



AGENDA ITEM EXECUTIVE SUMMARY

Agenda Item number: 5a

Title:

Recommendation to Approve Funding Request for POTF Festival of the Fox 2017 in the amount of \$27,000

Presenter:

Chris Minick, Finance Director

Meeting: Government Operations Committee

Date: March 6, 2017

Proposed Cost: \$27,000

Budgeted Amount: \$27,000

Not Budgeted:

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

POTF Festival of the Fox is seeking funding in the amount of \$27,000 for their 2017 event, to be held on the dates June 8, 9, 10 and 11 (Thursday through Sunday). This funding amount is currently contained in the proposed budget for FY 17/18 and allocated from the Hotel Motel Tax revenue stream as called out in Section 3.32.075 of the City Code.

No Special Event application has been received from the organizers of this year's Festival of the Fox event as of yet, however they have included a program of events for the proposed 2017 Festival which is included in the packet. A significant change for the 2017 event is that there is no carnival planned for the event. The Dragon Boat races are still featured as well as a concert, movie, rowing demonstrations, and various children's activities.

The anticipated revenues and expenses for the 2017 event are also included in the packet and representatives of the Festival will make a presentation to the Committee.

Attachments (*please list*):

- 2016-2017 Presentation (4 page letter)
- Festival of the Fox 2017 Program
- Projected 2017 Revenues
- Projected 2017 Expenses
- Balance Sheet as of January 16, 2017
- Income Statement as of January 16, 2017 (reflecting 2016 event activity)
- Marketing pictures including new logo and FOF sign

Recommendation/Suggested Action (*briefly explain*):

Recommendation to approve funding request for POTF Festival of the Fox 2017 in the amount of \$27,000.

Pride of the Fox is here tonight to present the results of your vote of confidence in the form of the City of St Charles headline sponsorship of the rebranded Riverfest event, called "Festival of the Fox" in 2016. We have submitted our 2016 financial statement from JC Olsen & Associates. Included are our 2017 financial projections along with a "2017 Program at a Glance". The following is an expanded outline to accompany our Power Point presentation.

The City tasked Pride of the Fox with the following:

1. As Pride of the Fox provided evidence of having paid 60% on all outstanding invoices from vendors who provided services or products in 2015, the City of St Charles charged Pride of the Fox with paying the 40% balances outstanding on these invoices with revenues generated by the 2016 Festival of the Fox. Our financial statement reflects that we have accomplished this, with the exception of three line items which amount to \$31,000. The first two items are accounting and technical services and supplies provided in 2015. There is continuing disagreement about the amount due to the third provider, for services rendered. Even so, it is the plan of our organization to repay all three parties in some good faith amount with revenues generated by our 2017 event. If profit allows, this amount would be 50% in 2017. By revenues received in continuing years, the remaining invoices will be paid in full in the case of the first two. In the case of the last item, payments will be made annually until paid in full by our determination. Last, the Board feels it would be prudent to build a reserve fund equal to one year's expenses for the continuing consistency of the event. We believe that can be done in four years by earmarking approximately 25-30% of profit for this purpose.
2. The City of St Charles asked Pride of the Fox to create a virtually "weatherproof" event, in order to incur no further debt. We accomplished this by a largely-reduced festival footprint. We ended with a positive cash balance. Please refer to the ending cash balance on our financial statement.
3. To "Save the Dragon Boat Races! This was the call we received from several community leaders. This was also determined by Pride of the Fox to be the one event we could put together on both the shortened time frame and within budget and manpower constraints. Therefore, we created a new logo signaling the focus on the Dragon Boat Races for this year's event, as well as two generic, reusable fabric flag signs. (Please refer to the event schedule and photo documents we have provided). The 26th Annual Dragon Boat Races were successful, setting an all-time record with 25 teams, maxing-out the two-day race schedule.
4. Further, Pride of the Fox endeavored to cure more than the debt incurred by three years of catastrophic weather events. We sought to frankly identify weaknesses in the financial formula that allowed such a serious shortage to occur. The call to action was to preserve the event for future years with the very real circumstance of a severely-limited team. We drafted an "event-in-progress" for 2016. We addressed what could be done for the current year to preserve the event, and that was to align it with the 25- year history of the Dragon Boat Races and a modest offering of low or no-cost activities for families and other attendees including a Family Movie Night, Picnic in the Park with free giant lawn games, Chinese kite and Chinese lantern giveaways,

performances by local young talent in dance and martial arts. We also provided a new Concert in the Park and a Water Ski Show. We encouraged our sponsors to also provide an activity:

