18 | - | 49,698.48 | 46,000.00 | 44,783.68 | 50,000.00 | 48,910.00 | 50,000.00 |
| 4075-0 Fox Valley Coop MPP Income | 22176.00 | 0.00 | 0.00 | - | 0.00 | 0.00 | - | 21,182.40 | 21,182 | 0.00 | - | - | - | - | - | 87,511.20 | 87,521.00 |
| 4090-0 LTCB State Grant Income | 160864.55 | 208915.00 | 208,915.00 | 215,428.00 | 220,000.00 | 218,166.00 | 158,580 | 158,580.00 | 158,580 | 136,807.00 | 136,807.00 | 170,176.00 | 170,144.00 | 185,055.92 | 185,056.00 | 189,980.08 | 189,980.00 |
| 4100-0 In-Kind and Trade | 540.00 | 540.00 | 540.00 | 540.00 | 540.00 | 540.00 | 540 | 540.00 | 540 | 90.00 | - | - | - | - | - | - | - |
| 4150-0 Scarecrow In-Kind and Trade | 0.00 | 12300.00 | 0.00 | 41,350.00 | 0.00 | 0.00 | 58,652 | 0.00 | - | 22,900.00 | - | - | - | - | - | - | - |
| Total Income | 955,080.55 | 1,100,839.08 | 1,081,530.00 | 1,074,353.70 | 1,020,390.00 | 981,612.93 | 1,080,822 | 1,012,061.60 | 813,302 | 943,209.83 | 858,907.00 | 959,659.02 | 929,144.00 | 1,017,790.39 | 1,047,106.00 | 1,092,299.27 | 1,160,001.00 |
| Estimated Expenses | | | | | | | | | | | | | | | | | |
| Total Administrative | 524499.00 | 556,804.18 | 622,057.06 | 571,771.64 | 604,516.93 | 537,572.82 | 558,308.36 | 546,583.05 | 542,737.00 | 487,543.75 | 453,492.00 | 517,380.30 | 539,791.00 | 533,152.02 | 597,241.00 | 577,270.80 | 575,818.00 |
| Total Meetings & Conventions | 38541.00 | 53007.86 | 56,120.00 | 29,902.18 | 27,000.00 | 48,240.67 | 51,600.00 | 38,996.45 | 40,800.00 | 43,940.77 | 48,311.00 | 40,489.31 | 31,780.00 | 67,683.25 | 78,353.00 | 70,031.46 | 76,905.00 |
| Total Motorcoach | 3087.00 | 11198.08 | 10,360.00 | 5,078.57 | 5,300.00 | 5,957.35 | 1,730.00 | 1,913.95 | 700.00 | 3,770.80 | 7,400.00 | 9,999.26 | 10,840.00 | 22,359.69 | 24,067.00 | 18,341.23 | 31,002.00 |
| Total Leisure | 68890.52 | 64788.15 | 71,346.00 | 45,255.88 | 51,900.00 | 60,506.32 | 107,200.00 | 114,513.27 | 108,200.00 | 79,018.67 | 50,070.00 | 61,156.57 | 43,400.00 | 93,753.88 | 58,000.00 | 215,425.98 | 201,379.00 |
| Total Promotional | 27624.00 | 32986.11 | 33,350.00 | 37,520.69 | 36,480.00 | 36,856.55 | 26,800.00 | 43,518.76 | 49,192.00 | 47,746.18 | 36,275.00 | 32,151.06 | 28,523.00 | 34,913.11 | 36,750.00 | 58,303.87 | 48,950.00 |
| Total State | 2500.00 | 4302.65 | 4,500.00 | 4,621.92 | 4,500.00 | 3,618.42 | 3,800.00 | 3,691.92 | 3,400.00 | 2,352.14 | 4,800.00 | 5,173.15 | 5,400.00 | 3,894.84 | 4,700.00 | 5,021.53 | 4,100.00 |
| Total Scarecrow | 253510.31 | 236106.68 | 235,326.60 | 262,382.72 | 232,303.16 | 220,797.60 | 270,002.00 | 180,539.57 | 32,000.00 | 178,413.17 | 171,759.00 | 197,936.85 | 186,115.00 | 145,339.52 | 153,050.00 | 148,003.77 | 120,725.00 |
| Total Visitor Guide | 59000.00 | 67053.89 | 76,600.00 | 76,704.59 | 76,000.00 | 75,046.90 | 76,000.00 | 72,957.24 | 70,000.00 | 75,096.83 | 76,000.00 | 72,325.46 | 67,000.00 | 67,915.00 | 86,095.00 | 85,703.62 | 82,400.00 |
| Total Sports | 10315.00 | 11713.00 | 8,995.00 | 14,896.19 | 6,600.00 | 14,009.35 | 8,720.00 | 2,926.75 | 1,000.00 | 5,973.97 | 10,800.00 | 10,291.50 | 16,295.00 | 31,002.61 | 8,850.00 | 2,255.97 | 500.00 |
| Total Estimated Expense | 987,966.83 | 1,037,960.60 | 1,118,654.66 | 1,048,134.38 | 1,044,600.09 | 1,002,605.98 | 1,104,160.36 | 1,005,640.96 | 848,029.00 | 923,856.28 | 858,907.00 | 946,903.46 | 929,144.00 | 1,000,013.92 | 1,047,106.00 | 1,180,358.23 | 1,141,779.00 |
| Net Income or Loss | -32,886.28 | 62,878.48 | -37,124.66 | 26,219.32 | -24,210.09 | -20,993.05 | -23,338.36 | 6,420.64 | -34,727.00 | 19,353.55 | - | 12,755.56 | - | 17,776.47 | - | (88,058.96) | 18,222.00 |

*Fiscal Year ends June 30th

12/3/2014 – potential direct spending adjusted to reflect Illinois Office of Tourism current Illinois Office of Tourism calculators for leisure visitors outside Chicago: \$111 per person per overnight stay; \$78 per person per day for day trippers – Jan Kemmerling, Assistant Deputy Director, Illinois Office of Tourism

2014 SCARECROW FESTIVAL INTERCEPT SURVEY TRACKING INITIATIVES

Sites of surveys – SCCVB Gazebo
Lincoln Park Visitor Info Booth
Walking Surveys

Total Surveys Overview

- *723 Surveys completed
- *2309 attendees
- *30% of surveys reflecting responses to first time/repeat question indicated first time attendees. 111 surveys (15%) reflected no response.
- *Average # of ppl per party: 3.1
- *22 States : AL,CO, DE, FL, IA, IL, IN, KS,KY, MI, MN,MO, NJ, NM,NY, OH,PA, SC, TN,TX,VA, WI,
- *3 Countries: USA, Germany, Singapore
- *382 surveys reflecting 1216 attendees (53%) from OUTSIDE the Fox Valley (Elgin-Aurora)
- *341 surveys reflecting 1093 (47%) attendees identified from FOX VALLEY
- * 644 surveys completed from 2028 IL attendees
- *131 IL communities identified
- *35 (5%) Surveys indicated hotel stays
- *St. Charles PD weekend attendee estimate: 130,000+ - using 120,000 for spending estimates++

****“First Timers”= 162 Surveys, 600 attendees**

| | | | | | |
|----------|----|--------------------------|------------|----|---------------------------|
| Sources: | 54 | Friends/Family | Favorites: | 21 | Make Your Own Scarecrow |
| | 25 | Word of Mouth | | 18 | Scarecrow Display/Contest |
| | 15 | Internet | | 17 | Ambience |
| | 6 | Drive by, signs, banners | | 17 | Food |
| | 5 | Websites | | 11 | Activities for Kids |
| | 2 | Advertising | | 11 | Craft Show |
| | 2 | Newspaper | | 10 | Carnival |
| | 1 | Hotel Referral | | 6 | Everything |
| | 52 | No response | | 5 | Shopping |
| | | | | 2 | Entertainment |
| | | | | 2 | Mini Abe |
| | | | | 2 | Petting Zoo |
| | | | | 40 | No response |

