



AGENDA ITEM EXECUTIVE SUMMARY

Agenda Item number: 4a

Title: Seeking a Recommendation Regarding Funding Request of the Downtown St Charles Partnership for FY 2018-2019 in the Amount of 100% of the Special Service Area 1B Proceeds

Presenter: Chris Minick, Finance Director

Meeting: Government Operations Committee

Date: February 5, 2018

Proposed Cost: \$251,000

Budgeted Amount: TBD

Not Budgeted:

Executive Summary *(if not budgeted please explain):*

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 presentation of their anticipated activities for Fiscal Year 2018-2019 and a status update of activities undertaken during Fiscal Year 2017-2018.

The DSCP is requesting an increase in the funding amount from SSA 1B for the 2018-2019 fiscal year. They are requesting 100% of the total collections from the SSA Tax. Those collections are estimated to approximate \$245,000. During the current fiscal year (2017-2018), the DSCP is receiving \$216,401 which represents 90% of the SSA collections. 90% of the SSA 1B collections are estimated to total \$220,500 during the 2018-2019 fiscal year.

The DSCP is also receiving additional funding of \$18,000 to support Phase II of the *Discover your City Side* Branding Initiative during the current fiscal year. This amount is included in the current funding request to receive 100% of the SSA 1B proceeds for the 18-19 fiscal year-they are NOT requesting any additional funds to continue the work related to the branding initiative. The work on the branding initiative will continue, it has simply been rolled into the \$244,000 funding request for 100% of SSA 1B proceeds. In addition, the City has traditionally reimbursed the DSCP for approximately \$7,000-\$7,500 annually for costs related to advertising during the holiday season. They are requesting \$7,000 for reimbursement for advertising costs for the 2018-2019 funding year.

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 question of funding the activities at 100% of the SSA collections is a policy decision for the City Council. The City is under no legal obligation to fund the activities of the DSCP at any level. The decision to fund at 90% of SSA collections was made during FY 2015-2016 when funding allocations to all outside organizations were reduced by 10%.

Staff is seeking direction as to whether to fund the DSCP at 100% or 90% of SSA 1B collections.

Attachments *(please list):*

- **Funding Request Letter**
- **2017-2018 Summary of Work Goals and Objectives updated with results to date**
- **2018-2019 budget**
- **2018-2019 Goals and Services**
- **Copy of Presentation**

Recommendation/Suggested Action *(briefly explain):*

Seeking a Recommendation Regarding Funding Request of the Downtown St Charles Partnership for FY 2018-2019 in the Amount of 100% of the Special Service Area 1B Proceeds plus \$7,000 for advertising reimbursement.

Date: January 23, 2018
To: Chris Minick, Dir of Finance City of St Charles, and City Administration
From: Paul Lencioni, Treasurer DSCP on behalf of DSCP
Subject: DSCP Funding for FY 18-19

This communication is to request funding in the amount equal to 100% of total SSA-1b funds. The DSCP requests funding at this amount to fund the planned operations which drive our purpose which includes:

- General brand development and growth
- Downtown event planning, coordination and execution
- Downtown community coordination and facilitation

The DSCP's total budget for fiscal year 2018-2019 is \$289,086. If we receive all of the SSA, which is projected to be around \$244,000, the DSCP will dip into our reserves to cover the \$15,000 gap. This will leave us with approximately \$130,000 left in our reserves at the end of the fiscal year, which would cover 4-5 months.

The DSCP is also requesting \$7,000 towards our Annual Holiday Advertising Campaign as it was such a success this past year with a 230% increase in overall impressions.

DSCP operation and execution in these areas has been and is critical to our downtown business district.

Respectfully,

A handwritten signature in black ink, appearing to read "Paul D Lencioni", with a long horizontal flourish extending to the right.

Paul D Lencioni, Treasurer of DSCP

Fiscal Year 2017-2018

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 consumers.

As always, our goals and services for the coming year are based on furthering our mission, centered on Marketing & Promotions; Business Development and Education; Organizational Development; and Events. We value continuous improvement and collaboration, so we build our work plans to be supportive and complementary of the City's Economic Development efforts, as well as that of our community partners, building on previous successes and providing deliverables that offer the greatest impact with our available resources.

Marketing & Promotions

Goal: Increase brand engagement and adoption among our target market through continued brand messaging and integration.

Services:

- Continue brand messaging in all advertising, marketing and public relations activities. Our "Discover your" City Side videos launched in the summer of 2017 and continued through the end of the Year. Our videos had over 18,328 views, 107 shares and 37,481 impressions. All of our events continued to be completely branded. We started working with major media like NBC to promote the Fine Art Show and Downtown St. Charles Holiday Campaign. Between the Fine Art Show and Holiday Campaign we received over 4,469,300.
- Continue to keep the DSCP website updated to integrate brand and improve user experience. The DSCP website continues to be a strong medium for the DSCP to advertise event information, downtown businesses education and promote the downtown community as a whole. Website traffic has increased this year to 47,908 visits.
- Continue public relations efforts, and identify new opportunities for publicity of downtown St. Charles. The DSCP launched four news programs to help increase publicity including; Working with the Fox Valley Marathon to be a part of their online goody bag, our Downtown Mailer, our Co-Op branding program, The Downtown employee discount cards, and our promotion of the walkability in downtown. The employee discount cards have been well received and we have a majority of business participating in the program.