-**Quest Watersports** featured free rides in Hobie Kayaks and other water craft

-**Bill Cho United Tae Kwon Do** gave board breaking lessons and performances

-**Evolve Chiropractic** provided free massage for all Dragon Boat race participants and for any event attendees in the large pavilion

-**The St Charles History Museum** provided free crafts for kids

-**Holm Studio Personal Training** helped to fund the picnic blanket fundraiser and offered juggling demonstrations and a video tour dvd to play

-**Fox Valley Auto Group** brought a car display and manned a large tent we provided them

-**The Bike Rack** brought wheeled vehicles for kids with special needs to ride

-**Windy City Amusements** provided free ride wristbands to approximately 125 families of children with Special Needs

-**JC Olsen & Associates** provided a local St Charles band, Triolife on Thursday, June 6th in Lincoln Park, which added a night to Concerts in the Park that had not formerly been programmed by the St Charles Park District

Petsmart provided kids coloring sheets and crayons, stickers, dog toys and treats.

We also chose to rebrand the event and redirect the mission, for two important reasons. Reason number one: to answer expectations, and make it clear to the community that this product would NOT be Riverfest.

Accordingly, we understood it was important and it was necessary for all stakeholders in our community to adjust their expectations. We focused efforts on print and social media to communicate the change. We received support from our City, our Park District, our Chamber of Commerce and our Convention and Visitor's Bureau in the form of e-blasts and downtown business newsletter announcements, website posts, a First Street parking garage slide, the CVB follow-up postcard to 50,000 visitors and a mention in the Partnership summer mailing.

The second reason for rebranding the event was to seize the opportunity to reinvent and strengthen it. The former event strategy had been to provide many venues, as many as nine, to offer a broad range of entertainment and engagement for the community with beer garden sales providing an essential revenue stream. Pride of the Fox believes the key to the future success of Festival of the Fox is for it to continue to become a uniquely local event at the core. Further, we believe it is prudent to minimize risk, by reducing reliance on one particular revenue stream. Thus, we have aligned the anatomy of the event with the four cogs of our City's five-year Strategic Plan:

Heritage- We will emphasize heritage by bringing a truly "St Charles experience" to attendees, drawing from what is great about life in St Charles: the uniqueness of our history and the beauty of our town. Thus, we depart from offering the same "cookie-cutter" vendors and events that can be seen in festivals across Illinois. This year we are proposing to add a "St Charles Day" feature to the event, reviving a turn-of-the-century event with the help of the History Museum, in Baker Memorial Park. It will include a community-wide contest, much like the scarecrow entries of Scarecrow Fest, using garden pots as the vehicle. Many other aspects will be the History Museum-sponsored kid's crafts, live music by local emerging artists, a family recipe exchange, a "Living History" recording booth and activities at the museum tied-in to "St Charles Day".

We are proposing a "Vintage Marketplace" in Pottawatomie Park and are currently soliciting entries as we cannot secure a turnkey craft show company, which is our primary goal, until 2018.

Community – By choosing the most local vendors, finding new ways to promote local business, sourcing local entertainment, we will support our St Charles community and encourage new participation.

We propose to add-back a scaled-down music stage with local musicians in 2017.

In 2016, we shared our event with our community groups by providing free booth space in our festive, red & white-striped "Community Information Exchange Tent": Garfield Farm, The Rotary Club, The STC History Museum, Project Mobility, the Convention & Visitors Bureau, St Charles Chamber of Commerce and Downtown St Charles Partnership, as well as all area restaurants were invited and many became involved. The Chamber participated in our Ribbon-cutting ceremony on Saturday, June 11th, with our Mayor and our event sponsors.

In 2016, we reached out to engage our St Charles Farmer's Market, and two vendors were able to join us, Brewing 164 and Bettina's Teas. Reaching out again this year, we are encouraged to be working with Mr. Rob Murphy on an opportunity, if we can add Friday to our festival, in 2018.

We created a Chinese Dragon Boat Race "Mascot", with 100% authentic Chinese costume elements. We developed two contests, the first called "Where's Dragon?" This was a social media contest made to lead residents up to the festival and engage our residents in a guessing game on Facebook. In the dragon mascot costume, 2009 St Charles East graduates, Tyler Warden & Leigh LaSota, were photographed across the city. We sought new vantage points such as the Municipal Building dome from the inside, the Red Gate Bridge pedestrian path, inside the Baker Memorial Community Center, the Arcada Theater and Hotel Baker and river views. We shot the mascot in front of our participating and local businesses, Fox Valley Auto Group, Holm Studio Personal Training, The Blue Goose, Starbucks, Za Za's, also scenes on First Street, the Plaza and Main Street. The second contest was "Name Dragon!" We offered a prize "Summer Fun Basket" totaling \$150 in donated items and gift cards, for the winning name. The contest drew entries on-site and online. The winning name, "PADDLES" was submitted by a nine year old girl from Orland Park. Her family visits St Charles often & has been attending Riverfest & Scarecrow Fest for many years. We travelled to Orland Park to meet the family and present the prize and plan on introducing them onstage this year.