70% were from OUTSIDE the Fox Valley (Elgin to Aurora)

22% were from OUTSIDE Illinois

11% stayed in hotels

Of the out of state, first time visitors:

63% heard of fest from friends/family

9% from Internet

6% from website

Of the out of state, first time visitor favorites:

11% Scarecrows, Activities for Kids and Food

9% Make Your Own Scarecrow and Ambience

6% Everything, Craft Show, Shopping, Carnival

15% were from Greater St. Charles

Favorite things: 13% each – Scarecrows, Carnival, MYOS, Food

8% - ambience

4% each – Activities for Kids, Entertainment, Everything, Shopping

12/3/2014 – potential direct spending adjusted to reflect Illinois Office of Tourism current Illinois Office of Tourism calculators for leisure visitors outside Chicago: \$111 per person per overnight stay; \$78 per person per day for day trippers – Jan Kemmerling, Assistant Deputy Director, Illinois Office of Tourism

****Repeat Visits**= 450 Surveys, 1368 attendees**

51% reflected visitors from OUTSIDE the Fox Valley (Elgin-Aurora)
8% reflected visitors from OUTSIDE Illinois
3% reflected visitors who stayed in hotels

Favorites: 78 Scarecrows
42 Food
38 Everything
37 Ambience
35 Crafts
33 Carnival
31 Make Your Own Scarecrow
17 Activities For Kids
10 Entertainment
10 Stores & Pubs (5 each)
4 Mini Abe
1 each: Antiques, Paddlewheel Cruise, Petting Zoo. Vendors
114 No response

108 (24%) surveys reflecting 349 (26%) attendees who were repeat, non-St. Charles visitors came to St. Charles between 2013 and 2014 Scarecrow Fests.

OVERNIGHT STAYS

94 room nights were tracked by five St. Charles hotels: Best Western (33), Courtyard (7), Fairfield (20), Quality Inn (6), Pheasant Run (28)

Four St. Charles properties did not track: Country Inn (Sold Out), Hampton Inn (Sold Out), Geneva Motel, Hotel Baker

One hotel (Super 8) reported no rooms from Scarecrow

30 surveys indicated stays at seven St. Charles hotels: Best Western -2; Courtyard - 1; Fairfield - 1; **Hampton - 1; Hilton - 2; Hotel Baker - 3;** Pheasant Run Resort - 18; Only the **bolded** rooms have been included in estimated attendee spending. (6 rooms added to reported 94 – **100 total tracked rooms**)

One survey indicated stays outside St. Charles: Hampton Inn Aurora. This room has NOT been included in estimated attendee spending

Estimated overnight attendee spending:

94+ 6 (surveys) = 100 room nights (97 @ 3.1 ppl per room, 3 rooms @ 2 ppl per room/estimated daily per person expenditure \$111*: \$34,077 **estimated overnight spending** from 307 attendees

12/3/2014 – potential direct spending adjusted to reflect Illinois Office of Tourism current Illinois Office of Tourism calculators for leisure visitors outside Chicago: \$111 per person per overnight stay; \$78 per person per day for day trippers – Jan Kemmerling, Assistant Deputy Director, Illinois Office of Tourism

SURVEYED DAY VISITORS (not including **estimated 50% attendees** from Fox Valley):

1216 x \$78* = **\$94,848** Surveyed day visitor spending

DIRECT SPENDING OF SURVEYED (non-Fox Valley) VISITORS & HOTEL OVERNIGHTS

\$34,077 Overnight Guests
94,848 DayVisitors (Fox Valley attendees NOT included)

\$128,925 TOTAL DIRECT SPENDING FROM **SURVEYED** (non-Fox Valley) ATTENDEES

ESTIMATED SPENDING BASED ON SURVEY INFO AND FESTIVAL ATTENDANCE OF 120,000++

120,000 estimated attendance
56,400 estimated Fox Valley attendees
- 307 identified overnight attendees
63,293 Day Trippers outside of the Fox Valley

63,293 estimated day tripper attendance @ \$78 = \$4,936,854
100 identified hotel room nights= $\frac{34,077}{100}$
\$4,970,931

Estimated Impact of '14 Scarecrow Visitors Spending

Figure includes NO revenue generated by approximately 56,400 visitors who attended the festival from communities in the Fox Valley – including St. Charles, Geneva, Elgin, Aurora, Batavia, etc.,

Additional Tourism Statistics (Based on 2013 expenditure numbers): Jan Kemmerling, Assistant Deputy Director, Illinois Office of Tourism:

Each travel dollar produces 5.2 cents in state tax receipts.
Each travel dollar produces 2.3 cents for local tax coffers.
On average, every \$114,857 spent by domestic and international travelers in Illinois directly supported one job

Therefore, based on estimated spending of \$4,970,931 and using the 2013 statistics, 2014 Scarecrow Fest had the potential of providing:

*\$258,488.41 of state tax revenue
\$114,442.41 in tax revenue
43 jobs*

Scarecrow Fest Tracking Comparisons 2006-2014 - revised 12/3/14 with updated state calculators

| Survey Components | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2014-13 Comparison |
|---|----------------|---------------------|--------------------------|------------------------------|---------------------------------|--------------------------------|--|---|---|--------------------|
| Surveys Completed | 164 | 305 | 222 | 298 | 755 | 1161 | 396 | 708 | 723 | 1498.00% |
| Days of Survey | Sunday am only | Sat & Sun - pm only | Fri-Sat-Sun | | Fri (21%); Sat (56%); Sun (23%) | Fri (11%); Sat(37%); Sun (53%) | Fri - Sat - Sun | Fri-Sat-Sun | Fri-Sat-Sun | Same |
| Attendees Represented | 408 | 1129 | 1154 | 861 | 2482/3.28 visitors per survey | 4052/3.5 visitors per survey | 1438/3.6 per survey | 2339/3.3 per survey | 2309/3.1 per survey | -1 |
| States Represented (including IL) | 11 | 9 | 9 | 13 | 14 | 16 | 18 | 25 | 22 | -3 |
| Countries Represented | 1/USA | 2/USA & England | USA | USA | USA, Bulgaria, Korea, UK | USA, Mexico, Turkey | 6 | USA, Israel | USA, Germany, Singapore | 1 |
| IL Communities Represented | 79 | 77 | 78 | 108 | 136 | 142 | 90 | 126 | 131 | 5 |
| % Fox Valley Attendees | 20% | 42% | 43% | 27% | 44% | 48% | 40% | 50% | 47% | -3% |
| #/% First Time Attendees | 65/39.6% | 120/39.3% | 92/41% | 124/42% | 272/36% | 1638/44% | 449/31% | 782/33% | 600/30% | -3% |
| #/% Repeat Visit Attendees | 99/60.3% | 185/60.6% | 130/60.6% | 174/58% | 483/64% | 647/56% | 989/69% | 1499/64% | 1368/70% | 6% |
| % Surveyed from Illinois | n/a | 94% | 94% | 88% | 96% | 95% | 89% | 90% | 92% | 2% |
| % Surveyed from Illinois - First Timers | n/a | 31% | 38% | 51% | 32% | 43% | 28% | 32% | 23% | 9% |
| Top Three Sources for First Timers | WOM, F&F, Bus | WOM, F&F, Newspaper | WOM, Newspaper, Internet | WOM, F&F, Scarecrow Brochure | WOM, Internet, Family | WOM, Family, Internet | WOM, Internet, Family | Family,WOD, Internet | Family,WOM, Internet | Same |
| Room Nights Tracked | 27 | 207 | 279 | 191 | 157 | 216 | 300 | 187 | 100 | -87 |
| Day Trippers Tracked | 325 | 1283 | 970 | DNA | 2431 | 2122 | 1072 | 1162 | 1216 | 54 |
| Direct Spending of Surveyed Attendees | \$39,997 | \$195,157 | | DNA | \$173,136 | \$256,674 | \$195,663 | \$168,549 | \$128,925 | \$39,624 |
| FV Attendees - based on est attd/srvy % | 12,000 | 25,200 | 43,000 | 16,200 | 52,800 | 87,000 | 36,000 | 55,000/50% | 56,400/47% | 3% |
| Day Trippers (non FV) based on est attd | 47,735 | 34,049 | 55,042 | 43,265 | 66,666 | 62,244 | 52,957 | 54,369 | 63,293 | 8,924/16% |
| Estimated Visitors Spending | \$3,628,557 | \$2,676,935 | \$4,258,423 | \$3,313,890 | \$5,173,086 | \$4,765,824 | \$4,106,322 | \$4,159,075 | \$4,970,931 | \$811,856/20% |
| Weather | | | Extremely Hot | 2 days rain/cold - Sun nice | 3 days - perfect weather | 3 days -perfect weather | Thurs Rain; Fri Misty, windy 40 degrees; Sat, Sun sunny, 40's, windy - | Thurs & Fri nice, clear Sat: gray skies, 2 hrs pm rain Sun PERFECT: | Three days of nice weather - 60's & sunny but cool/cold in evenings | |
| STC Police Department Est Attendance | 60,000 | 60,000 | 100,000 | 60,000 | 120,000 | 150,000 | 90,000 | 110,000 | 120,000 | 10,000/9% |

