

**AGENDA ITEM EXECUTIVE SUMMARY**Agenda Item number: **5a**

Title: **Recommendation to Approve the Funding Request of the Downtown St Charles Partnership for FY 2016-2017 in the Amount of \$214,129.00 for Operations and \$23,792.00 for the Branding Project Phase II**

Presenter: Chris Minick, Finance Director

Meeting: Government Operations Committee

Date: September 6, 2016

Proposed Cost: \$237,921

Budgeted Amount: \$213,300

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 2016-2017 and provide a status update of activities undertaken during Fiscal Year 2015-2016.

The DSCP is requesting 90% of the collections from SSA 1B (\$214,129) for DSCP operations consistent with funding from FY 15-16. Additionally, the DSCP is requesting funding of \$23,792 for Phase II of the *Discover your City Side* branding initiative. The City participated in the funding of the initial phases of the Branding initiative with \$25,000 supplemental payments to the DSCP in FY's 14-15 and 15-16. DSCP Staff will outline the anticipated future Phase II Branding expenditures during the presentation at the meeting.

In addition to the allocations from the SSA that support general operations of the DSCP, the City also reimburses \$7,500 of the Holiday Advertising Campaign that the DSCP undertakes on an annual basis.

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 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%.

City Staff was not aware of the request for funding for Phase II of the Branding initiative when the budget was prepared. The budgeted amount of \$213,300 represents 90% of the anticipated collections from the SSA when the budget was prepared. The exact amount of SSA 1B tax extensions was not known at that time. The tax extensions have been finalized in the interim. \$214,129 represents 90% of the anticipated SSA collections of \$237,921. The remaining \$23,792 for Phase II of the Branding initiative will be taken from reserves if approved.

Attachments (please list):

- Funding Request Letter
- 2016-2017 Summary of Work Goals and Objectives
- 2015-2016 Summary of Work Goals and Objectives updated with results
- 2016-2017 budget
- Funding Presentation
- Proposed FY 2016-2017 Funding and Service Agreement

Recommendation/Suggested Action (briefly explain):

Recommendation to approve the funding request of the Downtown St Charles Partnership for FY 2016-2017 in the amount of \$214,129.00 for Operations and \$23,792.00 for the Branding Project Phase II.

Date: August 26, 2016
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 16-17

This communication is to request funding at \$213,300, an amount equal to 90% 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

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

Additionally the DSCP requests funds of \$23,800 for the purpose of Specific branding programs designed to effectively leverage brand messaging to inclusively coordinate community brand concepts and communicate visually and with great impact the brand ideals.

The programs of the past few years have been very effective and made material contributions to the growth and stability of our central business district. Funding at the levels requested is paramount to unique proven contributions of our organization.

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, Treasure of DSCP

Fiscal Year 2016-2017

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
- Update the DSCP website to integrate brand and improve user experience
- Continue public relations efforts, and identify new opportunities for publicity of downtown St. Charles
- Distribute decals and other appropriate promotional items at downtown events
- Replace all parking kiosk panels with updated information and brand integration
- Continue and expand the summer T-shirt program
- Provide opportunities for the exchange of information between downtown businesses, the DSCP and other entities regarding the St. Charles market
- Integrate brand among all committee activities, i.e. volunteer recruitment and recognition, education, and promotions

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

Services:

- Develop and deliver a direct mail piece aimed at downtown summer events and activities
- 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
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- Drive program awareness through advertising, social media and cross-promotions
- Develop an Instagram contest to increase engagement among our younger demographic, create awareness for the activity, and increase our presence on that platform
- Drive brand messaging on-site through announcements, promotional materials, etc.
- Cross-promote other upcoming downtown events on-site

Goal: Organize promotional programs that increase foot traffic downtown

Services:

- Organize the fourth year of STC Live!, using the platform to reinforce the City Side brand and cross-promote downtown businesses and activities
- Organize the second year of Chair-ity, adding a Facebook contest to increase opportunities for exposure and community engagement
- Organize the fifth year of Jazz Weekend, utilizing 2015 survey results to further direct marketing and advertising activities.
- Plan and execute Movie in the Park in August of 2016, creating foot traffic and opportunities for business promotion

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

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
- Commemorate DSCP 25th Anniversary throughout organization communications in 2017

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 quarterly updates and action plans
- Facilitate collaborative action planning session with input from committees and cross-section of DSCP stakeholders.
- Chart DSCP activity based on action plans to visually represent each committee's body of work throughout the year, allowing us to appropriately allocate resources to each action item
- 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 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

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
I participate in regular meetings with the ED Department to ensure that we are communicating all important information and coordinating activities where it makes sense. The City Side streetlight banners were hung downtown in rotation throughout the year. In addition, Matt O'Rourke participates on the Marketing & Promotions Committee, which drives the branding initiatives.
- Integrate new brand messaging and visuals in all aspects of DSCP marketing initiatives
The City Side brand was integrated into all DSCP funded advertising. It was also incorporated into the Chair-ity and STC Live! marketing materials. DSCP social media and newsletters incorporated the new brand through visuals, hashtags and content. The brand was also reinforced through non-traditional marketing

methods, including a branded City Side Adirondack Chair, a Scarecrow Fest Entry including an interactive photo board, and a City Side Holiday float.