Service- We created a fundraiser by selling original fleece Dragon logo Picnic Blankets. All proceeds over cost are to be directed towards Project Mobility through the St Charles Bike Rack. When complete, we will have donated over \$700 to the 501c3 charity, toward building wheeled recreational vehicles for kids with special needs. We produced another "Special Needs Family Day at the Carnival" which served over 125 D-303 families and engaged "sister" organizations Buddy Break, Project Mobility and several others. We hired *The Oddfellows Lodge* rather than a private company for security services, and 100% of the dollars spent was donated to their list of charities.

Opportunity – The opportunities to engage our local community are many. It is our desire for Festival of the Fox to "grow up", which will be enabled by the expansion of our volunteer teams and with more participation from groups within our community like four who actively joined us last year- the St Charles History Museum, The Rotary Club, Garfield Farm and the St Charles Chamber of Commerce. Our Pride of the Fox Board has changed with the exit of our Executive Director and the retirement of two longstanding Board members. Also, local business-owner Taylor Garner, who developed our Special Needs event, had to step down this past year. He found a successor, Ms. Jaimie Valenti, who is committed to carrying the event on in 2017, if there is a venue this year. It would be our 4th Annual Special Needs Family Day.

We welcome two new board members in 2017 addition to President Ed Bessner, Kevin Call and myself, which is a full Board. Our new members are civic-minded residents who have helped out on the committee-level, in the past. We expect many creative innovations from our newly-constituted group.

Our vision is positive. Our team views this event as a summer cornerstone. Festival of the Fox will grow by adding-back what was of value and by adding-in what is considered by our City leadership and by our

community team, to be desirable features that will serve our St Charles community with an engaging summer activity. The possibilities are exciting. Our goal incorporates drawing-in new volunteers. As we all know, volunteer opportunities are always of value to our City, and new volunteers breathe new life into any endeavor. Our request is for the continued sponsorship of Festival of the Fox, by the City of St Charles. Please enjoy a look back at the 2016 Festival of the Fox.

Thank you.

Respectfully Submitted by:
Vanessa Bell-LaSota, Event Coordinator
Pride of the Fox, Inc.
Board of Directors:
Edward Bessner, President
Steve Gibson
Gregory Hyde
Kevin Call
Vanessa Bell-LaSota
Pride of the Fox, Inc.
P.O. Box 3743
St Charles, IL 60174

2/16/2017

Festival of the Fox 2017: Program

LINCOLN PARK-Thursday only

- Park District "Concert in the Park" June 8th Gregory Hyde Band:
Sponsored by Festival of the Fox

POTTAWATOMIE PARK

- SAT/SUN 8 a.m.: AWAKENING THE DRAGON CEREMONY -dockside
- SAT/SUN: DRAGON BOAT RACES all day
- SAT/SUN: QUEST WATERSPORTS-(Sponsor)KAYAK DEMOS-behind police station
- Saturday only: FAMILY MOVIE NIGHT-Ampitheatre
- SAT/SUN: "GIANT" LAWN GAMES-"PICNIC IN THE PARK"-central lawn area
Tacos
Iced Teas; Natural Sodas
Lemonade, Italian Ice, Desserts
BBQ; Sandwiches
- Vintage Vendor Marketplace (12-20 vendors under a 40' x 90' tent canopy)
(additional Vintage sellers in tents on open grass-possible)
- SAT/SUN: KITE FLYING/FRISBEES-400 free kites; free frisbees
- SAT/SUN: Large Pavilion Music Stage all day-"light music" small ensembles-Hipster Blue Grass, Rockabilly, Elvis Show; 60's-80's hits
- Saturday only: St Charles Rowing Club Veteran Teams rowing demo Noon-2pm
- Sunday only: Wonder Lake Water Ski Team Show 1-2pm
- SAT/SUN: Sponsor booths -kid's activities
- Sunday: "Growing in St Charles!" Contest/from Baker PARK/-announce winners/prizes
- Information Booth: Project Mobility Picnic Blanket sales; Dragon Boat Pin sales; Petsmart pet giveaways, other giveaways

