

**AGENDA ITEM EXECUTIVE SUMMARY**

Agenda Item number: 6a

Title:

Seeking Feedback and Direction Related to a Funding Request from the St Charles Business Alliance in the Amount of \$698,600 for Fiscal Year 2020-2021.

Presenter:

Chris Minick, Finance Director

Meeting: Government Operations Committee

Date: February 18, 2020

Proposed Cost: \$698,600

Budgeted Amount: \$TBD

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

Attached is a funding request from the St Charles Business Alliance (SCBA) for fiscal year 2020-2021. The request is in the amount of \$698,600 and is comprised of funding from two sources: \$262,000 of anticipated proceeds of SSA 1B and the remaining \$436,600 would be taken from the hotel/motel tax revenue stream. The funding requested represents a \$1,000 reduction from the current funding level of \$699,600 as approved for FY 2019-2020.

The 2020-2021 year represents the second year of the SCBA's existence. The combination of the former Downtown St Charles Partnership and the Greater St Charles Convention and Visitor's Bureau was completed in the summer of 2019.

Representatives of the SCBA will be present at the Committee meeting to highlight the accomplishments of the SCBA over the past year as well as outline the anticipated activities for the upcoming fiscal year.

Staff will be seeking feedback and direction from the Committee as to the amount of funding to include in the proposed 2020-2021 fiscal year budget draft.

Attachments (please list):

Funding Request Memo

SCBA 2020-2021 Fiscal Year Budget

SCBA Power Point Presentation

Recommendation/Suggested Action (briefly explain):

Seeking Feedback and Direction Related to a Funding Request from the St Charles Business Alliance in the Amount of \$698,600 for Fiscal Year 2020-2021.

Date: 2/13/2020
To: Chris Minick, Dir of Finance City of St Charles, and City Administration
From: Jenna Sawicki, The St Charles Business Alliance Executive Director
Subject: St Charles Business Alliance Funding for FY 20-21

This communication is to request funding in the amount equal to 100% of total SSA-1b funds (\$262,000) and \$436,600 of the Hotel Motel Funds. The Alliance requests funding at this amount to fund the planned operations which drive our purpose which includes:

- Continuing work as the City's Destination Marketing organization (DMO)
- Event growth, expansion and execution
- Hotel and tourism promotion
- St Charles Business community coordination and facilitation

The Alliance's total budget for fiscal year 2020-2021 is \$1,006,600 based on proposed request of all of the SSA funds, projected at \$262,000 and our portion of the Hotel Motel tax of \$436,600.

Respectfully,

A handwritten signature in black ink that reads "Jenna Sawicki". The signature is written in a cursive, flowing style.

Jenna Sawicki
Executive Director
St Charles Business Alliance

2020-2021

Ordinary Income/Expense

Income

4000.00 · Operations Income

4001 · Hotel 436,600

4002 · SSA-1B Revenues 262,000

4005 · Investor Contributions

4005.40 · Investor Contributions-Other

Total 4005 · Investor Contributions

4500 · Interest Revenues 700

Total 4000.00 · Operations Income 699,300

4100.00 · Committee Income

4120 · City Advertising Reimbursement -

4170 · Visitor's Guide -

Total 4100.00 · Committee Income -

Total Income 699,300

Gross Profit 699,300

Expense

5000 · Operations Expense

5005 · Accounting Services 15,000

5030 · Equipment Leasing & Rental 2,500

5040 · Insurance & Bonding

5040.10 · General Liability 25,000

5040.20 · Workers Compensation Insurance 1,000

5040.30 · Auto Insurance 390

5040.40 · D&O 400

Total 5040 · Insurance & Bonding 26,790

5041 · Interest Expense 100

5042 · IT Support / Web Hosting 19,000

5043 · Legal 2,500

5050 · Office Supplies 4,500

5053 · Outside Services 2,000

5055 · Program Participation Fees 2,000

5060 · Personnel

5060.10 · Salaries and Payroll Expense \$430,000

5060.20 · Employee Benefits 50,000

5060.25 · Payroll Processing Fees -

5060.30 · Payroll Tax Expense 28,000

5060.35 · Temp Worker Expense \$3,500

5060.99 · Payroll Allocation - Events (128,000)