- Integrate brand messaging and visuals in all DSCP event materials
All DSCP event materials were updated to include the new brand, including posters, rack cards, streetlight banners, on-site banners and social media posts. The events that were updated in FY 15-16 include the Fine Art Show, Jazz Weekend, Holiday Homecoming and the St. Patrick's Parade.
- 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

Our City Side brand messaging was reinforced through communication in our Business Newsletter, as well as through information presented at our Business Exchanges. A t-shirt promotion encouraged downtown businesses to co-brand t-shirts to include the City Side logo, in addition to their own business logo. A total of eleven downtown businesses participated in this each Friday during the summer of 2015, having their employees wear the co-branded t-shirts. Businesses were also encouraged to incorporate the City Side logo on their own websites. The DSCP assisted a business in facilitating the process for organizing a summer event in the Plaza, which supports the City Side brand and unites several downtown businesses for a common goal.

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
Collaborated with the City's ED Department on the Holiday Advertising Campaign in Nov. /Dec. The creative and messaging were updated to incorporate the City Side brand.
- Integrate the new brand into our e-newsletter, *What's Up Downtown*, to reinforce the brand visually and through content
The new logo and brand colors were incorporated into *What's Up Downtown*. Additionally, our content reinforces those activities available downtown that allow people to discover their city side.
- Integrate the brand into our social media outlets, and increase exposure for downtown through increased engagement on these networks
The DSCP Facebook and Instagram accounts were updated with the new logo. In addition, hashtags are used that reinforce the brand message and allow us to

better track engagement. Our social media presence has grown considerably the past year. For example, we implemented an Instagram Contest for Small Business Saturday as a way to engage people through that social media platform and, as a result, more than doubled our Instagram followers. We have seen a large increase in Facebook followers and engagement, increasing the number of Facebook followers by 125% from May 2015 to May 2016.

- Update both sides of the parking kiosks with current business information and brand integration

This project was started in FY 15-16 and was installed by Public Works in June.

Goal: Increase foot traffic downtown through promotional programs

Services:

- Organize Art Around the Corner, running Memorial Day weekend through the end of June 2015

In 2015, we organized and implemented Art Around the Corner, with 15 businesses and 18 artists participating. Program assessments from 2013 – 2015 indicated that, while businesses supported the program through participation, they did not see an increase in foot traffic as a result of this program. The decision was made to discontinue this program at the conclusion of 2015, as it does not support DSCP objectives as the program was intended to do.

- Organize the third year of STC Live, increasing the footprint of the program and incorporating themed nights for additional targeted business exposure

The third year of STC Live! created additional foot traffic, particularly on the 1st Street Plaza. This is supported by feedback from restaurants on and near the plaza which indicated their need to be fully staffed the night of the performances due to increased business. After exploring the idea of themed nights, it was found to be too exclusionary, and the decision was made to continue the program as is.

- Continue marketing efforts for the Chair-ity promotion, concluding Labor Day weekend 2015

Chair-ity 2015 had a total of 100 entries, and raised \$4,750. After working with the City to determine the best use of the funds, four Adirondack Chairs and a small side table were purchased and installed on the Municipal Plaza. Remaining funds are being held and will be combined with this year's proceeds to be used for a public improvement on the east side of 1st Street, once complete. The program was organized again for 2016, which kicked off this past Memorial Day weekend

- Organize the fourth annual Jazz Weekend in September 2015

Ten businesses hosted 15 acts during the four day weekend, with business survey results indicating that participating venues saw an increase in traffic and sales

during Jazz Weekend. In addition, we obtained a sampling of data from attendees, which will allow us to better target our marketing and advertising dollars for the coming year.

- Integrate the new brand into all marketing and advertising for the above
All marketing and advertising in support of events and promotions were updated to integrate the City Side brand.

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
Press releases were distributed to the media throughout the year on the following topics: new business openings; Small Business Saturday; Chair-ity; DSCP Mentorship Program; and Branding Anniversary Celebration; Downtown Update, providing a recap of new businesses for the 2015 year. Through this effort, we help increase exposure for individual businesses, as well as engaged the community in DSCP activities, like Chair-ity. An example of the reach the releases obtain includes a release about The Finery opening, which was picked up by 7 media outlets and providing broad exposure for the new restaurant, as well as for downtown St. Charles as a whole.
- Provide press releases and story ideas to the media which highlight the strengths of downtown St. Charles in the marketplace
As mentioned above, the downtown update and branding anniversary celebration created opportunities for increased positive exposure for downtown St. Charles. In addition, this created additional dialogue about the City Side brand, which helps increase brand awareness adoption.
- Deliver regular press releases regarding downtown events and promotions
We deliver a series of press releases for each event or promotion that we organize. This results in additional exposure for downtown St. Charles as well as for the event. In addition, we increased our presence on Facebook. As a result, the St. Patrick's and Holiday Homecoming Parades had record-breaking crowds, with 19,000 and 23,000 spectators, respectively.