BAKER MEMORIAL PARK: Saturday Only...."St Charles Day" Celebrating an age-old tradition

- Sponsored Family Planter Pot Decorating Contest: "GROWING IN ST CHARLES!"
50 terra cotta pots provided to community in weeks prior-they pick up, decorate, drop off, sponsor fills w/soil, rocks and plants per sponsorship, community casts ballot votes, prizes, pots picked up by entrants w/volunteer assistance of St Charles Rotary Club....
- STC HISTORY MUSEUM: Children's activities/crafts
- STC HISTORY MUSEUM: Living History Recording Booth(sponsored/radio station)
- Snack Food Stand: "Frozen" DISNEY PRINCESSES
- Center Stage Gardening demos
- Light music-single/duo ensembles: "Emerging Artists"
- St Charles Charity Community Booth-free to all organizations
- More activities offered across the street inside @ St Charles History Museum

Projected Revenue

Total

\$60,950.00

<u>Item</u>	<u>Cost</u>
Dragon Boat Registrations	\$ 14,250.00
City Sponsorship	\$ 27,000.00
Sponsorships	\$ 14,000.00
Food Vendors	\$ 1,400.00
Vintage Vendors	\$ 3,000.00
Sales- 60 blankets break-even-40	\$ 1,200.00
D Boat Pin sales @ \$2 each-50	\$ 100.00
Total	\$ 60,950.00

Expenses:

Total

\$60,950.00

Item	Cost
ABDA Contract-dragon boats & chase boat	\$ 5,700.00
Awards-dBoats	\$ 1,200.00
Water Ski show	\$ 4,000.00
Community Events estimated	\$ 2,000.00
Park District estimated	\$ 4,500.00
Insurance estimated	\$ 1,200.00
Marketing	\$ 2,000.00
Website,Office 365	\$ 374.00
Fees, Permits estimated	\$ 2,500.00
Sanitation	\$ 2,000.00
Power budgeted	\$ 1,200.00
Supplies budgeted	\$ 500.00
Tent Rentals	\$ 4,500.00
Administrative budgeted	\$ 1,000.00
Public Works estimated	\$ 1,200.00
Police estimated	\$ 800.00
Security	\$ 1,000.00
Movie Public License	\$ 250.00
Music & stage	\$ 8,000.00
Outstanding Invoices	\$ 17,026.00
Deposit to Reserve	\$ 5,000.00
Total	\$ 60,950.00