Total 5060 · Personnel 383,500

	2020-2021
5075 · Professional Developmt/Travel	
5085 · Software/Technology Fees	16,000
5110 · Annual Meeting Expense	400
5115 · Annual Report	100
5120 · Bank Service Charges	1,000
5124 · Depreciation Expense	7,000
5125.00 · Dues, Memberships	500
5165 · Postage	500
5180 · Repairs & Maintenance	1,000
Total 5000 · Operations Expense	484,390
6000 · Committee Expenses	
6010 · Business Development/Education	
6010.10 · Booth Fees	15,000
6010.20 · Marketing Materials	15,000
6010.30 · Signage/Awning Program	8,000
6010.35 · Professional Development	8,000
6010.40 · Workshops & Training (Bus. Exc)	1,500
Total 6010 · Business Development/Education	47,500
6020 · Marketing & Promotion	
6020.10 · Advertising	18,000
6020.30 · Branding	28,000
6020.50 · Kiosks	-
6020.60 · Photography	1,500
6020.70 · STC Live	-
6020.90 · Visitors Guide/ Resturant guide	20,000
Total 6020 · Marketing & Promotion	67,500
6030 · Organization	
6030.10 · Stakeholders Engagement	2,000
6030.20 · Volunteer Appreciation	3,500
Total 6030 · Organization	5,500
Total 6000 · Committee Expenses	120,500
Total Expense	604,890
Net Ordinary Income	94,410
Other Income/Expense	
Other Income	
7000 · Event Income	
7010 · Booth Fees	41,000
7020 · Parade Entry Fees	10,000
7030 · Event Sponsorship	95,000
7040 · Jury Fees	8,000

St. Charles Business Alliance
Profit & Loss Budget Performance
May through November 2019

	2020-2021
7051 · Ravenswood Sponsorship	65,000
7060 · Carnival	24,000
7070 · Food Vendor	45,000
7080 · Merchant	20,000
Total 7000 · Event Income	<u>308,000</u>
Total Other Income	308,000
Other Expense	
7500 · Event Expenses	
7505 · Advertising	38,000
7510 · Artist's Awards	14,500
7515 · Artist's Lunches	3,000
7520 · Banners	10,000
7525 · City Services	40,000
7529 · Festival Fees	-
7530 · Float Awards	-
7535 · Judges	800
7540 · Logistics	5,500
7545 · Marketing	9,000
7550 · Miscellaneous	4,000
7555 · Music/Entertainment	20,000
7560 · Outside Services	41,000
7565 · Paid Elements	20,000
7570 · Purchase Award Program	-
7573 · Payroll Allocation	128,000
7574 · Ravenswood Management Fees	28,000
7575 · Repairs & Maintenance	15,000
7580 · Security	8,000
7585 · Tents	18,500
7595 · Volunteer Expenses	1,500
7600 · Video/Photography	4,000
Total 7500 · Event Expenses	<u>408,800</u>
Total Other Expense	<u>408,800</u>
Net Other Income	<u>(100,800)</u>
Net Income	<u><u>(6,390)</u></u>



The St. Charles Business Alliance

ST. CHARLES
DISCOVER YOUR CITY SIDE

We are your Destination Marketing Organization

DMO's play a key role in the long-term development of a destination, by formulating an effective marketing and tourism strategy.



Mission: To Drive Economic growth
to make the St Charles Community a
destination where people, businesses
and tourism thrive



Meet the Team



Jenna Sawicki
Director



Laura Purdy
Tourism & Sales Manager



Alyssa Feulner
Marketing Manager



Nate Wendt
Business Support Coordinator



Carley Salomon
Marketing Coordinator



Amy Curione
Events Manager



Hayley Kahle
Admin & Finance Coordinator

2019- 2020 Board Members

Chris Woelffer
Tom Donahue
Holly Cabel
Joe Klein
John Hughes
Paul Lencioni
Kim Lamansky
Amber Grove McKee
Steve Martin
Mario Gardo
Sue Henry
Darius Grigaliunas
Rowena Salas
Mark Koenen
Art Lemke

Committees Organization Chart

Alliance Committees:

- Board of Directors
- Marketing and Promotions
- Business Development and Sales ***New***
- Organization Committee

Event Committees:

- Fine Art Show
- Parade Committee
(Holiday Homecoming & St. Pat's)
- Scarecrow Fest Committee ***New***



Events

- Fine Art Show
- STC Live!
- Jazz Weekend
- Scarecrow Fest
- Holiday Homecoming
- Still to come, St Patrick's Parade – March 14th!



