



AGENDA ITEM EXECUTIVE SUMMARY

Agenda Item Number: 5d

Title: 2020 Scarecrow Festival - Information Only

Presenter: Jenna Sawicki, Executive Director St. Charles Business Alliance

Meeting: Government Operations Committee

Date: July 20, 2020

Proposed Cost:

Budgeted Amount: \$

Not Budgeted:

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

Due to the COVID-19 situation, the St. Charles Business Alliance will be making changes to the traditional Scarecrow Fest event taking place October 9-11, 2020. They plan to scale back the event to stay within governmental guidelines while continuing to follow their mission of attracting people to the City of St. Charles to shop and dine. The Alliance will focus on individual businesses and encourage visitors to patronize restaurants and shops by placing scarecrows in or outside of downtown businesses, and by marketing their Scarecrow Fest themed menus, promotions, and mini-events. The timeline for the following will be during business hours on October 9-11.

Minimal, if any, police services will be required for this event. The St. Charles Business Alliance will work directly with the Police Department to organize needed services.

PLEASE NOTE: this special event is being recommended for approval with the caveat that all approvals are contingent upon any governmental sanctions regarding public gatherings, social distancing, etc., pertaining to COVID-19.

Attachments *(please list):*

Property Layout Maps for Scarecrow Festival
Street Closure Request

Recommendation/Suggested Action *(briefly explain):*

For information only

Scarecrow Fest 2020

Due to the COVID-19 situation, the St. Charles Business Alliance will be making changes to the traditional Scarecrow Fest event taking place October 9-11, 2020. We will scale back the event to stay within governmental guidelines while continuing to follow our mission of attracting people to St. Charles to shop and dine. We will focus on the individual businesses and encourage visitors to patronize restaurants and shops by placing scarecrows in or outside of downtown businesses, and by marketing their Scarecrow Fest themed menus, promotions, and mini-events. The timeline for the following will be during business hours on October 9-11.

Scarecrow Stroll

- These will be the scarecrows that are made by families, businesses and organizations
- Put scarecrows in front of or inside businesses, in front of Municipal Building, and on Riverwalk if there is overflow (there will be a map)
- Giant scarecrow as focal point in front of Municipal Building
- Voting- process TBD
 - Number the scarecrows, may not be in usual categories
 - Have a cash prize but it will look different this year

Children's Activities

- Take home craft(s) from local art businesses to be picked up in Lincoln Park info booth
 - Possible community art project
- Scavenger Hunt through town
- Encourage Businesses to host Children's mini events that we can promote
- Make Your Own Scarecrow hosted by Boy Scouts
 - Change to "Scarecrow In a Box" for children to take home
 - Pick up in Lincoln Park or partner with local business

Entertainment

- Live Stream of Music from local businesses, similar to STC Live
- Possible Drive Up Concert (Park District model)
- Live Pumpkin Carver (Live Stream from a business) and display pumpkins downtown

St. Charles Business Participation

- Promote special deals/menus & encourage to stay open
- Visit businesses around town and do video of their promotions
- Encourage mini events

- Decorate with Scarecrows that businesses can customize (STC Alliance to provide) similar to last year

Breweries

- Boo-ze Gift Box- potential to be organized by Rotary as fundraiser
 - One seasonal craft beer from each brewery
 - Pre-Sale and promoted early
- Silicone Cup branded to be used during month of October one time at each brewery
 - Each cup you gives you one fill of seasonal beer from each brewery
 - Valid all of October