- Distribute appropriate promotional items at downtown events. The DSCP continued its efforts to reach all demographics by using a mix of print, social media and advertising for all events to make sure the events feel inclusive to all demographics in the St. Charles area.
- Provide opportunities for the exchange of information between downtown businesses, the DSCP and other entities regarding the St. Charles market. We continued our very popular business exchanges and have hosted 4 already for the year. Partnership and collaborations from the community groups and businesses come from these mixers. We also connect new and existing businesses when there is a beneficial partnership to be created. We had an average of 40 attendees per mixer.
- Integrate brand among all committee activities, i.e. volunteer recruitment and recognition, education, and promotions. We continue our efforts to brand everything the DSCP touches. The businesses have started including the brand into events hosted completely on their own. We have seen this in Downtown fashion shows, Momtober, and many events associated with the Holiday Homecoming weekend.

Goal: Deliver advertising and marketing programs that reinforce the brand and increase consumer awareness and engagement.

Services:

- Provide branded co-operative advertising opportunities for downtown businesses. We did this several times throughout the year including; Downtown Mailers, The marathon online goody bags, Kane County Chronical Holiday eblast, Holiday Window Displays for the Holiday Homecoming weekend and Co-Op branding program and the Downtown Employee discount card.
- Continue partnership with the City of St. Charles ED Department on the annual Holiday advertising campaign, aimed at increasing economic activity during the holiday season. We continued this partnership and made a large impact by working with NBC, Google, Kane County Chronicle and XRT Radio. With NBC, we had over 1,953,900 impressions and 3,524 clicks. In just 30 days, our ads had over 315,910 impressions and 1,126 clicks through Google ads. The Chronicle sent an email blast to 20,000 residents about promotions happening in downtown St. Charles. It had an open rate of 16.77% (average is 10%) and a click rate of 2.32% (average is 1%). XRT Radio did both online ads and radio ads. The digital campaign had more than 334,888 impressions and the radio announcements had over 600,000 listeners.
- Increase social media presence and engagement: Our Facebook followers increased to 4,623 and our Instagram followers increased to 1,001. These are the two major social media mediums that our demographic is using.

- Provide continued advertising and promotions opportunities through the DSCP website and newsletters. The DSCP had record breaking submittals for our “What’s Up Downtown” Newsletter with an average of 18 informational submittals per issues. We continued to promote the Downtown Businesses specials through our “Specials” page on our website in-between each week.
- Drive program awareness through advertising, social media and cross-promotions. The DSCP from our Downtown businesses that help create even more awareness of the businesses promotions and events.
- Develop an Instagram contest to increase engagement among our younger demographic, create awareness for the activity, and increase our presence on that platform. Our collaboration with the History Museum for the social media “Pickle the Town” Scavenger hunt created fun awareness to our historic Downtown and created a fun online competition to visit all the Downtown businesses.
- Drive brand messaging on-site through announcements, promotional materials, etc. We have worked with several Downtown Businesses to help them utilize the brand as a tool to create validity and downtown cohesiveness to their events. We also did through our Downtown Mailer which had 50 participating businesses that all came under one brand. We also collaborated with the Kane County Chronicle along with our social media to promote individual businesses.
- Cross-promote other upcoming downtown events on website. We promote all downtown events on our website homepage in order of relevancy.
- Cross-promote athletic events that take place in downtown. We took part in the Fox Valley Marathon this year by promoting the “online goodie bag”. We also provided a band on the 1st Street Plaza to create a social space and encourage the runners and spectators to stay Downtown after the race to eat and shop.

Goal: Organize promotional programs that increase foot traffic downtown

Services:

- Organize the fifth year of STC Live! using the platform to reinforce the City Side brand and cross-promote downtown businesses and activities. STC Live! was very successful with high sponsorships and larger crowds on Wednesday and Friday evenings throughout the summer. We also partnered with the 1st Street businesses for Unwind Wednesday, which has become a community favorite.
- Organize the third year of Chair-ity, adding a new element to keep event fresh and engaging. The third year of Chair-ity had higher quality of public art and continued to provide seating for the 1st Street Plaza, Lincoln Park and the Volunteer Plaza. The program is being looked at for improvements next year.

- Organize the sixth year of Jazz Weekend, utilizing 2016 survey results to further direct marketing and advertising activities. The 2017 Jazz Weekend event was the largest Jazz Weekend event since its inception 6 years ago. The event featured 27 live jazz music performances hosted by 15 Downtown St. Charles restaurants and outdoor venues from Thursday, September 7 through Sunday, September 10. Over four days, the venues featured jazz groups including Grammy Award Winning Saxophonist Frank Catalano who played the Filling Station Pub and Grill opening night, and The House Pub on Saturday night. Jazz music spanned from morning to late evening. DePaul University Jazz Ensemble and Dana Hall and John Wojciechowski were featured in the First Street Plaza. Additionally, Baker Memorial United Methodist Church featured jazz on Sunday as a part of their jazz worship series.
- Plan and execute Movie in the Park in August of 2017, creating foot traffic and opportunities for business promotion. The Movie in the park was a successful event that brought over 300 people to Lincoln Park on the Friday before School started back up at D303. This event was a collaboration between the DSCP, Goldfish Swim School, Kimmer's Ice Cream, Blue Goose, the Kane Country Chronicle and Dayspring pediatrics, all under the downtown brand.

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. Laura Purdy and the rest of the DSCP staff, along with Matt O'Rourke continue to conduct their retention visits. Laura is averaging 15 visits per month. Both the DSCP staff and the Economic Development staff record the outcome of their meetings on a live google document to keep track of the businesses feedback and what ideas and program comes out of the visits.
- Meet with new downtown business owners to engage them in downtown programs, services and activities. With each new business that comes to town, Laura Purdy schedules an initial meeting with the new owner of the businesses and presents the brand along with everything the DSCP can support them with. We also connect the new owner with a DSCP volunteer to ensure they have even

more connections in the community. We inform and educate them about the grants they can take advantage of the education/ marketing help available to them as a Downtown Business. We also encourage use of our mentorship program which is now in its 3rd year.