Fine Art Show 2019



"Out of this world busy, phenomenal weekend. Thank you to the Partnership for your support for this amazing event. We are already planning next year!" The Art Fair weekend was a complete success for us. This event brought us many new customers with increased sales. Many of the people who stopped by for a glass of wine never knew the store was even there. We increased our sales during the two day event by 175% from last year, signed 10 new members and spoke with many new potential customers. This event was a complete success for us. Thank you very much to the team. If it was not for your assistance in guiding me through all of the event details, I'm not sure we would have participated in this event. You really made the difference !!!"
— The Wine Exchange

"IT.WAS. CRAZY! Very happy with the sales this weekend! Our shop was packed most of the weekend! More events like this in downtown would be awesome!" — Rocket Fizz

"The best day we have had since we've been open, great event to have downtown!" — Kava Diem

- Reached 2,331,695 people through online ads
 - In addition we also reached 176,749 people on Facebook (58% increase), and 6,805 on Instagram (54% increase)
- 30,000+ Attendees
- 127 Artists
- 60+ Volunteers
- 125+ Took part in the Patron Program (We have over 350 registered Patrons)

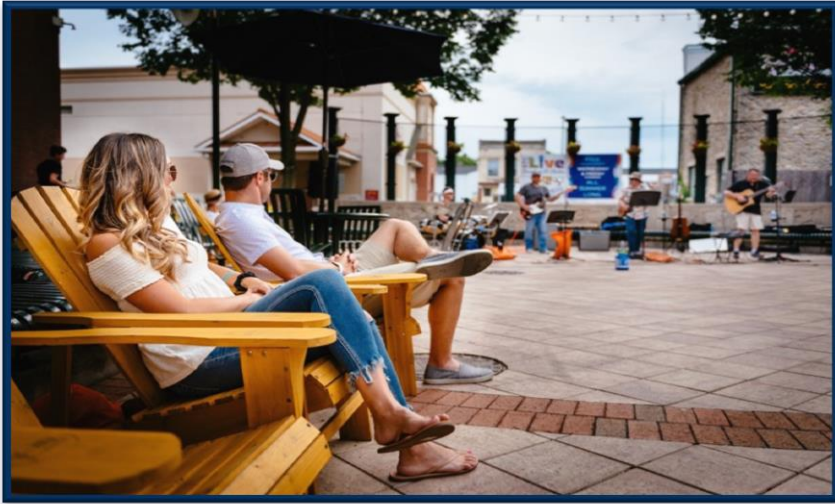
Goals for 2020 Fine Art Show



- Bring in new sponsors
- Grow Patron Program by 10%
- Work with CTM and hotels for a Special Fine Art Show discount
- Increase Chalk artist for Paint the Pavement
- Expand marketing efforts with NBC
- Increase promotion efforts highlighting local businesses events/promotions they have going on the same weekend



STC Live! 2019



- Sponsorship increased by 12%
- Reached 98,000 people through online ads
 - In addition we reached 85,165 people on Facebook & Instagram
- 13 weeks
- 53 total performances
- Designed, developed, installed, monitored and replenished event rack cards and racks at all local hotels

“STC Live is awesome. It drew in a lot of customers, and they enjoyed the performances. It's a great show when eating dinner and enjoying the beautiful weather!” -Colm Headly, Manager at McNally's Pub

“We have to increase staff on Wednesday due to increased traffic due to this event” – La Mesa

Goals for STC Live! 2020



- Increase local business and community participation
- Increase sponsorship
- Expand footprint of event
- Improve band quality and diversity
- Brand to be St Charles Business Alliance