1st Street Plaza

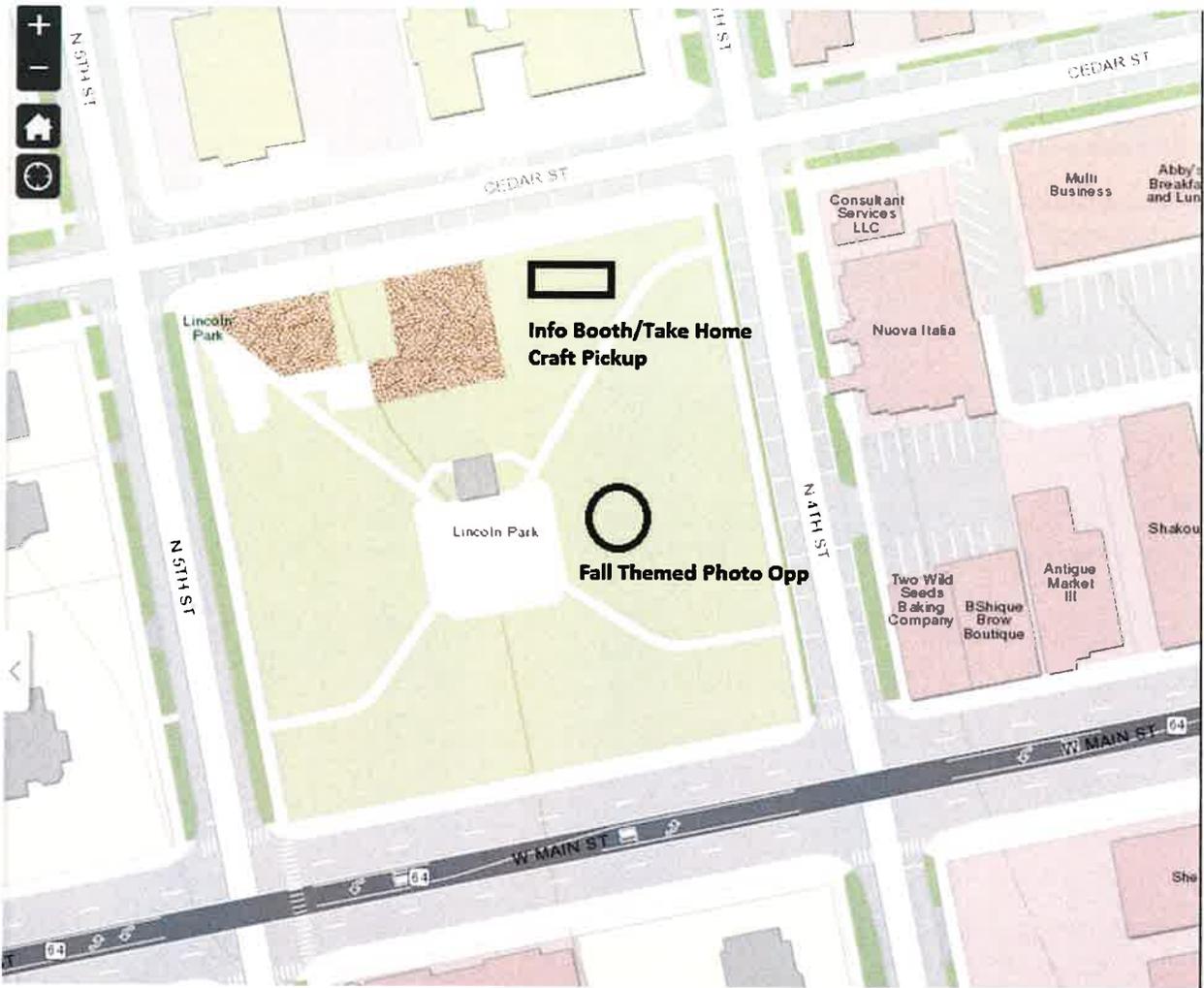
- Decorate with Festive Decor

Lincoln Park

- Info Booth and Craft Pick Up
- Decorative Fall Photo Op Area

Municipal Building

- Change the lights to Orange
- Giant Scarecrow in front as Focal Point



In Lincoln Park, we will have an Info Booth tent as well as a Tent for any take-home crafts. There will also be a Fall Themed Photo Opportunity for families to take photos. We will be following CDC regulations for Covid-19 including but not limited to social distancing and mask wearing.

We will also be pairing St. Charles businesses with the local Scarecrow artists for a "Scarecrow Stroll." A map will be created of the locations around town that are displaying scarecrows along with information regarding specific themed in-store specials/events encouraging people to patronize St. Charles businesses (see attached for an example).

If there is an overflow of Scarecrows, we will also place Scarecrows in the following locations:

- Riverwalk (along 1st Street or behind Municipal Building)
- In front of Municipal Building
- In front of Empty Store Fronts
- No street closures will be needed.



Organized by:

Example