- Distribute the Business Newsletter every other week, providing information on marketing opportunities and support services, and links to relevant educational information. Our business newsletter continues to go out every other week with a focus on important information for the downtown businesses to have and vital education tools for our businesses such as small business blogs and information for Small Business Saturday. We have a click through rate of 12.2% and an open rate of 38.6%, which is very high for the industry.

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. We have held four business mixers in the downtown during the past fiscal year. We collaborated with the Chamber of Commerce and the St. Charles Public Library for our first one and have had higher attendance than ever, averaging 40 plus attendees. Many great ideas and collaborations have been executed as a result of these mixers.
- Continue the *Retail Minded* Partner Program, delivering the monthly electronic magazine with content targeted to independent business owners. We continued to include *Retail Minded* in our business newsletter to help provide education to our downtown business population.
- Continue to promote the Mentor Program among new and existing businesses. The Mentorship program continues to get great feedback from new businesses. A great success story was when mentor, Jill Card of Jeans and a Cute Top shop, was able to work the History Museum on their retail store. This helped start the History Museum on a path to have a change in their retail and ultimately, have the opening of their new gift shop, The Curious Fox.

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

Services:

- Administer the Storefront Improvement Grant program. The Store Front Improvement Grant was completely used the earliest it ever has been. The grant was able to help 7 businesses in Downtown including; AHC Advisors, Ghoulsh Mortals, As Cute as it Gets, The Diamondaire, and Vergara Favia Law Firm, Lux Dance Studio and Clean as a Whisker
- Coordinate outreach to commercial brokers to: drive brand awareness among this group; and reinforce understanding of available DSCP business support services as an additional benefit to opening a business in downtown St. Charles. We conducted/sponsored our annual, "Brokers Coffee" which was held at a vacant store front in Downtown St. Charles. The DSCP offers information to the brokers about the programing, education and events that they provide to the Downtown businesses so that the brokers can relay the information to potential businesses. As they are the first contact, this is a vital annual event to help our Downtown to continue to attract great businesses.
- Meet with prospective business owners, when appropriate, to share information on support services available through the Downtown St. Charles Partnership. The DSCP staff brings a welcome packet full of information to prospective businesses owners when the opportunity is brought to us. We will answer questions about programing, events and whatever questions we can to help make a prospective business feel comfortable and supported in coming to Downtown St. Charles.

Organizational Development

Goal: Expand community outreach to further engage various segments of the St. Charles population in DSCP activities

Services:

- Continue partnering with the D303 in order to strengthen and further engage the community youth in DSCP programs and activities. We continue to have board member representatives from both East and North High Schools. Both of our representatives give important updates, feedback and provide a lifeline into D303. Our mentorship program will partner with D303's Incubator program for the 2018- 2019 school year.
- Expand communications among residents in an effort to engage volunteers and reinforce brand messaging. Our volunteerism continues to be strong and we have added a total of 10 new dedicated volunteers to our committees. This helps us with keeping fresh ideas to continue to better our programing.

- Provide continued recognition for DSCP volunteers to show appreciation for their community service. **Our Volunteer appreciation mixer will be held in February of this year to thank our volunteers continued dedication.**

Goal: Review sponsorship program to ensure financial viability of events

Services:

- Annually assess sponsorship program to ensure we are providing value added services and benefits which align with sponsor goals. **We continue to assess our sponsorship benefits to ensure they are the most beneficial to our sponsors. We have increased our social media for sponsors, increased overall media visibility along with adding venues to our events making sponsorship increasingly sought after. We continue to receive positive feedback. Our overall sponsorship is up by over 14 % (\$10,000 more).**
- Cultivate ongoing, mutually beneficial relationships with sponsors. **A majority of our sponsors are repeat sponsors and continue to find value in our sponsorship year after year.**
- Continue to self-fund events for the benefit of downtown St. Charles. Our budget for each event is based off our Sponsorship earnings. **We continue to have a “break even” budget for a majority of our events in Downtown and (events that boost our economy & vitality of downtown St. Charles) continue to bring amazing events, programing and education for our businesses and community.**

Goal: Ensure support of DSCP goals across the organization

Services:

- Continue communications among committees by sharing quarterly updates and action plans. **The DSCP has changed this to monthly updates to ensure that the Council, Board of Directors, committees and Economic development are aware of our ongoing efforts. This also helps show our supporters the amount of work that goes into events and programing.**
- Facilitate collaborative action planning session with input from committees and cross-section of DSCP stakeholders. **Each February the committee chairs meet with the staff to develop an action plan for the year. The plan is reviewed constantly throughout the year to make sure we are on target with our goals. These meetings will continue in February and be presented to the Executive Board for approval.**

- Provide opportunities for Committee Chairs to engage with other committees and Board members, as well as report to constituents. **Each committee agenda now includes “Staff Updates”.** The staff reports to the committees what the other committees are currently working on. This helps facilitate awareness between the groups and we often generate great ideas on how to move a program forward or better it.