REVISED - YTD FY 15 Q1-Q3 vs FP 2008-2014 Group Sales Activities

| BUDGET | FY 2008 | FY 2009 | FY 2010 | FY 2011 | FY 2012 | FY 2013 | FY2014 | YTD FY 15 | YTD 15 vs EOY 14 |
|---|---------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|---------------------|------------------------------|
| TOTAL Annual Budget | \$1,018,709 | \$1,047,106 | \$929,144 | \$907,246 | \$842,008.00 | \$975,166.00 | \$1,020,390.00 | \$1,081,530.00 | \$61,140 |
| LEADS & ROOM NIGHTS | FY 2008 | FY 2009 | FY 2010 | FY 2011 | FY 2012 | FY 2013 | FY 2014 | Q1-Q3 | YTD Results vs EOY 14 |
| Leads Generated | | | | | | | | | |
| Meetings & Conventions | 53 | 36 | 32 | 46 | 36 | 42 | 48 | 80 | 32 |
| Sports | 9 | 5 | 9 | 3 | 9 | 11 | 12 | 8 | 4 |
| Tour & Travel | 28 | 42 | 25 | 29 | 17 | 22 | 16 | 17 | 1 |
| Total Leads Generated | 90 | 83 | 66 | 78 | 62 | 75 | 76 | 105 | 29 |
| Room Nights Generated | | | | | | | | | |
| Meetings & Conventions | 19,524 | 17,624 | 6,343 | 14,880 | 16,214 | 13,061 | 15,833 | 21,210 | 5,377 |
| Sports | 4,855 | 1,090 | 4,145 | 1,104 | 5,069 | 3,221 | 6,037 | 7,362 | 1,325 |
| Tour & Travel | 2,250 | 279 | 249 | 297 | 65 | 98 | 93 | 50 | 43 |
| Total Room Nights Generated | 26,629 | 18,993 | 10,737 | 16,281 | 21,348 | 16,380 | 21,963 | 28,622 | 6,659 |
| Potential Estimated Direct Spending from Room Nights Generated | \$11,168,095 | \$8,731,594 | \$4,221,561 | \$6,350,712 | \$7,907,218 | \$6,900,457 | \$9,375,441 | \$12,217,245 | \$2,841,804 |
| Leads Booked | | | | | | | | | |
| Meetings & Conventions | 7 | 6 | 9 | 6 | 10 | 20 | 10 | 10 | Flat |
| Sports | 4 | 1 | 5 | 1 | 1 | 9 | 7 | 4 | 3 |
| Tour & Travel | 52 | 44 | 27 | 27 | 11 | 17 | 15 | 13 | 2 |
| Total Leads Booked | 63 | 51 | 41 | 34 | 22 | 46 | 32 | 27 | 5 |
| Room Nights Booked | | | | | | | | | |
| Meetings & Conventions | 697 | 418 | 1,059 | 178 | 876 | 588 | 1,386 | 1,065 | 321 |
| Sports | 333 | 45 | 1,040 | 48 | 50 | 971 | 4,290 | 2,218 | 2,072 |
| Tour & Travel | 915 | 127 | 297 | 227 | 35 | 0 | 67 | 25 | 42 |
| Total Room Nights Booked | 1,945 | 590 | 2,396 | 453 | 961 | 1,559 | 5,743 | 3,308 | 2,438 |
| Potential Estimated Direct Spending from Room Nights Booked | \$873,113 | \$422,039 | \$1,094,894 | \$267,577 | \$312,544 | \$766,459 | \$2,672,900 | \$1,377,040 | \$1,295,860 |
| Conversion Rate | 49% | 53% | 55% | 53% | 51% | 52% | 51% | 50% | |
| Year-end PENDING Room Nights | | | 12,527 | 13,676 | 11,349 | 6,565 | 11,504 | 15,233 | |
| Sales Contacts Made | 8,974 | 4,132 | 2,705 | 3,353 | 2,600 | 5,346 | 4,827 | 5,242 | 415 |
| Room Nights Serviced | N/A | 29,506 | 25,756 | 11,102 | 20,954 | 11,508 | 10,370 | 8,165 | 2,205 |

SCCVB
FY 2014 and YTD 2015
ACCOMPLISHMENTS – Revised with update booked room nights
(ROI Spreadsheet Attached)

Fiscal Year 2014 July 1, 2013 - June 30, 2014

- * Generated 76 group business leads (21,963 potential room nights) – 34% more than FY 13
- * Booked 5,742 rooms of NEW business – up from 1,559 booked in FY 13
- * Serviced 72 meetings with 30,256 attendees – 28% more than FY 13
- * Sent information to 19,105 potential visitors who've contacted us as a result of our advertising
- * 647,304 marketing "touches" – up 12% from FY 13
- * ROI of \$21.83 per each LOCAL funding dollar (\$526,500); \$14.40 per TOTAL funding dollars (\$780,000 – local and state dollars)

FY 2015 - Year to Date July 1-March 31, 2015 (Q4/April –June TBD)

- * Generated 105 leads reflecting 28,622 potential room nights
- * Booked **3,308** rooms of new business
- * Serviced 22 meetings, with 8,165 attendees
- * Sent visitor information to 11,079 potential visitors who've contacted us as a result of our advertising
- * 2,070 real time reservation referrals to St. Charles hotels via Jack Rabbit Book Direct website reservation
- * 532,541 marketing "touches"
- * Scarecrow Fest named by Fodors Travel as one of 15 best small town festivals in the country
- * Pinnacle Award Recipient/Successful Meetings Magazine
- * YTD ROI of \$15.57 per total LOCAL funding dollar (\$585,000)

