

**AGENDA ITEM EXECUTIVE SUMMARY**

Agenda Item number: 4a

Title:

Recommendation to approve a Request for Funding for the 2018 Heart of the Fox Races, Color Fun Run and “Runs, Tugs and Hugs” event.

Presenter:

Mark Koenen

Meeting: Government Operations Committee

Date: March 19, 2018

Proposed Cost: \$1500

Budgeted Amount: \$1500

Not Budgeted: ☐**Executive Summary** *(if not budgeted please explain):*

The 2018 Heart of the Fox Race/Color Fun Run/TUG competition formerly the Bob Leonard River Run/Walk & Kids Turtle Hurdle/Color Run is planned for Sunday, May 20, 2018. Laurel Moad, Event Co-Chair, on behalf of the River Corridor Foundation has requested the City participate financially. The fee associated with being a sponsor is \$1,500.00.

For your information, in prior years the City and Park District jointly shared the Title Sponsor role and equally shared the financial expense (\$1250 each). The Park District has been invited, like the City, to be a sponsor this event.

Please recall the Council recently approved use of the “Runs, Tugs and Hugs” event planned for the 1st Street Plaza (east).

Attachments *(please list):*

Feb. 9, 2018 letter request.

Recommendation/Suggested Action *(briefly explain):*

Recommend funding the event with \$1500.



River Corridor Foundation of St. Charles

214 S. First Street, Suite A
St. Charles, IL 60174

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

February 9, 2018

Re: St. Charles River Corridor Foundation and St. Charles Noon Kiwanis
2018 Heart of the Fox 5K & 10K Races, Colonial Café 1K Color Fun Run and TUG across the Fox
Sunday, May 20, 2018
Sponsorship Request of \$1,500.00

Dear Mark,

On Sunday May 20th, The River Corridor Foundation of St. Charles and the St. Charles Noon Kiwanis Club are conducting the 2018 Heart of the Fox 5K & 10K Races, the Colonial Café 1K Color Fun Run and new this year, a series of TUG competitions across the Fox River. The 5K & 10K runs will begin at Pottawattomie Park and will follow the same certified courses that the former Bob Leonard Runs followed in the past. The Colonial Café Color Fun Run will be conducted within the boundaries of Pottawattomie Park following the completion of the 5K and 10K races. This year, we have invited children with special needs from Fox Valley Special Recreation to participate in the Color Run. Fox Valley Special Rec. will be on hand to assist with the Color Run, and other children's activities.

The 2017 Color Fun Run was a tremendous success and we anticipate with the the inclusion of special needs children, that attendance will continue to grow in 2018. This type of event has been very successful in communities across the country and is particularly effective in attracting families and young people (ages 4-18 are a key demographic for these types of events) as well as families to the sport of running.

We're expeically excited to launch the first annual TUG compeition across the Fox River. The event is already creating a "buzz." The competition will encompass two brackets; Municipal and Community. We anticipate teams formig from competing Fire Departments, Police Departments, Park Districts, High School Football and Wrestling Teams, etc.

The River Corridor Foundation has designated it's portion of the proceeds from this event to its mission of enhancing the downtown St. Charles riverfront as a destination for cultural, educational and economic opportunities that are accessible to all – including the Active River Project. The St. Charles Noon Kiwanis Club has designated its portion of the proceeds from this event to sustaining its goal of improving the lives of children throughout the greater St. Charles community.

With the additional costs that we are incurring due to the Tug event we are respectfully requesting the City of St. Charles to join our efforts as a sponsor at the \$1,500.00 level which will include imprinting your logo on all event literature, banners, related apparel, and publicity. Thank you in advance for your consideration.

Sincerely,

Laurel Moad, Event Co-Chair
River Corridor Foundation of St. Charles