Events

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

Services:

- Review application questions to ensure effective understanding and assessment of proposed event. **We continue to work with the City, Police, Fire and Public Works to ensure our events are effective, safe and well organized.**
- Educate new event organizers about the City Side brand and, when applicable, work with them to better align the event with the brand. **Our events review committee is able to talk to event organizers when they bring a new event to Downtown to make sure the event fits our Brand. While there have only been a few, most of the new events fit well into the City Side brand and help highlight our Downtown businesses district.**
- Provide prospective event organizers feedback on how to most effectively work with downtown businesses to ensure a mutually beneficial experience. **The DSCP always has a representative at every Downtown Event Review Meeting. We are not only able to encourage the organizers to use the brand, but we can be the voice of the downtown businesses to make sure the event is aware the positive or negative effects they can have on the businesses. We also encourage communication between the event and the businesses so both can benefit.**

Goal: Produce events that support the City Side brand and promote economic activity for downtown St. Charles.

Services:

- Organize the Fine Art Show, Holiday Homecoming, Jazz Weekend, STC Live! and St. Patrick’s Parade with funding from sponsorships and other related event fees.

The DSCP was able to organize, collect sponsorship and effectively run the Fine Art Show, Holiday Homecoming, and St. Patrick's Parade.

- Work with community partners to involve them in the events and cross-promote activities. The DSCP partnered in some capacity during one of our events this year with the following organizations: The St. Charles Park District, The St. Charles Chamber of Commerce, the City of St. Charles, The St Charles Arts Council, the CVB, Lazarus House, Random Acts Matter, The St. Charles History Museum, River Corridor Foundation, St. Charles Breakfast Rotary, St. Charles Lunch Rotary, Tri-City Health Partnership, The St. Charles Public Library and Kiwanis Club,
- Provide business owners with ideas on how to best capitalize on foot traffic and increased exposure created by the events. The DSCP handed out information/idea fliers to the Downtown Businesses for Small Business Saturday, which falls on the same day as our Holiday Homecoming Parade. **for 2017, we added live holiday window displays in 18 downtown businesses, which increased foot traffic exponentially. The event brought out 29,000 people to our downtown and we had a lot of positive feedback from retail, restaurants and services alike. We also encourage our businesses to have sales, promotions and activities in their store during all of our events to increase economic activity.
- Facilitate partnerships between sponsors and businesses, where appropriate. The DSCP is continually connecting and creating partnership amongst the businesses and sponsors alike. We are able to make the sponsors understand that they are supporting a viable and thriving Downtown. We are also able to make introductions and create relationships between sponsors and businesses creating a mutually beneficial relationship. A great example of this is the Movie in the Park collaboration. Another example is what the Partnership created for the Fine Art Show between STC Capital Bank and Mixology Salon Spa where they hosted an Artist Reception.

DSCP Budget

	0-General	1-FAS	2-Jazz Wknd	3-HH	4-SPP	TOTAL
Budget						
Ordinary Income/Expense						
Income						
4000.00 · Operations Income						
4000 · SSA-1B Revenues		\$244,000				244,000.00
4005 · Investor Contributions						
4005.40 · Investor Contributions		16,900.00				16,900.00
4005 · Investor Contributions - Other						0.00
Total 4005 · Investor Contributions		16,900.00				16,900.00
4000.00 · Operations Income - Other		0.00				0.00
Total 4000.00 · Operations Income		260,900.00				260,900.00
4100.00 · Committee Income						
4110 · Branding		0.00				0.00
4115 · Chair-ity Auction		0.00				0.00
4120 · City Advertising Reimbursement		7,000.00				7,000.00
4130 · Sales						0.00
4140 · Sponsorship-Other		500.00				500.00
4150 · STC Live		5,500.00				5,500.00
4100.00 · Committee Income - Other						0.00
Total 4100.00 · Committee Income		13,000.00				13,000.00
Total Income		273,900.00				273,900.00
Cost of Goods Sold						
9000 · COGS		0.00				0.00
Total COGS		0.00				0.00
Gross Profit		273,900.00				273,900.00
Expense						
5000 · Operations Expense						
5005 · Accounting Services		11,400.00				11,400.00
5010 · Annual Meeting Expense		500.00				500.00
5015 · Annual Report		50.00				50.00
5020 · Bank Service Charges		250.00				250.00
5024 · Depreciation Expense		1,800.00				1,800.00
5025.00 · Dues, Memberships						
5025.05 · Kiwanis		500.00				500.00
5025.10 · Rotary		500.00				500.00
5025.15 · STC Chamber		100.00				100.00
5025.00 · Dues, Memberships - Other						0.00
Total 5025.00 · Dues, Memberships		1,100.00				1,100.00
5030 · Equipment Leasing & Rental		2,300.00				2,300.00
5040 · Insurance & Bonding						
5040.10 · General Liability		5,798.00				5,798.00
5040.20 · Workers Compensation Insurance		845.00				845.00
5040.30 · Auto Insurance		195.00				195.00
5040.40 · D&O		1,586.00				1,586.00
5040.50 · Event Riders						0.00
5040 · Insurance & Bonding - Other						0.00
Total 5040 · Insurance & Bonding		8,424.00				8,424.00