| RETURN ON INVESTMENT SNAPSHOT | Revised - Booked Rooms corrected | | | | |
|--|----------------------------------|--|--|--|--|
| | FY 2011 | FY 2012 | FY 2013 | FY 2014 | YTD 2015 |
| SCARECROW FEST ESTIMATED NON- FOX VALLEY ATTENDEE SPENDING | \$5,173,086 | \$4,765,824 | \$4,106,322 | \$4,159,075 | \$4,970,931 |
| ESTIMATED LEISURE VISITOR SPENDING | \$5,955,168 | \$7,262,248 | \$5,846,692 | \$4,663,832 | \$2,760,120 |
| GROUP SALES | \$267,577 | \$312,544 | \$766,459 | \$2,672,900 | \$1,556,510 |
| ESTIMATED SPENDING TOTAL | \$11,395,831 | \$12,340,616 | \$10,719,473 | \$11,495,807 | \$9,287,561 |
| ROI from local hotel funding: \$526,500 - FY11-14, \$585,000 FY 15 | 21.64 per local hotel tax \$ | \$23.44 per local hotel tax \$ | \$20.36 per local hotel tax \$ | \$21.83 per local hotel tax \$ | \$15.88 per local hotel tax \$ |
| FY 11 - \$708,063; FY 12 - \$740,121; FY 13 - \$744,666 FY 14 - \$780,008 YTD FY15 - \$833,845 (unaudited) | \$16.09 per state & local \$ | \$16.67 per state & local hotel tax \$ | \$14.40 per state & local hotel tax \$ | \$14.74 per state & local hotel tax \$ | \$11.14 per state & local hotel tax \$ |
| INITIATIVES NOT INCLUDED IN ROI or TRACKABLE | FY 2011 | FY 2012 | FY 13 | FY 2014 | YTD 2015 |
| Fox Valley Scarecrow Fest Attendees | 87,000 | 36,000 | 36,000 | 55,000 | 56,400 |
| Groups/Attendees Served | 77 grps/11,102 ppl | 119 grps/20,954 ppl | 98 grps/23,570 ppl | 72 grps/30,256 ppl | 22/8165 ppl |
| Conversion of unique website visits | 220,742 | 355,184 | 402,798 | 544,510 | 477,067 |
| Media exposure - magazine & newspaper editorial, tv & radio mentions | N/A | N/A | N/A | N/A | N/A |
| Visitors who shopped in stores, dined in restaurants, enjoyed our attractions after reading about them in Faces & Places visitors guide | Untrackable | Untrackable | Untrackable | Untrackable | untrackable |
| Business generated by planners who learned about St. Charles from our sales managers and decided to book directly with one of our hotels or venues | Untrackable | Untrackable | Untrackable | Untrackable | untrackable |
| Business generated by planners whose events were serviced by the Bureau who decided to rebook for another year | Untrackable | Untrackable | Untrackable | Untrackable | untrackable |
| Event attendees who decided to stay an extra day OR come back to St. Charles for a leisure getaway | Untrackable | Untrackable | Untrackable | Untrackable | untrackable |

City of St Charles
Hotel Tax Receipts Analysis
6/24/2015

| <u>Year</u> <u>Ended</u> <u>April 30</u> | <u>Hotel Tax</u> <u>Receipts</u> | <u>Change</u> | <u>Percentage</u> <u>Change</u> |
|---|---|----------------------|--|
| 2007 | \$1,948,562 | N/A | N/A |
| 2008 | \$2,047,977 | \$99,415 | 5.10% |
| 2009 | \$1,737,237 | (\$310,740) | -15.17% |
| 2010 | \$1,582,359 | (\$154,878) | -8.92% |
| 2011 | \$1,612,461 | \$30,102 | 1.90% |
| 2012 | \$1,749,895 | \$137,434 | 8.52% |
| 2013 | \$1,778,810 | \$28,915 | 1.65% |
| 2014 | \$1,630,810 | (\$148,000) | -8.32% |
| 2015** | \$1,768,106 | \$137,296 | 8.42% |

** 2015 Amount Estimated based on April Forecast.

All other amounts from the City's Comprehensive Annual Financial Report for the fiscal year indicated.

**AGREEMENT FOR SERVICES BETWEEN THE CITY OF ST. CHARLES AND
THE ST. CHARLES CONVENTION AND VISITORS BUREAU**

WHEREAS, the City of St. Charles, hereinafter referred to as " City," is desirous of promoting and developing tourism and conventions; and,

WHEREAS, Chapter 3.32, "Municipal Hotel Operators' Occupation Tax," of the City of St. Charles, Illinois, Municipal Code (hereinafter referred to as "Hotel Tax Ordinance") provides for such activities in accordance with the limitations of the ordinance; and,

WHEREAS, the St. Charles Convention and Visitors Bureau, , (hereinafter referred to as "the Bureau") an Illinois not-for-profit organization certified by the State of Illinois to promote a designated service area including the City of St. Charles and St. Charles and Campton Townships, can provide marketing, sales, and convention servicing as required by the Illinois Bureau of Tourism to promote City.

NOW THEREFORE, IT IS HEREBY AGREED AS FOLLOWS:

- I. In consideration of the promises, terms and conditions set forth, the Bureau shall devote its energies to tourism promotion of the Greater St. Charles area including, but not limited to, meetings, conventions, sports events, motorcoach visits and individual leisure visits for the purpose of increasing hotel overnight stays and day trips. Activities to include, but not limited to:
 - A. Analyze the area's major attributes with the purpose of capitalizing on those characteristics;
 - B. Serve as an information source to those inquiring about St. Charles;
 - C. Create and execute an annual marketing plan to include its mission statement, situation analysis, defined goals and objectives for all target markets, past results of promotional initiatives based on tracking of leads generated, booked business, overnight leisure stays, convention servicing endeavors, advertising responses, future advertising placements, and anticipated return on investment;
 - D. Continue to provide convention services to meeting, event, and sports planners who have chosen St. Charles as a destination and to communicate specific needs to Greater St. Charles businesses, City, and other government units when appropriate;
 - E. Maintain and enhance existing relationships with St. Charles hotels. Continue to meet with the hotel community on a quarterly basis. Serve as a

resource to Greater St. Charles merchants, restaurants, and other hospitality-related venues;

F. Seek grants on all levels to assist in the funding of planned activities;

G. Interface with other local, state and regional tourist and convention bureaus;

H. Continue to assess the results of the Bureau's work and provide annual written reports to the City Council.

II. In consideration of the foregoing services provided by the Bureau, City agrees to pay to the Bureau Five Hundred Twenty Six Thousand Five Hundred dollars and no/100 cents (\$526,500) less the amount of any operating cash balance in excess of \$200,000 on hand at June 30, 2015 for the period beginning May 1, 2015 and ending April 30, 2016. One payment of \$175,500 shall be made on or about August 1, 2015. The remaining 8 payments shall be made on a monthly basis, subject to deductions by City for collection costs (including expenses of litigation to defend the imposition or collection of the tax) beginning on or about September 1, 2015. Any non-tourism, matching funds grants which the Bureau assists City in obtaining shall be treated as a separate matter.

III. In addition to the \$200,000 cash balance identified in Section II. Above, the Bureau shall be entitled to retain an additional reserve of \$30,000 for the purposes of mitigating poor financial performance of the Scarecrow Festival held in October of each year. Said reserve shall not count in the computation of the \$200,000 reserve identified in Section II above.

IV. The Bureau will not enter into any relationship, contractual or otherwise, which will subject City to any liability. The Bureau, an independent contractor, receives funding from City to provide consulting and planning services with respect to tourism development and has no authority to bind City in any matter. The Bureau further agrees to indemnify and hold harmless City from any and all liability, losses or damages, including reasonable attorneys' fees, arising from the execution or implementation of this agreement, including any action against City with respect to the collection of the special tax provided for by the Hotel Tax Ordinance.

V. The Bureau shall maintain records of all of its activities for a period of at least seven years, which records shall upon request be subject to inspection and copying by City or its designated agent at City's sole expense at any reasonable time or

times during the operation of this agreement and for a period of three years thereafter.

- VI. This agreement shall terminate on April 30, 2016, and the consideration therefore may be renewed by a written instrument executed by both parties.
- VII. The Bureau shall provide City with a monthly financial report including a profit and loss statement, along with an annual balance sheet. The current profit and loss statement shall be provided to City within thirty (30) days after the end of the month for which the statement is prepared. The Bureau shall comply with the terms and conditions of City's Policy Regarding Funding for External Agencies, as it exists on May 1, 2015.
- VIII. The Bureau agrees that it will continue to identify, recruit, and appoint new and/or additional members to its Board of Directors to represent the hotel and restaurant industry of the City of St. Charles. The Bureau also agrees to maintain its by-laws so as to restrict the duration and number of terms of office members of the Board of Directors may serve.
- IX. Upon termination of this agreement, any funds paid to the Bureau and not used or otherwise subject to pending contract requirements of the Bureau shall be returned to the City.
- X. In the event of a default by either party under this agreement, the other party may elect to terminate the agreement by serving ten-day written notice upon the other party.
- XI. The foregoing is the entire agreement made by and between the parties hereto and has been examined by each of the said parties.
- XII. Any amendment to this agreement shall be effective only if evidenced by a written instrument executed by the parties hereto.