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
DSCP staff meet with businesses on a regular basis, engaging them in downtown activities. These are both formal and informal visits to take the pulse of business needs and activity, in addition to sharing information on DSCP benefits and programs such as: Storefront Improvement Grant, Public Relations Support, Mentorship Program, Small Business Saturday, T-shirt co-op program, co-operative advertising, social media and marketing support, new business support, event information and engagement, and business surveys.
- Meet with new downtown business owners to engage them in downtown programs, services and activities
DSCP staff members regularly meet with new downtown business owners to provide them information on benefits and services available through the DSCP. Through this effort, we have been able to offer Storefront Improvement Grants, social media and public relations support, as well as information about downtown news and events that could have an impact on business.
- Distribute the Business Newsletter every other week, providing information on marketing opportunities and support services, and links to relevant educational information
The Business Newsletter was delivered every other Wednesday, and included information relevant to downtown business owners, such as 1st Street updates provided by the City's ED Department; information on available programs and services; event information; sponsorship opportunities; and links to Retail Minded and other resources relevant to that audience.

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
Based on feedback and attendance observation, the Business Exchange format was modified. These programs were centered on a particular purpose, with most

offering a drop-in format to accommodate business owners' busy and often unpredictable schedules. Business Exchanges included: City Update, Meet the Mentors, Volunteer Appreciation, Cabin Fever, and Branding Anniversary and Update. These changes resulted in an overall increase in attendance, with an average of 40 attendees per event. The Branding event had a total of 75 attendees.

- Continue the *Retail Minded* Partner Program, delivering eight electronic magazines with content targeted to independent business owners
The Retail Minded program was continued in 2015 – 2016. The program changed to include 12 publications per year, delivered electronically to our downtown businesses through the Business Newsletter and a dedicated email.
- Roll out a mentoring program, providing easy access to information across a variety of professional subject matters
The DSCP Mentor Program rolled out in October 2015 and includes 12 Mentors, covering a wide range of expertise in a variety of business disciplines. The program and Mentors were introduced at a Business Exchange, and was further communicated and highlighted through a dedicated business email and in the Business Newsletter. The program is also communicated to new businesses.

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
The vacant storefront panels were updated to incorporate the City Side brand. Staff and volunteers hung panels in the former George's Sporting Goods and former Amling's windows. Additional panels will be hung, as appropriate.
- Administer the Storefront Improvement Grant program, modifying the maximum dollar match to allow for an increased number of recipients
The Storefront Improvement Grant program was modified in 2015 – 2016. The 50/50 matching grant was changed from a \$2,500 maximum to a \$1,000 maximum. In looking at the average project cost and grant request, this amount still provided a significant benefit to businesses, while expanding the number of businesses that we can assist. \$5,000 was granted across six businesses last fiscal year, including: The Finery, Buttonman Printing & Shipping, Le Belle Donne, Karen Shap Design, Two Wild Seeds, and Gym Chic.
- 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
The DSCP hosted a Broker Coffee last year, at which we highlighted the new City Side brand and shared information about benefits and services provided by the

DSCP. The brand and benefit awareness are both possible selling points for a business looking to locate in downtown St. Charles.

- Meet with prospective business owners, when appropriate, to share information on support services available through the Downtown St. Charles Partnership. DSCP staff coordinates with the ED Department, where appropriate, to meet prospective business owners and share information about DSCP benefits and services. Not only is this a potential selling point, business owners that do locate in downtown St. Charles can take advantage of these services at the onset.

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

The DSCP has continued to work with the high school board representatives and their advisors to ensure the program continues to provide mutually beneficial communication between the DSCP and schools. We have also worked to ensure a smooth transition between representatives.

- Continue volunteer recruitment efforts to provide the business community and residents further opportunities for involvement in activities which promote the enhancement of downtown

The committee implemented a Volunteer Onboarding process in order to better engage people interested in volunteering. This has resulted in a better orientation and quicker engagement for new volunteers. We have also increased outreach through communications like *What's Up Downtown* to let people know of volunteer opportunities with the DSCP.

- Provide continued recognition for DSCP volunteers to show appreciation for their community service

The Organization Committee partnered with the Business Development & Education Committee to host a Volunteer Appreciation event as a part of the Business Exchange program. Volunteers are also recognized through City Council presentations for Event recaps, STC Live!, and Chair-ity.