DSCP Budget

	0-General	1-FAS	2-Jazz Wknd	3-HH	4-SPP	TOTAL
Budget						
5045 · Magazine, Newspapers, etc	100.00					100.00
5050 · Office Supplies	2,000.00					2,000.00
5055 · Program Participation Fees	1,200.00					1,200.00
5060 · Personnel						
5060.10 · Salaries and Payroll Expense	192,922.00					192,922.00
5060.20 · Contractor/IT	6,440.00					6,440.00
5060.25 · Payroll Processing Fees	250.00					250.00
5060.30 · Payroll Tax Expense	19,200.00					19,200.00
5060.35 · Temp Worker Exp	0.00					0.00
5060 · Personnel - Other						0.00
Total 5060 · Personnel	218,812.00					218,812.00
5065 · Postage	250.00					250.00
5075 · Professional Developmt/Travel	1,200.00					1,200.00
5080 · Repairs & Maintenance	500.00					500.00
5085 · Software/Technology Fees	2,000.00					2,000.00
5000 · Operations Expense - Other						0.00
Total 5000 · Operations Expense	251,886.00					251,886.00
6000 · Committee Expenses						
6010 · Business Development/Education						
6010.10 · Retail Minded	0.00					0.00
6010.20 · Signage/Awning Program	5,000.00					5,000.00
6010.30 · Workshops & Training (Bus. Exc)	1,200.00					1,200.00
6010 · Business Development/Education - Other						0.00
Total 6010 · Business Development/Education	6,200.00					6,200.00
6020 · Marketing & Promotion						
6020.10 · Advertising	7,000.00					7,000.00
6020.20 · Bike Map	0.00					0.00
6020.30 · Branding	18,000.00					18,000.00
6020.35 · Chair-ity	1,000.00					1,000.00
6020.40 · Directories	0.00					0.00
6020.55 · Movie in the Park	300.00					300.00
6020.50 · Kiosks	0.00					0.00
6020.70 · STC Live	0.00					0.00
6020.60 · Photography	0.00					0.00
Tot 6020 · Marketing & Promotion - Other	26,300.00					26,300.00
6030 · Organization						
6030.10 · Stakeholders Engagement	2,000.00					2,000.00
6030.20 · Volunteer Appreciation	2,700.00					2,700.00
Tot 6030 · Organization - Other	4,700.00					4,700.00
6040 · Public Art						
Tot 6040.10 · Art Around the Corner	0.00					0.00
6000 · Committee Expenses - Other						0.00
Total 6000 · Committee Expenses	37,200.00					37,200.00
Other Ir Total Expense	289,086.00					289,086.00

DSCP Budget

	0-General	1-FAS	2-Jazz Wknd	3-HH	4-SPP	TOTAL
Budget						
Net Ordinary Income	(15,186.00)					(15,186.00)
Other Income						
7000 · Event Income						
7010 · Booth Fees	43,000.00					43,000.00
7020 · Business Entry	5,000.00					5,000.00
7030 · Event Sponsorship	85,000.00					85,000.00
7040 · Jury Fees	4,000.00					4,000.00
7050 · Political Entry Fees	0.00					0.00
7000 · Event Income - Other						0.00
Total 7000 · Event Income		0.00	0.00	0.00	0.00	0.00
8010 · Interest Revenues		0.00	0.00	0.00	0.00	0.00
Total Other Income		0.00	0.00	0.00	0.00	0.00
Other Expense						
7500 · Event Expenses						
7505 · Advertising	24,300.00					24,300.00
7510 · Artist's Awards	6,300.00					6,300.00
7515 · Artist's Lunches	3,500.00					3,500.00
7520 · Banners	3,500.00					3,000.00
7525 · City Services	23,000.00					23,000.00
7530 · Float Awards	50.00					50.00
7535 · Judges	600.00					600.00
7540 · Logistics	3,800.00					3,800.00
7545 · Marketing	4,000.00					4,000.00
7550 · Miscellaneous	4,000.00					4,000.00
7555 · Music/Entertainment	2,500.00					2,500.00
7560 · Outside Services	4,000.00					4,000.00
7565 · Paid Elements	18,750.00					18,750.00
7570 · Purchase Award Program	250.00					250.00
7575 · Repairs & Maintenance	250.00					250.00
7580 · Security	1,200.00					1,200.00
7585 · Tents	3,500.00					3,500.00
7595 · Volunteer Expenses	500.00					500.00
7600 · Video/Photography	3,000.00					3,000.00
7500 · Event Expenses - Other						0.00
Total 7500 · Event Expenses		0.00	0.00	0.00	0.00	0.00
8000 · Gain/Loss on Disposal of Asset		0.00	0.00	0.00	0.00	0.00
Total Other Expense		0.00	0.00	0.00	0.00	0.00
Net Other Income	0.00	0.00	0.00	0.00	0.00	0.00
Net Income	(15,186.00)	0.00	0.00	0.00	0.00	(15,186.00)

Fiscal Year 2018-2019

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 consumers.

As always, our goals and services for the coming year are based on furthering our mission, centered on Marketing & Promotions; Business Development and Education; Organizational Development; and Events. We value continuous improvement and collaboration, so we build our work plans to be supportive and complementary of the City's Economic Development efforts, as well as that of our community partners, building on previous successes and providing deliverables that offer the greatest impact with our available resources.

Marketing & Promotions

Goal: Increase brand commitment and implementation among our target market through continued brand messaging and integration.

Services:

- Continue brand messaging in all advertising, marketing and public relations activities
- Continue to confirm needs with downtown businesses and come up with programs based on needs.
- Continue to keep the DSCP website updated to integrate brand and improve user experience
- Continue public relations efforts, and identify new opportunities for publicity of downtown St. Charles
- Launch the Co-op branding program to encourage downtown businesses to use the city side brand, but using matching incentive program.
- Improve awareness of Downtown businesses and inclusiveness with downtown employees with the new Downtown St. Charles employee discount card. This card is opt-in for all downtown businesses and is for all downtown employees to use and receive a discount.
- Distribute appropriate promotional items at downtown events and programs
- Provide opportunities for the exchange of information and marketing between downtown businesses, the DSCP and other entities regarding the St. Charles market
- Continue to integrate brand among all committee activities, i.e. volunteer recruitment and recognition, education, and promotions

Goal: Deliver advertising and marketing programs and opportunities that reinforce the brand and increase consumer awareness and engagement.