IN WITNESS WHEREOF, the undersigned have hereto set their hands and seals this _____ day of July, 2015.

ST. CHARLES CONVENTION AND VISITORS BUREAU

CITY OF ST. CHARLES

By _____
President

Mayor



ST. CHARLES
SINCE 1834

AGENDA ITEM EXECUTIVE SUMMARY

Title: Recommendation to Approve A Resolution Expressing Official Intent Regarding Capital Expenditures to be Reimbursed from Proceeds of an Obligation to be Issued by the City of St. Charles, Kane and DuPage Counties, Illinois

Presenter: Julie Herr, Assistant Finance Director

Please check appropriate box:

| | | | |
|---|----------------------------------|--|---------------------|
| X | Government Operations (7/6/2015) | | Government Services |
| | Planning & Development | | City Council |
| | Public Hearing | | |

| | | | | | | |
|-----------------|--|-----------|-----|--|----|--|
| Estimated Cost: | | Budgeted: | YES | | NO | |
|-----------------|--|-----------|-----|--|----|--|

If NO, please explain how item will be funded:

Executive Summary:

We are seeking a motion to approve a resolution of official intent to reimburse the City for costs related to several capital projects from bond proceeds. These capital projects, which were approved as part of the Fiscal Year 2015-2016 budget, include South Tyler Rd. reconstruction, continued Electric Substation 9 development, substation transformer replacements, North Tyler Road Watermain, and Fox Glen Norton Creek Stream Stability project. Also included is the Wastewater Digester Operation Improvement project. However, the Wastewater Digester project may be funded by an IEPA low-interest loan.

This is a housekeeping matter to ensure compliance with IRS debt regulations and that any costs incurred after May 20, 2015 are eligible to be funded from the proceeds of the bond to be issued later this year.

Attachments: *(please list)*

Resolution

Recommendation / Suggested Action *(briefly explain):*

Recommendation to Approve A Resolution Expressing Official Intent Regarding Capital Expenditures to be Reimbursed from Proceeds of an Obligation to be Issued by the City of St. Charles, Kane and DuPage Counties, Illinois.

For office use only:

Agenda Item Number: 5d

City of St. Charles, Illinois
Resolution No. _____

**A Resolution Expressing Official Intent Regarding
Certain Capital Expenditures to be Reimbursed from
Proceeds of an Obligation to be Issued by the City of
St. Charles, Kane and DuPage Counties, Illinois.**

**Presented & Passed by the
City Council on _____**

WHEREAS, the City of St Charles, Illinois (the “City”), has developed a list of capital projects (the “*Projects*”) described in Exhibit A hereto; and

WHEREAS, all or a portion of the expenditures relating to the Projects (the “*Expenditures*”) (i) have been paid within the sixty (60) days prior to the passage of this Resolution or (ii) will be paid on or after the passage of this Resolution.

WHEREAS, the City reasonably expects to reimburse itself for the Expenditures with the proceeds of an obligation:

NOW, THEREFORE, It is Hereby Resolved by the City Council of the City of St Charles, Kane and DuPage Counties, Illinois, in the exercise of its home rule powers, as follows:

Section 1. The Corporate Authorities hereby find that all of the recitals contained in the preambles to this Resolution are full, true and correct and do incorporate them in this resolution by this reference.

Section 2. The City reasonably expects to reimburse the Expenditures with proceeds of an obligation.

Section 3. The maximum principal amount of the obligation expected to be issued for the Projects is \$8,800,000.

Section 4. All actions of the officers, agents and employees of the City that are in conformity with the purposes and intent of this Resolution, whether taken before or after the adoption hereof, are hereby ratified, confirmed and adopted.

Section 5. This Resolution is made pursuant to Treasury Regulations Section 1.150-2.

Section 6. If any section, paragraph or provision of this Resolution shall be held to be invalid or unenforceable for any reason, the invalidity or unforceability of such section, paragraph or provision shall not affect any of the remaining provisions of this Resolution.

Section 7. All resolutions or parts thereof in conflict herewith be and the same are hereby repealed and this Resolution shall be in full force and effect forthwith upon its adoption.

Section 8. This Resolution shall be filed immediately in the office of the City Clerk.

PRESENTED to the City Council of the City of St. Charles, Illinois, this _____ day of July 2015.

PASSED by the City Council of the City of St. Charles, Illinois, this _____ day of July 2015.

APPROVED by the Mayor of the City of St. Charles, Illinois, this _____ day of July 2015.

Raymond P. Rogina, Mayor

ATTEST:

CITY CLERK

COUNCIL VOTE:

Ayes:

Nays:

Absent:

Abstain:

APPROVED AS TO FORM:

City Attorney

DATE: _____

EXHIBIT A

DESCRIPTION OF CAPITAL PROJECTS

Costs related to the construction of various street improvements, storm drainage improvements, electric system improvements, water line replacement, wastewater plant improvements, municipal building(s) acquisition and/or improvements, riverwall improvements, and software acquisition, including all costs and expenses related to demolition, site acquisition and preparation, design, architecture, engineering and construction.



ST. CHARLES
SINCE 1834

AGENDA ITEM EXECUTIVE SUMMARY

Title: Consideration to Petition the Federal Aviation Administration to Restrict Air Traffic over St. Charles and Join O'Hare Noise Compatibility Commission

Presenter: Peter Suhr

Please check appropriate box:

| | | | |
|-------------------------------------|--------------------------------|--|---------------------|
| <input checked="" type="checkbox"/> | Government Operations 07.06.15 | | Government Services |
| <input type="checkbox"/> | Planning & Development | | City Council |
| <input type="checkbox"/> | Public Hearing | | |

| | | | | | | |
|-----------------|--------|-----------|-----|-------------------------------------|----|--------------------------|
| Estimated Cost: | \$ N/A | Budgeted: | YES | <input checked="" type="checkbox"/> | NO | <input type="checkbox"/> |
|-----------------|--------|-----------|-----|-------------------------------------|----|--------------------------|

Executive Summary:

See attached memo of explanation.

Attachments: *(please list)*

Memo
Petition from City of St. Charles to FAA
O'Hare Noise Compatibility Commission Highlights and Accomplishments

Recommendation / Suggested Action *(briefly explain):*

Recommendation NOT to petition the Federal Aviation Administration to restrict air traffic over St. Charles and join O'Hare Noise Compatibility Commission as requested by Mr. Robert Gunther.

For office use only:

Agenda Item Number: 6a



Memo

Date: July 1, 2015
To: Government Operations Committee
From: Public Works, Peter Suhr
Re: Consideration to Petition the Federal Aviation Administration to Restrict Air Traffic over St. Charles and Join O'Hare Noise Compatibility Commission

At the June 15, 2015 City Council Meeting, Mr. Robert Gunther of 11 Stonewood Drive, presented the attached petition for consideration by the Council Committee. The DuPage Airport, located just east of St. Charles, is the third largest reliever airport in the State. It accommodates departures and arrivals of three-hundred flights per day and it has the second longest runway in the State.

The Federal Aviation Administration (FAA) is planning to host hearings in August 2015 due to the number of complaints regarding airplane noise rapidly increasing. As part of the hearings, Mr. Gunther would like the City of St. Charles to join the O'Hare Noise Compatibility Commission to petition the FAA to restrict air traffic over our city, and limit the type of airliner traffic above St. Charles to corporate and private aircraft only. In addition, Mr. Gunther would like the City of St. Charles to request that all commercial aircraft from other airports be prohibited from entering the airspace above St. Charles, including an area within a 10 mile radius around DuPage Airport.

City staff has contacted the Village of Bartlett, who is a member of the O'Hare Noise Compatibility Commission (ONCC) and asked them about their involvement with the ONCC. Bartlett staff said that they joined the commission in 2003 and were originally fairly active in the organization. Even though they remain a member of the commission today, they have not been actively engaged in the ONCC for the last eight to ten years. Bartlett staff did suggest that they do get regular updates from the ONCC which can be helpful at times when a resident may have a question. Bartlett receives approximately 2-3 calls each year in regard to air traffic noise. The updated information they receive from the ONCC is also available on the commission's website which can be accessed by anyone.