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
The DSCP continues to look for ways in which we can add value to our membership. In addition to our continued membership benefits and changes in the Storefront Improvement Grant, we have begun to provide new members with a boosted Facebook post, which has resulted in increased exposure and online engagement for the businesses.
- 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
Each year, we reassess the benefits associated with sponsorship for each of our events. As with member benefits, we have started to provide high level sponsors with a boosted Facebook post, which has provided a great deal of additional exposure for the sponsor, creating additional value with minimal cost to the DSCP. Our sponsorship was up, overall, across events this past year.
- Provide professional development of staff through mentoring and experiential training
DSCP staff receives ongoing coaching, as well as exposure to new programs and methodologies which provide a challenge, expand their knowledge and increase their skillset.

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
The application was updated to include language in support of the City Side brand.
- Work with event organizers to better align the event with our brand, when necessary

The DSCP Event Review committee met with organizers of Brew Fest and Festival of the Fox. We provided feedback and suggestions which allowed each event to better align with the City Side brand and provide a better opportunity for overall success. In those situations where a proposed event is unrealistic due to logistics, we worked with organizers to understand the barriers, keeping a positive relationship in tact for possible future event opportunities.

- Provide prospective event organizers feedback on how to most effectively work with downtown businesses to ensure a mutually beneficial experience

The Committee also worked with the same groups to provide feedback and suggestions as to how to best work with and support the downtown business community. This information was based on overall feedback that we have received from businesses in past years. The goal is to help support the event organizers and businesses, allowing for 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

The events were once again funded from sponsorship and events. The parades had a one-time increase in spending as we rebranded event banners and materials to support the City Side Brand.

- Provide business owners with ideas on how to best capitalize on foot traffic and increased exposure created by the events

Communication is disseminated prior to each event to let businesses know the activities, timing, and logistics for each event. This allows them to better plan their activity for that time period. In addition, any businesses directly impacted by street closures or high traffic activities receive a personal communication.

- Facilitate partnerships between sponsors and businesses, where appropriate
Whenever possible, we work with sponsors so that they may work with and complement downtown business efforts.

Downtown St Charles Partnership, Inc
Profit & Loss Budget Overview
May 1 through June 19, 2015

	0-General	1-FAS	2-Jazz Wknc	3-HH	4-SPP	TOTAL			
						16-17 budget	PY actual	\$ Change	% Change
Ordinary Income/Expense									
Income									
4000.00 · Operations Income									
4000 · SSA-1B Revenues	213,300					213,300	218,500	(5,200)	-2.4%
4005 · Investor Dues						-	-		
4005.05 · Diamond Fox	2,800					2,800	2,500		
4005.10 · Platinum Fox	1,200					1,200	1,200		
4005.15 · Gold Fox	5,400					5,400	4,800		
4005.20 · Silver Fox	4,200					4,200	3,900		
4005.25 · Bronze Fox	10,050					10,050	9,725		
4005.30 · Family	500					500	400		
4005.35 · Non- Profit	-					-	2,405	(2,405)	-100.0%
4005.40 · Investor Dues-Other	-					-			
4005 · Investor Dues - Other	-					-			
Total 4005 · Investor Dues	24,150					24,150	24,930		
4000.00 · Operations Income - Other	-					-			
Total 4000.00 · Operations Income	237,450					237,450	243,430	(5,980)	-2.5%
4100.00 · Committee Income									
4110 · Branding	-					-	25,000	(25,000)	-100.0%
4115 · Chair-ity Auction	3,500					3,500	5,264	(1,764)	-33.5%
4120 · City Advertising Reimbursement	7,000					7,000	6,861		
4130 · Sales	-					-	800		
4140 · Sponsorship-Other	500					500	565		
4150 · STC Live	5,500					5,500	511	4,989	976.3%
4100.00 · Committee Income - Other	-					-	3,700	(3,700)	-100.0%
Total 4100.00 · Committee Income	16,500					16,500	42,690	(26,190)	-61.3%
Total Income	253,950					253,950	286,131	(32,181)	-11.2%
Cost of Goods Sold									
9000 · COGS	-					-			
Total COGS	-					-			
Gross Profit	253,950					253,950	286,131	(32,181)	-11.2%
Expense									
5000 · Operations Expense									
5005 · Accounting Services	10,200					10,200	10,815		
5010 · Annual Meeting Expense	500					500	210		
5015 · Annual Report	60					60	54		
5020 · Bank Service Charges	550					550	536		
5024 · Depreciation Expense	-					-	1,530	(1,530)	-100.0%
5025.00 · Dues, Memberships									
5025.05 · Kiwanis	500					500	511		
5025.10 · Rotary	800					800	510		
5025.15 · STC Chamber	100					100	100		
5025.00 · Dues, Memberships - Other	-					-			
Total 5025.00 · Dues, Memberships	1,400					1,400	1,121		
5030 · Equipment Leasing & Rental	2,300					2,300	2,284		
5040 · Insurance & Bonding									

Downtown St Charles Partnership, Inc
Profit & Loss Budget Overview
May 1 through June 19, 2015