Services:

- Provide branded co-operative advertising opportunities for downtown businesses
- Continue partnership with the City of St. Charles ED Department on the annual Holiday advertising campaign, aimed at increasing economic activity during the holiday season
- Increase social media presence and engagement
- Provide continued advertising and promotions opportunities through the DSCP website and newsletters
- Drive program and event awareness through advertising, social media and cross-promotions
- Cross-promote other upcoming downtown events on website and social media

Goal: Organize promotional programs that increase foot traffic downtown

Services:

- Organize the sixth year of STC Live!, using the platform to reinforce the City Side brand and cross-promote downtown businesses and activities
- Re-organize Chair-ity, focus to become on Downtown seating on the 1st Street Plaza and Volunteer Plaza
- Organize the Seventh year of Jazz Weekend, utilizing 2017 survey results to further direct marketing and advertising activities.
- Plan and execute Movie in the Park in August of 2018, creating foot traffic and opportunities for business promotion and collaboration

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 the monthly electronic magazine with content targeted to independent business owners
- Continue to promote the Mentor Program among new and existing businesses and create patership with D303

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

Services:

- Utilize window panels for vacant storefronts when appropriate
- Administer the Storefront Improvement Grant program
- Coordinate outreach to commercial brokers to: drive brand awareness among this group; and reinforce understanding of available DSCP business support services as an additional benefit to opening a business in downtown St. Charles
- Meet with prospective business owners, when appropriate, to share information on support services available through the Downtown St. Charles Partnership

Organizational Development

Goal: Expand community outreach to further engage various segments of the St. Charles population in DSCP activities

Services:

- Continue partnering with the high schools in order to strengthen and further engage the community youth in DSCP programs and activities
- Expand communications among residents in an effort to engage volunteers and reinforce brand messaging
- Provide continued recognition for DSCP volunteers to show appreciation for their community service

Goal: Review sponsorship program to ensure financial viability of events

Services:

- Annually assess sponsorship program to ensure we are providing value added services and benefits which align with sponsor goals
- Cultivate ongoing, mutually beneficial relationships with sponsors
- Continue to self-fund events for the benefit of downtown St. Charles

Goal: Ensure support of DSCP goals across the organization

Services:

- Continue communications among committees by sharing monthly updates and action plans
- Facilitate collaborative action planning session with input from committees and cross-section of DSCP stakeholders.
- Provide opportunities for Committee Chairs to engage with other committees and Board members, as well as report to constituency

Events

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

Services:

- Review application questions to ensure effective understanding and assessment of proposed event
- Educate new event organizers about the City Side brand and, when applicable, work with them to better align the event with the brand
- Provide prospective event organizers feedback on how to most effectively work with downtown businesses to ensure a mutually beneficial experience

Goal: Produce events that support the City Side brand and promote economic activity for 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
- Work with community partners to involve them in the events and cross-promote activities
- 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

Downtown St. Charles Partnership
Request for Funding
Fiscal Year 2018 - 2019



The mission of the Downtown St. Charles Partnership is to enhance the economic viability and preserve the character and beauty of Downtown St. Charles. To accomplish this, our work is centered on four areas of focus: marketing and promotions of downtown St. Charles; business support; business education; and events.



2017 EVENTS

Holiday Homecoming

Attendance continued to be highly attended with 28,000 Spectators

Sponsorship up to more than \$37,000 a 10% increase



2017 EVENTS

Fine Art Show



Attendance to 30,000 attendees

Sponsorship up 44% to \$33,022

2017 EVENTS

Jazz Weekend



Number of performances up 58% to 27

Sponsorship up 45% to \$8,700

201 Events

STC Live!



Over 100 Performances

2017 Events

Chair-ity



2017 EVENTS

Save the Date: March 10th St. Patrick's Parade



2017 Events

Sponsorship



1

A highly reputable and long-standing tradition

First held in 1999, the show has gained the reputation for being one of the best juried shows in the Chicago area, and received the 'Lieutenant Governor's Award for Excellence' in Special Events. Work in various mediums including watercolor, oil, sculpture, photography, jewelry, ceramics, fiber, wood, glass, will be exhibited and sold. In addition, a special feature tent and on-site demonstrations offer a special look into locally crafted art. With over 100 artists participating, the 2015 St. Charles Fine Art Show promises to be the biggest and best show.

2

Get a strong return on your investment

A 2009 survey conducted by the International Events Group Inc. (IEG), the worldwide authority on the sponsorship industry, revealed festivals have a higher audience loyalty than NASCAR or cause marketing. The survey further concluded that 78% of companies agree that participating in festivals has a measurable impact on consumer sales of their product, and provide the most conducive environment for experiential sampling.

With year-round marketing programs and an attendance of over 30,000, the Fine Art Show offers a wide range of sponsorship opportunities to meet your marketing goals through customized programs of on-site branding, one-to-one marketing and extensive promotional exposure.

3

The numbers speak for themselves

- 13+ online calendar submissions
- Print ads among publications including the Chicago Tribune, Daily Herald, Kane County Chronicle, and West Suburban Living Magazine
- Online ads among the Chicago Tribune, Daily Herald and Kane County Chronicle resulting in approximately 310,000 online ad impressions
- 90 on-air radio spots and commercials promoting the St. Charles Fine Art Show (90.9 FM WDCB and 98.7 FM J Exposure in What's Up Downtown E-Newsletters, during April and May, resulting in approximately 10,700 impressions.