Jazz Weekend 2019



“With Jazz Weekend, we were packed all weekend, and business was definitely up! We are thrilled with the business that this event brings to the city!” – The Filling Station

“Jazz Weekend has definitely helped with our foot traffic and getting new people into our business! We stayed open until 9pm each night of jazz weekend and even hired a jazz band, and we had one of the best days we have ever had with a 58% increase from last year” – Jeans and a Cute top shop

“Business has been very steady... Jazz Weekend we experienced a higher number of reservations for a Sunday night, which was great!” – Francesca's on the River

- 19% increase in sponsorship
- Reached over 280,795 people with online ads
 - 96,100+ impressions on social media, a 48% increase from 2018
 - Google ads reached 84,600 people
- 15 venues
- 34 performances
- Promoted event at all hotels with marketing materials

Goals for Jazz Weekend 2020



- Increase Sponsorship
- Work with CTM Marketing and Hotels for Jazz Weekend Discount codes to track hotel stays during the events
- Increase outside of Downtown participation
- Collaborate with other businesses to have “outdoor/street” performers near their store
- Collaborate with the Park District on their successful Cider Stroll



Scarecrow Festival 2019



We definitely saw more foot traffic downtown this year as compared to previous years. Thank you to all of you for everything you have done and are doing to drive more folks into the heart of the city! Said they saw about 10-20 people using the Scavenger Hunt.” – Kimmer’s Ice cream

“Scarecrow went well. We had a steady crowd from 1 pm on Saturday until 8 pm and from 1 pm on Sunday until 6 pm.”— Homebrew Shop

“Scarecrow Fest was a great weekend. Saw increased foot traffic from people parking near their business to walk around downtown. Saw some people using the scavenger hunt.” - Kava Diem

“Great job on Scarecrow Fest! I travel and attend lots of Festivals Across the Country so I know what it takes! Should be proud of your TEAM!” – Laszlo M. From Facebook comments

- Sponsorship remained strong consistent with previous year
- Created New Volunteer committee
- Event profits in the black
- Added Scavenger hunt and handed out scarecrows to be personalized by 1st floor businesses
- 75,000 people attended
- 50+ volunteers
- 100 Scarecrow entries
- Reached 64,000 people through online ads
 - In addition we also reached 477,000+ people on Facebook and Instagram
- Designed, developed, installed, monitored and replenished event rack cards and racks at all local hotels

Goals for Scarecrow Festival 2020



- Re-work Lincoln Park layout and flow
- Increase community scarecrow entry number
- Partner with more community groups and businesses
- Increase large entry scarecrow for larger impact
- Highlight local brewery businesses



Holiday Homecoming 2019



“Saturday was a lot of fun. There were a couple of people that come in because we were on the list of places to visit. And then a bunch of people that came in because of the cold to enjoy the mulled wine.” – 100 Grapes

THANK YOU!!! I happened to be walking over to Blue Goose as the lighting countdown began and it was honestly, a really beautiful thing to hear so many voices (even a block+ away) be so excited about this annual tradition, and proof that St. Charles isn't just a town or a city, it's a community. - Kimmer's Ice Cream

“This was wonderful! thank you so much for doing such a great event for the kiddos!!” - Natalia M from Facebook comments

- Sponsorship increased 6%
- 56 Parade entries
- 90+ Volunteers
- 1,600 Attendees at Lighting of the Lights – Record number!
- 750+ Horse-Drawn Trolley Riders
- 1,500 Santa visitors
- 700 Attendees at the Holiday movie
- 20,000 Parade spectators
- Reached 198,400+ people through online ads
 - In addition we also reached 232,000+ people through Facebook and Instagram
- Worked with CTM and confirmed over 24 local hotel stays with Holiday Homecoming discount Code

Goals for Holiday Homecoming 2020



- Sponsorship remained strong consistent with previous year
- Increase local business exposure
- Increase and expand discount codes at hotel stays
- Utilize new East Plaza for Friday and Saturday
- Expand the Lighting of the Lights ceremony
- Holiday Homecoming Weekend Getaway Packages