	0-General	1-FAS	2-Jazz Wknc	3-HH	4-SPP	TOTAL			
						16-17 budget	PY actual	\$ Change	% Change
5040.10 · General Liability	5,798					5,798	11,101	(5,303)	-47.8%
5040.20 · Workers Compensation Insurance	845					845	835		
5040.30 · Auto Insurance	195					195			
5040.40 · D&O	1,586					1,586	1,586		
5040.50 · Event Riders	-					-			
5040 · Insurance & Bonding - Other	-					-			
Total 5040 · Insurance & Bonding	8,424					8,424	13,522	(5,098)	-37.7%
5045 · Magazine, Newspapers, etc	275					275	238		
5050 · Office Supplies	2,000					2,000	1,998		
5055 · Program Participation Fees	1,200					1,200	855		
5060 · Personnel									
5060.10 · Salaries and Payroll Expense	193,900					193,900	182,443	11,457	6.3%
5060.20 · Contractor/IT	6,440					6,440	6,354		
5060.25 · Payroll Processing Fees	1,500					1,500	119	1,381	1159.4%
5060.30 · Payroll Tax Expense	19,200					19,200	17,034	2,166	12.7%
5060.35 · Payroll Temp	-					-	4,164	(4,164)	-100.0%
5060 · Personnel - Other	-					-			
Total 5060 · Personnel	221,040					221,040	210,113	10,927	5.2%
5065 · Postage	250					250	138		
5075 · Professional Developmt/Travel	1,200					1,200		1,200	#DIV/0!
5080 · Repairs & Maintenance	500					500	75		
5085 · Software/Technology Fees	2,250					2,250	2,869		
5000 · Operations Expense - Other	-					-			
Total 5000 · Operations Expense	252,149					252,149	246,358	5,791	2.4%
6000 · Committee Expenses									
6010 · Business Development/Education									
6010.10 · Retail Minded	1,500					1,500	1,500		
6010.20 · Signage/Awning Program	5,000					5,000	3,458	1,542	44.6%
6010.30 · Workshops & Training (Bus. Exc)	1,000					1,000			
6010 · Business Development/Education - Oth	-					-	443		
Total 6010 · Business Development/Education	7,500					7,500	5,401	2,099	38.9%
6020 · Marketing & Promotion									
6020.10 · Advertising	14,500					14,500	14,279		
6020.20 · Bike Map	1,800					1,800		1,800	#DIV/0!
6020.30 · Branding	12,500					12,500	4,128	8,372	202.8%
6020.33 · Bridge Flower Program	3,600					3,600	3,564		
6020.35 · Chair-ity	3,500					3,500	2,369	1,131	47.7%
6020.40 · Directories	-					-			
6020.50 · Kiosks	2,000					2,000	3	1,997	74249.4%
6020.50 · STC Live	-					-	100		
6020.60 · Photography	500					500	2,395	(1,895)	-79.1%
6020 · Marketing & Promotion - Other	-					-			
Total 6020 · Marketing & Promotion	38,400					38,400	26,838	11,562	43.1%
6030 · Organization									
6030.10 · Stakeholders Engagement	2,900					2,900	1,493	1,407	94.2%
6030.20 · Volunteer Appreciation	2,000					2,000	801	1,199	149.8%

Downtown St Charles Partnership, Inc
Profit & Loss Budget Overview
May 1 through June 19, 2015