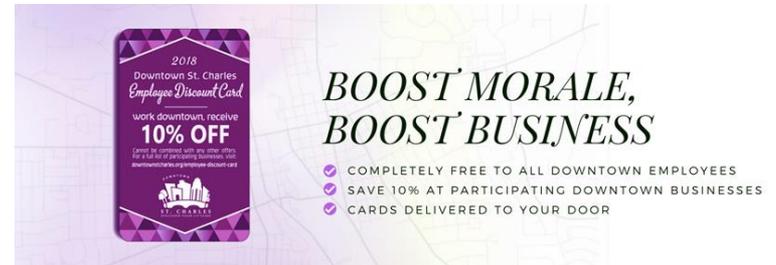
Business Support and Education

Retention Visit Tracking

File Edit View Insert Format Data Tools Add-ons Help Last edit was made 7 days ago by Laura Macklin-Pt

100% \$ % .0 .00 123 Arial 10 B I U A

Date	Who went on visit?	Name of Business	Contact Name	Time spent
8/31/2017	LP & MO	Eden of the River	Omar Mufasi	45 min
9/5/2017	Laura	Century 21	Alice	30 min
9/5/2017	Laura	Balance Stress Management	Amy	30 min.
9/7/2017	LP & MO	Salon Agape	Clare	40 min
7/26/2017	Mo & KM	The Diamondare	Laura Stallings	1 hr
9/12/2017	MO	VisionForce Marketing	Leah Hoppes	30 min
9/13/2017	JS & AF	Romanos	Tony	:20 min
9/15/2017	MO & LP	El Puente	David Jimmenz	45 min
9/27/2017	JS	Rocket Fizz	Robert	n/a



35 new partners!

Business Support and Education

- Branding
- Retention Visits
- In-Store Event Planning
- Individualized Press Releases
- Business Exchanges
- Retail Minded Publication
- Business Newsletter
- Storefront Improvement Grant
- Free Marketing
- Online Grand Openings
- Kiosks
- Vacant Store Font Panels
- :15 second videos



We are ready to light the lights in Downtown St. Charles!
892 views - November 24, 2017



Saint Charles historic Lights Par...
990 views - November 7, 2017



Discover your Stylish Side in Downtown St. Charles
3.8K views - October 27, 2017



Discover your Foodie Side in Downtown St. Charles
5.2K views - September 29, 2017



Discover your Foodie Side in Downtown St. Charles
5.2K views - September 29, 2017



3rd Street Dance
319 views - September 27, 2017



Discover your Cultural Side in Downtown St. Charles
1.8K views - August 25, 2017



Find the perfect getaway and travel to your dream...
279 views - August 16, 2017



ONLY 4 MORE HOURS LEFT! Auction ends today at noon!...
378 views - August 11, 2017



Discover your active side and get yourself a sweet ride at...
730 views - August 8, 2017



Come Experience the Energy at River's Edge Crystals Store St...
768 views - August 2, 2017



Get Active in Downtown St. Charles
4.4K views - July 28, 2017



Business Feedback

“The DSCP does a great job with their programs for the downtown businesses, they are extremely supportive and informative about opportunities that are available for marketing my business They are my go to place for any questions I have and are always giving me new ideas on how to help grow my business” - Vintage 53

“Our Jazz Weekend night with Frank Catalano was a hit and he brought in a lot of customers, which made up for the amount he charged for his performance.” – The Finery

“So far, this mailer has been more successful.”– Chic Boutique

“This mailer was awesome and very cost effective! We were excited to take part in this opportunity and hope that it will continue to be offered in the future. Thank you for putting this together!” – Kimmer’s

“We enjoy the events that take place in the courtyard area and would like to see more of those over the summer.” – Neo Pizzeria

“The St. Patrick’s Day Parade is our biggest day of the year, by far” – McNally’s Irish Pub

"The mailer has been very successful for us we've had about 30 coupons come in many who haven't been to the museum and didn't know we had a Gift Shop. It's been well worth the money spent and we would do it again. “- History Museum

Holiday Advertising

Downtown St. Charles offers an authentic holiday experience that can't be missed. From celebrations to preparations, downtown St. Charles is your holiday destination for unique dining, boutique shopping and social gatherings.



Online Impressions increased Print, Radio & Online Ads in:

- We had over 1,953,900 impressions and 3,524 clicks.
- In just 30 days, our ads had over 315,910 impressions and 1,126 clicks through Google ads.
- The Chronicle sent an email blast to 20,000 residents about promotions happening in downtown St. Charles.
- The digital campaign had more than 334,888 impressions and the radio announcements had over 600,000 listeners.

Primary Goal of Branding:

Compel target markets to shop, dine and engage in downtown to increase economic activity.



DSCP Brand Goals from 2017

Branded Videos

YouTube

discover your city side



Discover Your City Side in Downtown St. Charles, IL

41 views

1 Like 0 Dislike SHARE



DowntownStCharles

Published on Jul 27, 2017

Discover your City Side in Downtown St. Charles!

Thank you to D. Hudson Productions for our amazing videos!

SUBSCRIBE 49

- 5 videos
- 18,328 views
- 107 shares
- 37,000 impressions

DSCP Brand Goals for 2017- 2018

Branded Mailers



Give the Gift of Dance
3rd Street Dance opened 21 years ago with a vision for dancers to grow in a non-competitive environment, full of friendships, love, support and family!