In review the information provided on the ONCC website, staff noticed that St. Charles is well outside of the Noise Contours map and therefore may not be as impacted as those city's closer to the airport. Besides Mr. Gunther's recent presentation, City staff has no other records of other residents complaining about airplane noise.

Even though Staff respects Mr. Gunther's concerns and appreciates the work of the ONCC, staff would not recommend petitioning the FAA or joining the O'Hare Noise Compatibility Commission at this time based on very low volume complaints from our residents, Village of Bartlett's feedback and the City's proximity to the Noise Contours map.

PETITION: City of St. Charles to Federal Aviation Administration (FAA)

Given the fact that DuPage Airport is the third largest reliever airport in the State and has four active runways including the second longest runway in the State, the City of St. Charles would like to petition the FAA to restrict air traffic over our City and limit the type of airliner traffic above St. Charles to corporate and private aircraft only.

Given the size of DuPage Airport and its proximity to the City of St. Charles and the amount of air traffic departing from and returning to DuPage Airport, the City of St. Charles requests that all commercial aircraft from other airports be prohibited from entering the airspace above St. Charles. This includes an area within a ten mile radius around DuPage Airport.

O'HARE NOISE COMPATIBILITY COMMISSION HIGHLIGHTS AND ACCOMPLISHMENTS



Since ONCC's inception in 1996, the commission has heightened the awareness of state and federal lawmakers about aircraft noise effects on suburban and Chicago communities.

Collaborating with the Chicago Department of Aviation (CDA) and the Federal Aviation Administration (FAA), ONCC members work through three standing committees—Residential Sound Insulation, School Sound Insulation and Technical.

Members include 39 communities and 16 school districts working together to mitigate aircraft noise in the O'Hare region.

AT A GLANCE

1982

Chicago introduces a school sound insulation program.

1995-1996

CDA selects 10 homes for sound insulation pilot project.

The city of Chicago creates the O'Hare Noise Compatibility Commission and invites suburban mayors to oversee aircraft noise mitigation. It is the only recognized organization dedicated to reducing O'Hare aircraft noise.

The Residential Sound Insulation Program begins.

1997

ONCC officially commences with the signing of an inter-governmental agreement (IGA) among Chicago, 17 suburban municipalities and 9 school districts. It is chaired by Arlington Heights Mayor Arlene J. Mulder and co-chaired by Union Ridge School District 86 Superintendent Raymond J. Kuper.

The IGA authorizes ONCC to implement O'Hare noise relief projects; oversee an impartial noise monitoring system; and advise the city of Chicago on O'Hare-related noise issues.

Founding members include: Arlington Heights, Chicago, Elmwood Park, Franklin Park, Hoffman Estates, Melrose Park, Mount Prospect, Norridge,

Northlake, Oak Park, Palatine, River Forest, River Grove, Rolling Meadows, Rosemont, Schaumburg, and unincorporated Cook County; and School Districts 59, 80, 81, 84, 86, 87, 214, 234, and 299.

1998-1999

ONCC utilizes a 1997 O'Hare noise contour to identify eligible residential and school sound insulation projects. The commission relies on 32 permanent noise monitors to record aircraft noise data.

Chicago and the signatory air carriers at O'Hare commit to continue funding the Residential and School Sound Insulation programs.

2000

Niles joins ONCC.

ONCC lobbies Congress for continued NASA research funding to develop quieter aircraft engines.

The CDA Community Outreach Vehicle visits communities with experts who explain sound insulation programs, aircraft noise monitoring, the nighttime noise abatement Fly Quiet Program and the Chicago Airport System.

2001

Stone Park, Bellwood, and School Districts 84.5, 89, 401 and 63 join ONCC.

Due to quieter aircraft, the size of the 2000 noise contour shrinks

geographically by 34 percent while the noise metric is reduced by 44 percent.

Chicago leads the nation in residential and school sound insulation funding.

International Aviation Noise Symposium recognizes ONCC as leader in aircraft noise mitigation.

ONCC lobbies airlines to phase out hush-kit equipped aircraft.

2002

Des Plaines joins ONCC.

United Airlines retires all hush-kit equipped aircraft.

American Eagle and America West airlines are the first recipients of the ONCC Fly Quiet Award.

U.S. Rep. Mark Kirk (R-IL) pledges congressional support for ONCC regarding air transportation and aircraft noise.

2003

Bartlett joins ONCC.

American Airlines receives the ONCC Fly Quiet Award.

ONCC goes on record at the International Aviation Noise Symposium to seek greater compatibility in land use surrounding airports.

2004

Park Ridge and School District 85.5 join ONCC.

ONCC participates in congressionally-mandated aircraft noise study.

The mission of the O'Hare Noise Compatibility Commission (ONCC), an inter-governmental aircraft noise advisory organization, is to mitigate aircraft noise through residential and school sound insulation and to advocate for quieter aircraft.

ONCC named one of three community-based aircraft noise groups in the Partnership for Air Transportation Noise and Emissions Reduction (PARTNER). The consortium includes universities, aircraft and aircraft engine manufacturers and government agencies working together to identify solutions for existing and anticipated aircraft noise.

U.S. Rep. Jan Schakowsky (D-IL) pledges Congressional support for aircraft noise reduction efforts.

ONCC Noise 101 workshop becomes part of community outreach and education mission.

American Airlines receives the ONCC Fly Quiet Award.

2005

Maywood and School District 88 join ONCC.

ONCC chairman receives the Jay Hollingsworth Speas Airport Award for outstanding contributions in achieving compatible relationships between airports and neighbors.

The inter-governmental agreement extended for five years.

O'Hare Modernization Program (OMP) begins; FAA Record of Decision names ONCC to oversee Residential Sound Insulation Program. Scope of work includes insulating 6,000 additional housing units based on the OMP full build out noise contour.

American Eagle and United Express receive the ONCC Fly Quiet Awards.

2006

Harwood Heights joins ONCC.

The FAA awards Des Plaines a \$750,000 Vision 100 land use grant which

encourages compatible land use.

American Eagle, Continental Airlines, FedEx Express and Delta Air Lines Station Manager Chris Diaferio receive ONCC Fly Quiet Awards.

2007

Wood Dale and Schiller Park join ONCC.

Annual usage of the O'Hare Ground Run-up Enclosure to muffle aircraft engine testing exceeds 80 percent.

ONCC celebrates Devers Elementary School, Chicago, as the 100th school sound insulated.

FedEx Express, Mexicana Airlines, Northwest Airlines and FAA Chicago Airports District Environmental Specialist Amy Hanson receive Fly Quiet Awards.

2008

Itasca joins ONCC.

Harwood Heights receives a \$320,000 FAA Vision 100 land use grant.

ONCC approves sound insulation of multi-unit buildings.

Arlington Heights adopts the nation's first municipal energy and sound ordinance for building construction. It is patterned after an ONCC model ordinance.

ONCC hosts a national noise symposium for federal and aircraft industry officials and community leaders to discuss environmental issues and aeronautical advancements.

Runway 9L/27R, the first commissioned OMP runway, creates a shift in aircraft noise. A new population turns to ONCC for aircraft noise relief answers.

ONCC appeals to FAA to reevaluate established noise metrics and requests FAA monthly nighttime flight report for 9L/27R.

2009

Bensenville, Park Ridge and Niles School District 64 join ONCC.

Hitch and Farnsworth elementary schools in

Chicago and Roosevelt School in Park Ridge receive approximately \$6.5 million in federal funds for sound insulation.

New Internet option available to register complaints online.

Bensenville receives a \$1 million FAA land use compatibility grant. Wood Dale also receives \$180,000 FAA Vision 100 land use grant.