St. Patrick's Parade – still to come



- Sponsorship – is already up 17%
- Grand Marshal – Sue & Bob McDowell
- Movie at the Arcada and Irish Dancing workshop



Committee Programing: Business Development and Sales

- Awarded \$7,000 in Store Front Improvement Grant Money
- 121 Retention Visits – including 10% with the City
- Worked with CTM to get out Visitors Guide and Event/ Hotel information
- Broker's Coffee
- Created Virtual FAM tour (Familiarization Tour)
- Outreach to major St Charles Employers/ Sales Meeting planners



“Thank you so much for inviting us to the FAM Tour! It was extremely helpful to not only hear about local restaurants but to get a guided tour of where they are located as well. My team and I loved getting a chance to meet the local restaurant owners and try some of their amazing food. We now feel so much for confident in being able to recommend amazing local restaurants for our guests to go try instead of the chain restaurants they see everywhere else. We were also happy to find out about new places for us to even go to get lunch or dinner after work. We are looking forward to the next FAM tour, I have lots of team members that are very excited to attend.”

- Elizabeth Boyd, Corporate Sales Manager
Hilton Garden Inn St. Charles, IL.

Sales Team Updates

Local Work:

- Introduction on site meetings with every hotel
- Continue to meet with large local businesses on marketing, recruitment, and wellness programs.
- Held quarterly hotel meeting in November at City Hall and Pollyanna Brewery
- Bi- Weekly distribution of:
 - Maps
 - Music
 - Restaurant Listings
- Held FAM (Familiarization) tour at City hall

Shows:

- Attended 8 shows
- Had 122 meetings at attended shows
- 159 of new leads created – information tracked
- New branded Destination packets

RFP's:

- 45 total number of RFP's (Request for Proposal)

Conference Servicing / Site Visits:

- 10 Total



Pheasant Run example:

Through the Alliances efforts, we helped keep these shows in St. Charles for 2021

- All Canada Show
- Ace Hardware Annual Meeting
- The Muskie Show
- Old House/New House Expo (In talks)
- Contacted 24 planners about misplaced leads
- Also, the American Camp Association, Illinois - Spring Conference 2020, that was lead from Pheasant Run is now confirmed with Q Center.



Committee Programing: Organization Committee

- Restructured new organization
- Created staff flow chart
- Created new job titles and job descriptions
- Created Employee Handbooks
- Designed and helped push out board packets
- Helped finalize merger
 - Name change
 - By-law change
 - Closing out state grant
- Volunteer Appreciation Luncheon

Committee Programing:

Marketing And Promotions Committee

- Created Downtown Block Captains
- Launch over 28 podcast episodes promoting St Charles
- Re-designed 9 downtown kiosk with updated business listing
- Planter Program
- :30 second videos
- Selfie stations
- 3D letters to come this summer
- Free St Charles business marketing
- Newsletters
- Employee Discount Cards
- Holiday Co-Op Advertising Discount Cards
- Created new St. Charles Business Alliance branded marketing materials for sales team

Holiday Co-Op Advertising Discount Cards

Spend Your Holidays Discovering *St. Charles*

Visit these St. Charles businesses to receive 10% off!
Keep the discount card below and show it to these businesses during the months of December & January to receive your discount!

For specific 10% off deals & restrictions visit: www.stcalliance.org/discountcard

100 Grapes
3rd Street Dance
Blue Goose Market
Board & Brush
Brunch Cafe
Chamber Red Bistro
Club Pilates
Core Nutrition
Dick Pond Athletics
Forever Yogurt
Glory City
Goldfish Swim School
Hotel Baker
Jeans & A Cute Top Shop
Kava Diem
Kilwins Chocolates & Ice Cream
Kimmer's Ice Cream

La Mesa Modern Mexican
Le Belle Donne Salon & Day Spa
McNally's Irish Pub
Mixology Salon & Spa
Pearl & Sons
Puebla Modern Mexican
River's Edge Crystals
Rocket Fizz
Smallcakes
Spotted Fox Ale House
Steel Beam Theatre
Taste of Himalayas
The Filling Station Pub & Grill
The Wine Exchange
Vergara Favia Law LTD.
Vintage 53