3streetdance.com
101 S. 3rd St.
(630) 443-0044



20% OFF ONE APPAREL ITEM
Must present coupon. Limit one per customer. Expires 12/22/17

New Customer Special!
Receive 50% OFF Registration Fees, 20% off 1 apparel item AND a free pair of tights with class registration.
Must present coupon. Limit one per customer. Expires 12/22/17

Discover YOUR City Side
ST. CHARLES



Need an oil change?
We serve the automotive repairs, tire, and wheel needs of customers in St. Charles, Geneva, and Batavia, IL, and surrounding areas.

dtire.com
430 S. 2nd St.
(630) 584-1277



\$19.80 OIL CHANGE
Get your oil changed for \$19.80 or receive \$8 off a synthetic oil change. This service includes: change oil, check fluid levels, change oil filter, and lubricate fittings. On most vehicles. No appointment necessary. Must present coupon at time of service. Expires 3/31/18

Discover YOUR City Side
ST. CHARLES

“We are very happy with the return of over 350 of the mailers already.” – Blue Goose Market

“Very happy with the return already! This is always a very great program!”- Jeans and Cute Top

“This mailer was awesome and very cost effective! We were excited to take part in this opportunity and hope that it will continue to be offered in the future. Thank you for putting this together!” - Kimmer’s Ice Cream



Francesca's by the River
A neighborhood restaurant serving classic Italian favorites in sophisticated comfort.

miafrancesca.com
200 S. 2nd St.
(630) 587-8221



\$20 OFF Your \$75 Dinner Purchase
Offer valid Monday 10/23/17-11/21/17. Only valid at Francesca's by the River. One per table, per visit. Offer is only valid when combined with any other offer. May not be combined with Holiday Dinner Offer.

10% OFF Any Catering Order \$150 or More
Offer valid Monday 10/23/17-11/21/17. Only valid at Francesca's by the River. One per table, per visit. Offer is only valid when combined with any other offer. May not be combined with Holiday Dinner Offer.

Discover YOUR City Side
ST. CHARLES

DSCP Brand Goals for 2017- 2018

Co-Op Branding Program



Date Received _____

Date Approved _____

Co-Op Branding Application

BRANDING REIMBURSEMENT STRUCTURE

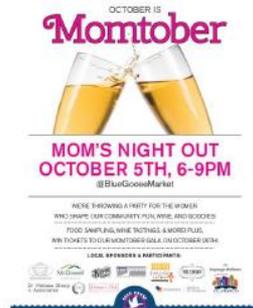
Below you will find how the Downtown St. Charles Partnership Co-op Branding program will reimburse your pre-approved, City Side branded promotions. The listed dollar amount is the maximum matching amount the DSCP will offer to each business per fiscal year (May-April). Please read through the application in its entirety.

City Side Logo on Business Website
Up to \$50.00



- # of pixels
- City Side Logo must be in full color
- Placement must be on front page of website or on contact page

Event Poster, Rack Cards, etc.
Up to \$200.00



- Matching 50% up to \$200.00
- Professionally Printed
- City Side Logo must be full color on front side

City Side Logo on Mailer
Up to \$150.00



- Money Mailer, SavOn, Clipper are examples of mailers
- Must be on front side of mailer
- Clearly visible City Side Logo

Digital/Social Ads
Up to \$100.00



- Matching 50% up to \$100.00
- Can be multiple ads on Social Media
- City Side Logo must be clearly visible

DSCP Brand Goals for 2017- 2018

Downtown Advertising

Fox Valley Marathon's online goodie bag

D: McCullough Park

150 W. Illinois Ave, Aurora
Prisco Community Center
Illinois Street, West of river

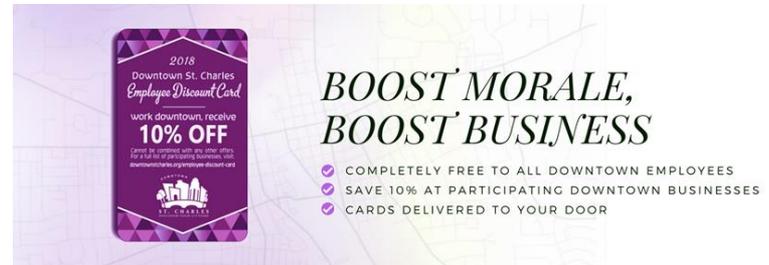
Parking
Available on-site

Refreshments
1. Pizza Hut: Lunch, drinks
2. Pepe's Mexican: Lunch, drinks
3. Wendy's: Lunch, drinks

Illinois Street Bridge will be closed for race traffic.
Please use Sullivan Road bridge (1.3 mi. north of Illinois St.) or Indian Trail bridge (0.8 mi north of Illinois St.) to reach west side of river.

No Washrooms Here

- Activities**
- Picnic area, shelter
 - Playground
 - Walking and bicycle path
 - Fishing
 - Boat/canoe launch (east side)
 - Veteran's Memorial (east side)



Launched in December 2017

- 28 participating Businesses
- 763 downtown employee cards requested already

DSCP Brand Goals for 2017- 2018

Walkable Downtown

Downtown St. Charles Walking Tour

Discover the Rich History of St. Charles

1. Public Library 1908

Carnegie Building

1S. 6th Ave.

The original Classical Revival style Carnegie library building was completed in 1908. Andrew Carnegie provided \$12,500 of the \$15,000 total cost. Prior to this building, the library's collection was moved from office to office within the city. Additions to the library were built in 1964 and 1988

2. Rockwell House 1841

405 E. Main St.

Originally constructed by Dr. Thomas Whipple as a residence and medical office, Dr. Abel Dewolf added the second floor and Italianate features in 1856. This was the home of H.T. Rockwell, postmaster, alderman and two-term mayor (1885-89)



Future Brand Goals



Our Goal:

To make the City Side brand the guiding principle and universal voice for Downtown St. Charles.



Questions?