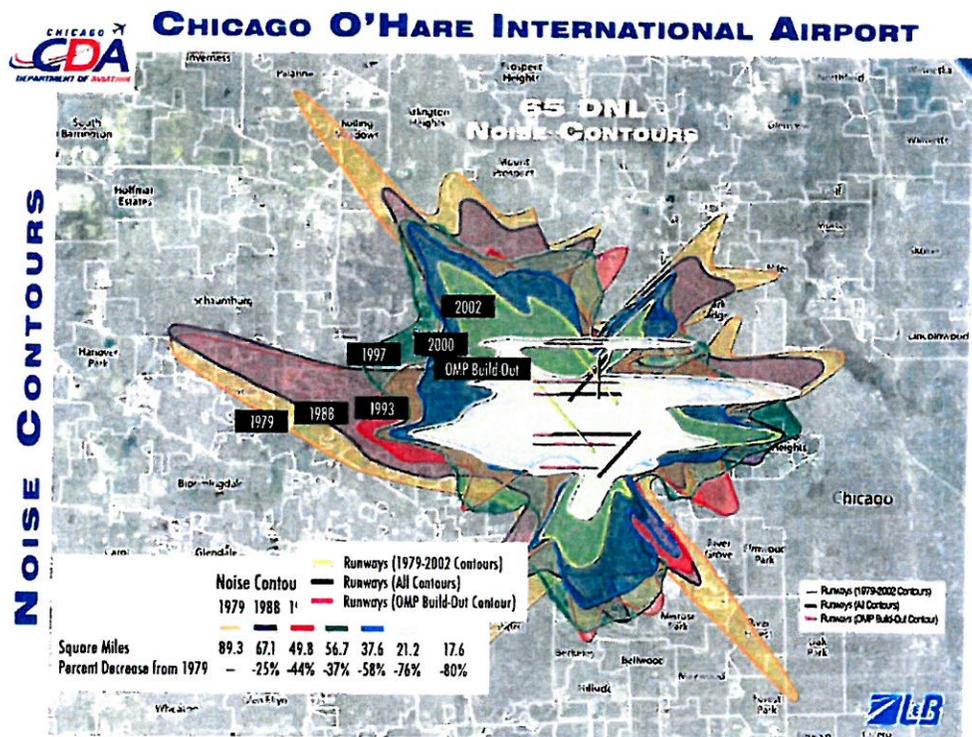
2010

Chicago City Council extends five-year, inter-governmental agreement.

ONCC participates in FAA Noise Research Roadmap Workshop, a five-year investigation about the effects of aircraft noise.

FAA approves funding eligibility of Ridgewood and Elk Grove high schools after both are re-tested for noise levels.

Construction crews complete sound insulation for George Washington and Roosevelt elementary schools in Park



Ridge and Chicago's Hitch Elementary School.

ONCC launches a three-part project to revitalize the Fly Quiet Program (FQP) that identifies O'Hare preferential nighttime runways and limits flights between 10 p.m. and 7 a.m. Initiatives include updating the FQP manual, petitioning O'Hare Air Traffic Control management to review nighttime operations data and investigate the use of GPS-navigation at O'Hare.

Airport World magazine features ONCC's role in aircraft noise mitigation and highlights the Commission's efforts to build relationships with aviation stakeholders.

2011

Ridgewood and Elk Grove high schools receive \$43.5 million from the FAA and Chicago for sound insulation construction.

St. Tarcissus Elementary School in Chicago is the 123rd school deemed eligible for sound insulation.

Chicago Mayor Rahm Emanuel and the City Council appoint citizen members from five northwest Wards 36, 38, 39, 41 and 45 to represent approximately 285,000 residents in ONCC.

ONCC hosts compatible land use symposium for 30 city planners and officials from 18 municipalities.

ONCC chairman receives invitation to represent communities on FAA NextGen Advisory Committee.

2012

Elk Grove High School celebrates completion of its \$15.5 million sound insulation project. Acoustic windows and other sound insulation installations provide a quiet learning environment for 2,000 students and 180 faculty.

St. Tarcissus and Farnsworth elementary schools in Chicago receive \$9.3 million for sound insulation.

ONCC launches a comprehensive community outreach initiative to inform legislators, local leaders and residents about new Runway 10C/28C, forecasted noise contours and east/west runway configurations.

FAA executive director of environment and energy updates ONCC members on current research studies about aircraft noise and its effects on residents near airports.

O'Hare Air Traffic Control initiates a "good neighbor" policy to adhere to the voluntary nighttime Fly Quiet noise abatement program.

ONCC continues to serve as a forum among local governments, CDA, FAA, airlines, pilots, air traffic

controllers and aviation stakeholders to reduce and mitigate aircraft noise in the region.

2013

Morton Grove joins ONCC.

The CDA, FAA and ONCC conduct approximately 34 presentations to local, state and federal leaders and communities to remind attendees about progress of O'Hare's modernization, to prepare residents for changes in noise levels, and to build awareness of the forthcoming Runway 10C/28C in October.

Runway 10C/28C introduces east-west flow flight patterns that shift aircraft noise over different areas.

Boeing Commercial Airplane's spokesperson addresses the Technical Committee and explains ways the manufacturer works to develop sustainable solutions for quieter and cleaner skies.

Ridgewood High School celebrates completion of its \$28 million sound insulation project to mitigate aircraft noise for 900 students and 70 faculty members.

Ebinger Elementary School in Chicago, the last designated school for sound insulation, receives \$468,750 from the FAA and Chicago airline Passenger Facility Charges to begin the design process.

2014

Downers Grove, Bloomingdale and Chicago Ward 40 join ONCC.

ONCC submits two environmental resolutions to FAA to (1) accelerate the O'Hare EIS Re-Evaluation and (2) to conduct a supplemental EIS. The FAA pledges to complete the re-evaluation before the October 15 commissioning of Runway 10L/28R and states there will be no supplemental EIS.

Chicago Mayor Rahm Emanuel orders eight new noise monitors for Chicago and the western suburbs to track aircraft noise data west and east of O'Hare.

Residential Sound Insulation Program Phase 17 identifies 159 "historic" homes eligible for sound insulation.

Ebinger School in Chicago receives a \$6 million construction grant to complete sound insulation.

O'Hare air traffic controllers continue efforts to reduce nighttime flight deviations whenever possible.

ONCC endorses the FAA nationwide noise survey re-evaluating the DNL 65 dB metric. Results are expected in 2016.

MOVING FORWARD

As O'Hare International Airport's multi-million dollar expansion moves forward, ONCC will continue to encourage open dialog among communities and aviation stakeholders, promote compatible land use planning among municipalities and urban planners and strive to reduce the impact of aircraft noise wherever and whenever possible for all citizens living within the O'Hare region.





ST. CHARLES
SINCE 1834

AGENDA ITEM EXECUTIVE SUMMARY

| | |
|------------|--|
| Title: | Recommendation to Approve Resolution Authorizing Application to the Kane/Kendal Council of Mayors for STP/LAFO Grants and Execution of All Necessary Documents |
| Presenter: | Karen Young |

Please check appropriate box:

| | | | |
|-------------------------------------|-------------------------------|--------------------------|---------------------|
| <input checked="" type="checkbox"/> | Government Operations 7.06.15 | <input type="checkbox"/> | Government Services |
| <input type="checkbox"/> | Planning & Development | <input type="checkbox"/> | City Council |

| | | | | | |
|-----------------|-------------------|-----------|---|-----------------------------|----------------------------|
| Estimated Cost: | See attached memo | Budgeted: | <input checked="" type="checkbox"/> YES | <input type="checkbox"/> NO | <input type="checkbox"/> X |
|-----------------|-------------------|-----------|---|-----------------------------|----------------------------|

Executive Summary:

Please see attached memo.

Attachments: *(please list)*

N/A

Recommendation / Suggested Action *(briefly explain):*

Recommendation to approve Resolution Authorizing Application to the Kane/Kendal Council of Mayors for STP/LAFO Grants and Execution of All Necessary Documents.

| | |
|-----------------------------|-------------------------------|
| <i>For office use only:</i> | <i>Agenda Item Number: 6b</i> |
|-----------------------------|-------------------------------|



Memo

Date: June 25, 2015

To: Government Operations Committee

From: Karen Young

RE: Application to Kane/Kendall Council of Mayors for STP/LAFO Grants

The Kane/Kendall Council of Mayors announced a call for Surface Transportation Program (STP) projects and Local Agency Functional Overlay (LAFO) projects. There are a handful of locations within the City that qualify for this type of funding, which generally include the City's major roadways. Below is information on each grant and the locations Staff would like to apply for funding.