Pride of the Fox
Balance Sheet
As of January 16, 2017

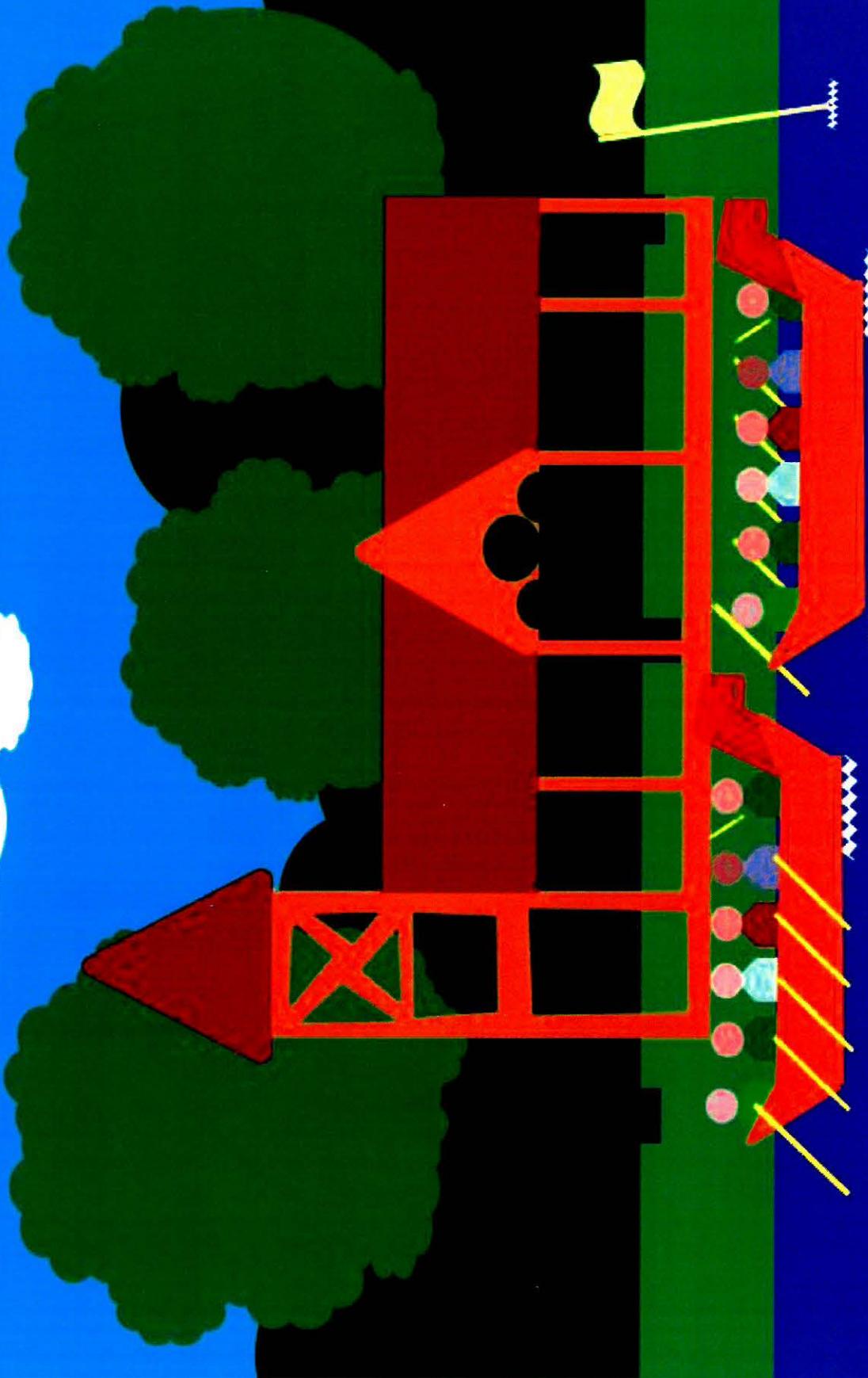
	Jan 16, 17
ASSETS	
Current Assets	
Checking/Savings	
STC Capital	6,841.78
PayPal	20.16
Total Checking/Savings	6,861.94
Accounts Receivable	
Accounts Receivable	500.00
Total Accounts Receivable	500.00
Total Current Assets	7,361.94
Fixed Assets	
Fixed Asset	
Office Equip.	863.13
Other Equipment	795.90
Total Fixed Asset	1,659.03
Total Fixed Assets	1,659.03
TOTAL ASSETS	9,020.97
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	31,239.45
Total Accounts Payable	31,239.45
Other Current Liabilities	
Sales Tax Payable	15.56
Total Other Current Liabilities	15.56
Total Current Liabilities	31,255.01
Total Liabilities	31,255.01
Equity	
Opening Balance Equity	30,336.99
Unrestricted Net Assets	-52,416.03
Net Income	-155.00
Total Equity	-22,234.04
TOTAL LIABILITIES & EQUITY	9,020.97

Pride of the Fox
Profit & Loss
 January through December 2016

	Jan - Dec 16
Ordinary Income/Expense	
Income	
Vendors	1,125.00
Sponsorship (Note)	35,700.00
Dragon Boats	13,700.00
Carnival	10,000.00
Product Sales	194.44
Total Income	60,719.44
Expense	
Administration	
Bank Fees	303.86
Board & Team	143.33
Insurance	1,731.68
Legal Fees	863.50
Office Supplies	175.02
Outdoor Storage	1,890.00
Park District	3,000.00
Police and Public Works	2,501.53
Postage & Delivery	94.85
Sales Tax	16.00
Security	500.00
Sign and Banners	781.64
Software	159.92
Supplies	1,539.36
Telephone	54.65
Utilities	80.52
Volunteers - Other	101.65
Total Administration	13,937.51
Event Expenses	
Entertainment	
Small Stage Musician	800.00
Total Entertainment	800.00
Operations	
Electrical	669.27
Marketing and Advertising	3,719.99
Tent Rental Expense	628.00
Total Operations	5,017.26
Outside Services	
Service Sanitation	1,004.00
Total Outside Services	1,004.00
Pottawatomie Park Expenses	
Blankets	791.75
Dragon Boats	7,819.60
Movies	1,561.00
Rides and Games	347.62
Watershow	2,500.00
Total Pottawatomie Park Expenses	13,019.97
Total Event Expenses	19,841.23
Total Expense	33,778.74
Net Ordinary Income	26,940.70
Net Income	26,940.70

CELEBRATING 50 YEARS

50



FESTIVAL FOX

OF THE

FESTIVAL FOX

ON 11 JANUARY 2017

