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|  | AGENDA ITEM EXECUTIVE SUMMARY | | Agenda Item number: 4.a |
| | Title: | Recommendation to Approve Amplification Equipment and Parking Lot and Street Closures for the 2017 Arcada Anniversary Parade and Celebration | |
| | Presenter: | Chief Keegan | |
| Meeting: Government Services Committee | | Date: June 26, 2017 | |
| Proposed Cost: \$750.00 (PD) \$1,744.24 (PW) Total: \$2,494.24 | | Budgeted Amount: \$ | Not Budgeted: <input checked="" type="checkbox"/> |
| Executive Summary (if not budgeted please explain): <p>This special event application was submitted on May 23, 2017 and the committee met with the event organizer on May 30th.</p> <p>This event was launched last year as a celebration for the Arcada's 90th birthday. Event organizers are requesting this be an annual event and have requested the route begin at 1st Street, with all parade participants lining up on 1st St and continuing east on Illinois Ave, if necessary, for line-up purposes. They have requested the route be extended one block this year and turn off at 3rd Ave from Main St. The parade will then turn onto Walnut Ave from 3rd Ave and end at Riverside & Walnut Avenues. This year's event is set to take place on Monday, September 4, 2017 (Labor Day). The following road and parking lot closures have been requested:</p> <p>Riverside Ave from Main St to Illinois Ave from 10 a.m. – 8 p.m. Walnut Ave from 3rd Ave to Riverside Ave from 10 a.m. – 8 p.m. City Parking Lot "B" – Second Court Lot (located at 2nd Avenue and Walnut Avenue) from 10 a.m. – 8 p.m.</p> <p>A car show prior to the parade and a free show at the theatre at the end of the parade are also part of this event.</p> <p>Fees for City services will be paid in full by the event organizers.</p> | | | |
| Attachments (please list): * Map *Downtown St. Charles Event Review Proposal | | | |
| Recommendation/Suggested Action (briefly explain): Recommendation to approve amplification equipment and parking lot and street closures for the 2017 Arcada Anniversary Parade and Celebration. | | | |

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Downtown St. Charles Event Review Proposal

1. Please describe the purpose of your event including proposed date(s)/time(s).
Monday 7/4/17 10am-8pm ; To celebrate the history of the Arcade Theatre and St. Charles IL, joining the community together downtown. Start w/ car show, end w/ Arcade Parade.
2. Explain how your event will comply with the evaluation criteria, as described in the Downtown Events Evaluation summary.
 - a) attract Arcade fans to downtown area during evening business hours
 - b) experience in event planning + this parade specifically
 - c) parade ends w/ free show @ theatre, attracts large group to event
 - d) The Arcade Theatre Community Legacy Program and the DSCP have already agreed to work together in planning this event
 - e) The marketing + promotions will begin much further in advance.
3. What distances will people travel to participate in the event? Please justify. (i.e. local participants who live within a 5-10 mile radius or regional event attracting people from 3-5 states with a 5-10 hour driving distance)
Just as many Arcade events do, this event will attract people from both local and regional distances. This will leave many opportunities for local businesses to reach more markets.
4. What is the estimated number of event a) Participants b) Attendees? Please justify.
 - a) up to 100 (from multiple organizations)
 - b) 1,000+ (could be at least twice as packed, given the altered marketing strategy)
5. Safety and the impact on downtown businesses, residents and the City are major priorities. Please describe what street closures, detours, and parking you would request and how you would address concerns from these stakeholders?
To address safety, it should be noted that all lanes of Rt. 64 should be closed (unlike last year when traffic was still flowing during the parade). Rt. 64 will be closed from 5th St to 5th Ave. We request a similar, but scaled-down version of the street closure map used for the S.C. Holiday Homecoming Parade (2016-Nov.)