Surface Transportation Program (STP)

STP grant funding can be used for reconstruction and/or intersection improvements. STP funding can be a huge supplement to the City's budget, since these projects are typically significant in costs. The grant applications are evaluated and ranked by the Kane/Kendall Council of Mayors based on the roadway condition, safety, traffic volumes, local commitment, and transportation control measures. Typically STP grant funding has had a maximum cap of \$2.5 million, but with this current funding cycle the KKCOM has lifted the cap and local agencies can apply for the full 75% cap of construction and Phase 3 Engineering costs. There is the possibility that communities will be funded at a lower amount of funding than was requested and we will have the opportunity to evaluate the funding level offered to determine if it will fit within our budget needs. For this round of funding staff is recommending applying for two reconstruction projects.

Kautz Road (IL Route 64 to IL Route 38) - STP Reconstruction

This project location is proposed to be submitted as a joint project application with the City of Geneva. The project limits are from IL Route 64 to IL Route 38, with the City of St. Charles responsibility being from IL Route 64 to Division Street extended. The partnership with the City of Geneva on this project will increase our project ranking and provides potential costs savings by making one larger project. This project will consist of both reconstruction and resurfacing with the northern and southern ends of the project omitted due to the recent reconstruction of IL Route 64 and IL Route 38 by the Illinois Department of Transportation. The existing pavement is in poor condition and portions of the roadway are not up to current standards both for pavement cross section and roadway width. The proposed improvements include converting the existing rural

roadway cross-section to an urban cross section. Below is a breakdown of the project costs for each community and the grant funding we are requesting. Should funding be awarded the City of St. Charles and City of Geneva will enter into an Intergovernmental Agreement, which will specify the funding breakdown and other obligations by each community.

| Kautz Road (IL Route 64 to IL Route 38) | Total Estimated Costs | STP Grant Funding Request | City of St. Charles Share | City of Geneva Share |
|--|--------------------------------------|--|--|-------------------------------------|
| Engineering – Ph 1 (FY16/17) | \$638,903 | \$0 | \$490,407 | \$148,496 |
| Engineering – Ph 2 (FY 17/18 & 18/19) | \$798,629 | \$0 | \$613,008 | \$185,620 |
| Right-of-Way (FY 17/18 & 18/19) | \$481,200 | \$240,600 | 114,730 | \$125,870 |
| Engineering – Ph 3 (FY 18/19) | \$798,629 | \$598,971 | \$153,252 | \$46,405 |
| Construction (FY 19/20) | \$7,986,286 | \$5,989,714 | \$1,532,521 | \$464,051 |
| Total | \$10,703,646 | \$6,829,286 | \$2,903,918 | \$970,443 |

Ohio Avenue (Kirk Road to Kautz Road) – STP Reconstruction

This project will consist of the reconstruction of Ohio Avenue from Kirk Road to Kautz Road. Below is a breakdown of the project costs for this project. It should be noted that this project has been submitted in the past for an STP Grant and didn't rank as high in relation to projects being submitted by other communities. Our intent would be to resubmit this project for STP funding to see where it ranks in relation to current projects, but in an effort to leverage as much funding as possible we would like to also submit this same project for Local Agency Functional Overlay (LAFO) funding, which will be explained in the LAFO section below. Below is a breakdown of the proposed project costs for the reconstruction and the grant funding request.

| Ohio Avenue (Kirk Rd to Kautz Rd) | Total Estimated Costs | STP Grant Funding Request | City of St. Charles Share |
|--|----------------------------------|--------------------------------------|--------------------------------------|
| Engineering – Ph 1 (FY16/17) | \$226,346 | \$0 | \$226,346 |
| Engineering – Ph 2 (FY 17/18 & 18/19) | \$282,932 | \$0 | \$282,932 |
| Right-of-Way (FY 17/18 & 18/19) | \$0 | \$0 | \$0 |
| Engineering – Ph 3 (FY 18/19) | \$282,932 | \$212,199 | \$70,733 |
| Construction (FY 19/20) | \$2,829,325 | \$2,121,933 | \$707,392 |
| Total | \$3,621,535 | \$2,334,192 | \$1,287,343 |

Local Agency Functional Overlay (LAFO)

LAFO grants can be used to resurface existing roadways, including the curb, sidewalk and other minor repairs associated with the resurfacing. This funding has been good supplement to the City's budget allowing the City to pay a smaller fraction of the cost to resurface these roads. There is a grant funding limit of \$500,000 for all LAFO projects. For this round of applications Staff is recommending applying for the resurfacing of following locations.

| Campton Hills Road (IL Route 64 to Western City Limits) | Total Estimated Costs | Grant Funding Request | City Share |
|--|----------------------------------|----------------------------------|-------------------|
| Engineering – Ph 3 | \$134,660 | \$0 | \$134,660 |
| Construction | \$1,122,167 | \$500,000 | \$622,167 |
| Total | \$1,256,827 | \$500,000 | \$756,827 |

| Ohio Avenue (Kirk Road to Kautz Road) | Total Estimated Costs | Grant Funding Request | City Share |
|--|----------------------------------|----------------------------------|-------------------|
| Engineering – Ph 3 | \$78,045 | \$0 | \$78,045 |
| Construction | \$650,363 | \$500,000 | \$150,363 |
| Total | \$718,408 | \$500,000 | \$228,408 |

| Production Drive (Tyler Rd to Kirk Rd) | Total Estimated Costs | Grant Funding Request | City Share |
|---|----------------------------------|----------------------------------|-------------------|
| Engineering – Ph 3 | \$72,560 | \$46,502 | \$26,058 |
| Construction | \$604,655 | \$454,498 | \$151,167 |
| Total | 677,225 | \$500,000 | \$177,225 |

| S. 3rd Street Avenue (IL Route 64 to Gray Street) | Total Estimated Costs | Grant Funding Request | City Share |
|---|----------------------------------|----------------------------------|-------------------|
| Engineering – Ph 3 | \$99,440 | \$0 | \$99,440 |
| Construction | \$828,662 | \$500,000 | \$328,662 |
| Total | \$928,102 | \$500,000 | \$428,102 |

| S. 7th Avenue (IL Route 64 to Division Street) | Total Estimated Costs | Grant Funding Request | City Share |
|--|----------------------------------|----------------------------------|-------------------|
| Engineering – Ph 3 | \$109,186 | \$0 | \$109,186 |
| Construction | \$909,881 | \$500,000 | \$409,881 |
| Total | \$1,019,067 | \$500,000 | \$519,067 |

It was mentioned that we would like to apply for both STP and LAFO funding for Ohio Avenue. There is a greater likelihood of receiving funding for LAFO funds. This funding would allow the City to resurface the roadway to extend the pavement life until future funding may be available to reconstruct this roadway. This will also help spread funding around to potentially multiple roadway locations that are in need of repairs.

It should be noted that the construction dates will be dependent on several factors including the availability of grant funding. It is our understanding that LAFO projects will be put on a "B" list if they rank high enough and won't move up to be funded until they have funds that area available and will not be moved up to funded projects until the City makes the request. For STP projects it is anticipated that they will make recommendations to fund projects in specific years and won't create a "B" list for STP projects, therefore we have plugged in appropriate years for these projects. As part of the application submittal the Kane/Kendall Council of Mayors (KKCOM) requires a resolution of support for each of these projects from the City. Staff has been working closely with the KKCOM staff on the submittal and staff requests the City Council to approve a resolution in support of the grant application and to allow staff to execute all documents upon receipt of the grant moneys.

The KKCOM will be evaluating these projects over the next few months and it is anticipated that they will be making recommendations on rankings in October 2015.