	0-General	1-FAS	2-Jazz Wknc	3-HH	4-SPP	TOTAL			
						16-17 budget	PY actual	\$ Change	% Change
6030 · Organization - Other	-					-			
Total 6030 · Organization	4,900					4,900	2,294	2,606	113.6%
6040 · Public Art									
6040.10 · Art Around the Corner	-					-	1,666	(1,666)	-100.0%
Total 6040 · Public Art	-					-	500		
6000 · Committee Expenses - Other	-					-	2,166	(2,166)	-100.0%
Total 6000 · Committee Expenses	50,800					50,800	36,699	14,101	38.4%
Total Expense	302,949					302,949	283,057	19,892	7.0%
Net Ordinary Income	(48,999)					(48,999)	3,073	(52,072)	-1694.4%
Other Income									
7000 · Event Income									
7010 · Booth Fees		43,000	-	-	-	43,000	43,039		
7020 · Business Entry		-	-	2,750	2,250	5,000	6,250	(1,250)	-20.0%
7030 · Event Sponsorship		12,000	2,000	27,500	22,000	63,500	64,095		
7040 · Jury Fees		4,620	-	-	-	4,620	4,620		
7050 · Political Entry Fees		-	-	-	1,250	1,250		1,250	#DIV/0!
7000 · Event Income - Other		-	-	-	-	-			
Total 7000 · Event Income		59,620	2,000	30,250	25,500	117,370	118,004		
8010 · Interest Revenues		-	-	-	-	-			
Total Other Income		59,620	2,000	30,250	25,500	117,370	118,004		
Other Expense									
7500 · Event Expenses									
7505 · Advertising		17,000	2,000	3,300	2,000	24,300	24,441		
7510 · Artist's Awards		6,200	-	-	-	6,200	6,200		
7515 · Artist's Lunches		3,650	-	-	-	3,650	3,640		
7520 · Banners		1,000	1,200	3,225	2,000	7,425	6,977		
7525 · City Services		-	-	10,350	11,048	21,398	22,622	(1,224)	-5.4%
7530 · Float Awards		-	-	50	50	100			
7535 · Judges		600	-	-	-	600	635		
7540 · Logistics		-	-	2,500	1,300	3,800	3,509		
7545 · Marketing		900	1,200	500	500	3,100	2,481		
7550 · Miscellaneous		500	-	-	-	500	1,792	(1,292)	-72.1%
7555 · Music/Entertainment		2,000	500	-	-	2,500	1,650		
7560 · Outside Services		1,000	-	2,500	-	3,500	3,244		
7565 · Paid Elements		2,750	-	7,500	8,500	18,750	18,550		
7570 · Purchase Award Program		1,500	-	-	-	1,500	377	1,123	298.0%
7575 · Repairs & Maintenance		-	-	250	-	250	135		
7580 · Security		1,000	-	-	-	1,000	1,100		
7585 · Tents		4,000	-	750	2,750	7,500	8,595	(1,095)	-12.7%
7595 · Volunteer Expenses		500	-	600	150	1,250	466		
7600 · Video/Photography		1,500	550	1,075	800	3,925		3,925	#DIV/0!
7500 · Event Expenses - Other		-	-	-	-	-	2,205	(2,205)	-100.0%
Total 7500 · Event Expenses		44,100	5,450	32,600	29,098	111,248	108,619	2,629	2.4%
8000 · Gain/Loss on Disposal of Asset		-	-	-	-	-			
Total Other Expense		44,100	5,450	32,600	29,098	111,248	108,619	2,629	2.4%
Net Other Income		15,520	(3,450)	(2,350)	(3,598)	6,122	9,384	(3,262)	-34.8%
Net Income	(48,999)	15,520	(3,450)	(2,350)	(3,598)	(42,877)	12,458	(55,335)	-444.2%

Downtown St. Charles Partnership
Request for Funding
Fiscal Year 2016 - 2017



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.



2015 EVENTS

Holiday Homecoming



Light Up
Your
City Side



Attendance up 24% to 23,000 Spectators

Sponsorship up 27% to more than \$31,500



2015 EVENTS

St. Patrick's Parade



Attendance up 4% to 19,250 spectators

Sponsorship up 14% to \$28,500



2015 EVENTS



Fine Art Show



Attendance up 76% to 30,000 attendees

Sponsorship up 9% to \$16,700

2015 EVENTS

Jazz Weekend



THURSDAY
 6:00 PM - THE ST. CHARLES JAZZ BAND
 8:00 PM - THE ST. CHARLES JAZZ BAND

FRIDAY
 6:00 PM - THE ST. CHARLES JAZZ BAND
 8:00 PM - THE ST. CHARLES JAZZ BAND

SATURDAY
 6:00 PM - THE ST. CHARLES JAZZ BAND
 8:00 PM - THE ST. CHARLES JAZZ BAND

SUNDAY
 6:00 PM - THE ST. CHARLES JAZZ BAND
 8:00 PM - THE ST. CHARLES JAZZ BAND

Number of Venues up 33% to 12

Sponsorship up 112% to \$4,250

2015 Events



STC Live!



Sponsorship up 30% to \$5,200

Over 100 Performances

2015 Events

Chair-ity



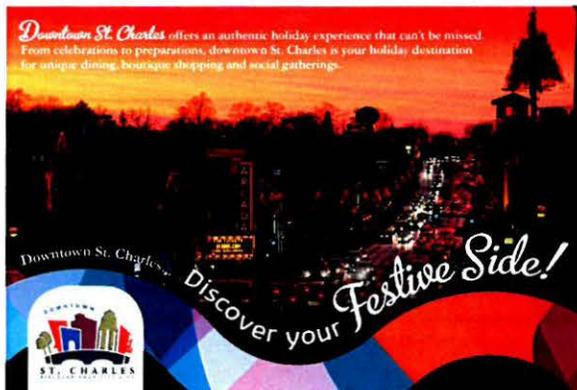
100 chairs in Downtown St. Charles
Total Net for Auction: \$4,400

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
- Kiosk
- Vacant Store Front Panels
- :15 second videos



Holiday Advertising



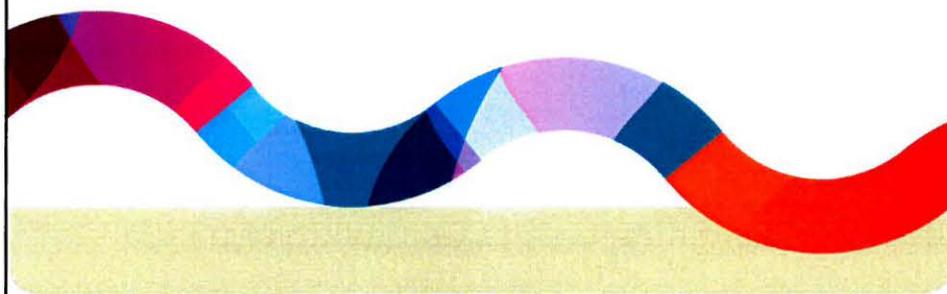
Online Impressions: 115,035

Print, Radio & Online Ads in:

- The River
- Daily Herald
- Kane County Chronicle
- West Suburban Living
- Glander Magazine
- Elburn Herald
- Chicago Tribune
- Facebook

Primary Goal of Branding:

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



“Branding is what people say about you when you are not in the room”

NORTH  STAR



We speak with one voice to create:

- Cohesive Community Identity
- Partnerships
- Social Spaces
- Marketing
- Advertising
- A Collective Community Conscience
- Cooperative Events

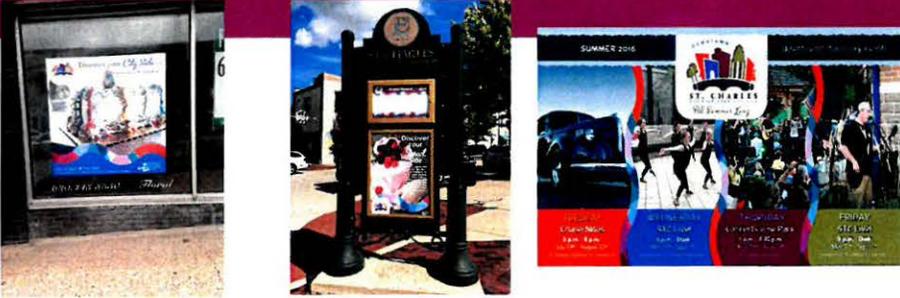


North Star Success Story



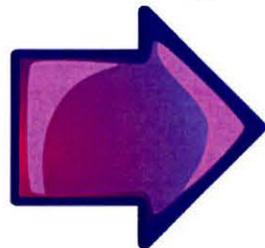
In 2011 Columbus experienced:

- a 19.2% growth in tour sales income
- Website had 172,799 visitors
- Columbus enjoyed a 18.5% increase in innkeeper's tax collections



- Branding
- Events
- Holiday Campaign
- Co-Op Advertising
- Summer Mailers
- Kiosk
- Chair-ity
- Vacant Store Front Panels
- Workshops
- One-on-one Marketing
- Press releases
- Business Mixers
- Store Front Improvement Grant
- Mentorship Program
- Retail minded
- Business Tools
- What's up Downtown
- Business Newsletter
- Social Media
- Peak-a-Boards
- Street Pole Banners
- :15 Second videos
- Advertising
- Website

How to push the brand forward, reinforce the positioning, assure brand growth and continue to push forward St. Charles's investment in branding.



Creating One Voice:
To compel target markets to shop,
dine and engage in downtown to
increase economic activity.



DSCP Brand Goals for 2016- 2017

Compelling 5 Minute Branded Video


Market Summit


One-on-One Campaign


Co-Op Branded Mailer


Future Brand Goals

- Continued Brand Integration
- Continued Market Research
- Branded Collateral Materials



Our Goal:

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



Questions?



AGREEMENT

THIS AGREEMENT, made and entered into this _____ day of _____, 2016, 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 \$ _____, during the term of this Agreement. One payment of \$18,208.33 (intended by the Parties to approximate the amount of May, 2016 disbursements to the Partnership) was advanced on or about August 4, 2016. One payment of \$ _____ (representing five months’ payments + \$ _____ reconciling the May, 2016 disbursement to the Partnership) shall be made on or about September 25, 2016. The remaining six (6) payments of \$ _____ shall be made on a monthly basis starting on or about October 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/summer of 2017.

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: 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, 2017.

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 _____, 2016.

CITY OF ST. CHARLES

By: _____
City Administrator

ATTEST:

City Clerk

THE DOWNTOWN ST. CHARLES
PARTNERSHIP, INC.

By: _____

ATTEST:

EXHIBIT "A" MAP OF SSA1B

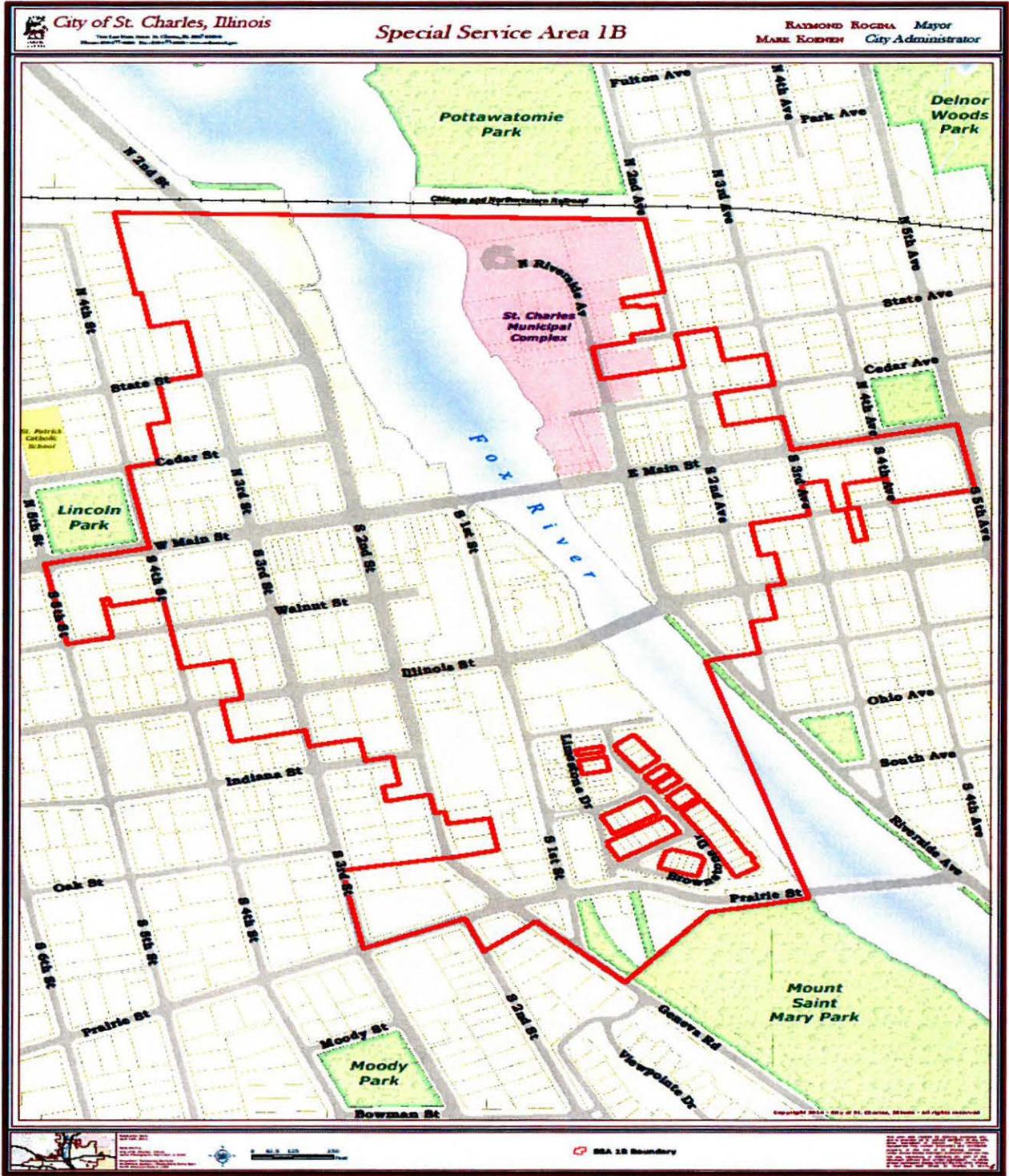


EXHIBIT "B"

Fiscal Year 2016-2017 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
- Update the DSCP website to integrate brand and improve user experience
- Continue public relations efforts, and identify new opportunities for publicity of downtown St. Charles
- Distribute decals and other appropriate promotional items at downtown events
- Replace all parking kiosk panels with updated information and brand integration
- Continue and expand the summer T-shirt program
- Provide opportunities for the exchange of information between downtown businesses, the DSCP and other entities regarding the St. Charles market
- Integrate brand among all committee activities, i.e. volunteer recruitment and recognition, education, and promotions

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

Services:

- Develop and deliver a direct mail piece aimed at downtown summer events and activities
- 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 awareness through advertising, social media and cross-promotions
- Develop an Instagram contest to increase engagement among our younger demographic, create awareness for the activity, and increase our presence on that platform
- Drive brand messaging on-site through announcements, promotional materials, etc.
- Cross-promote other upcoming downtown events on-site

Goal: Organize promotional programs that increase foot traffic downtown

Services:

- Organize the fourth year of STC Live!, using the platform to reinforce the City Side brand and cross-promote downtown businesses and activities
 - Organize the second year of Chair-ity, adding a Facebook contest to increase opportunities for exposure and community engagement
 - Organize the fifth year of Jazz Weekend, utilizing 2015 survey results to further direct marketing and advertising activities.
 - Plan and execute Movie in the Park in August of 2016, creating foot traffic and opportunities for business promotion
-

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

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
- Commemorate DSCP 25th Anniversary throughout organization communications in 2017

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 quarterly updates and action plans
 - Facilitate collaborative action planning session with input from committees and cross-section of DSCP stakeholders.
 - Chart DSCP activity based on action plans to visually represent each committee's body of work throughout the year, allowing us to appropriately allocate resources to each action item
 - 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 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
-