- 33 Participating Businesses
- Mailed to more than 24,200 homes in 60174 and 60175

“It was such a good idea, we had close to 50 discount cards turned into us” – Kava Diem

“The Holiday Campaign had a great return! WE were very happy with the amount that we had redeemed, which was about 20 because some of our patrons used it over and over again! For \$100, it was very worth it!” – Brunch Café

St. Charles Discount Card

Show this card & receive

10% OFF

For specific 10% off deals & restrictions visit:
www.stcalliance.org/discountcard

This card is only good December 2019 - January 31, 2020



Committee Programing:

Marketing And Promotions Committee



St. Charles Business Alliance New Website

STC Alliance



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Discover Your City Side

Eat In STC

Quick Eats, Fine Dining & Cocktails

Stay In STC

Find a hotel that suits your needs

Play In STC

Concerts, Parks & Events

Roughly 57,000 users and 159,242 page views

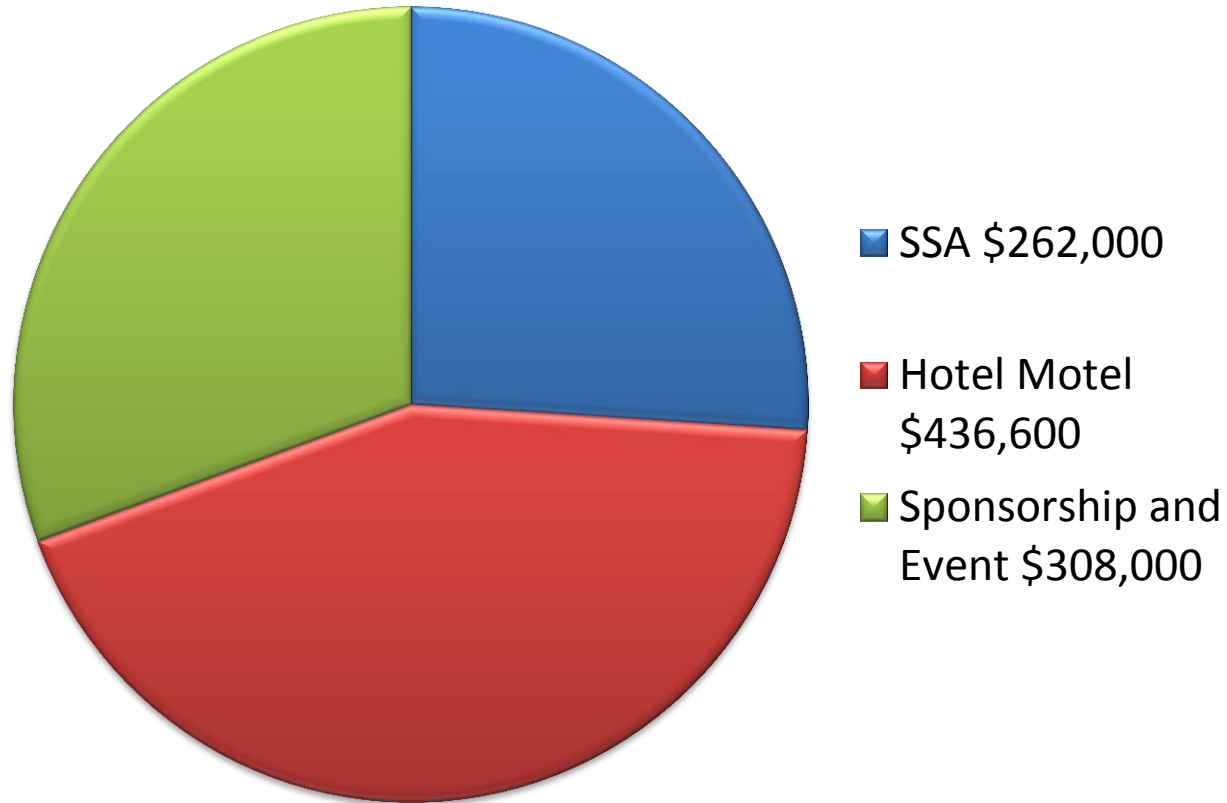
What to look forward to:

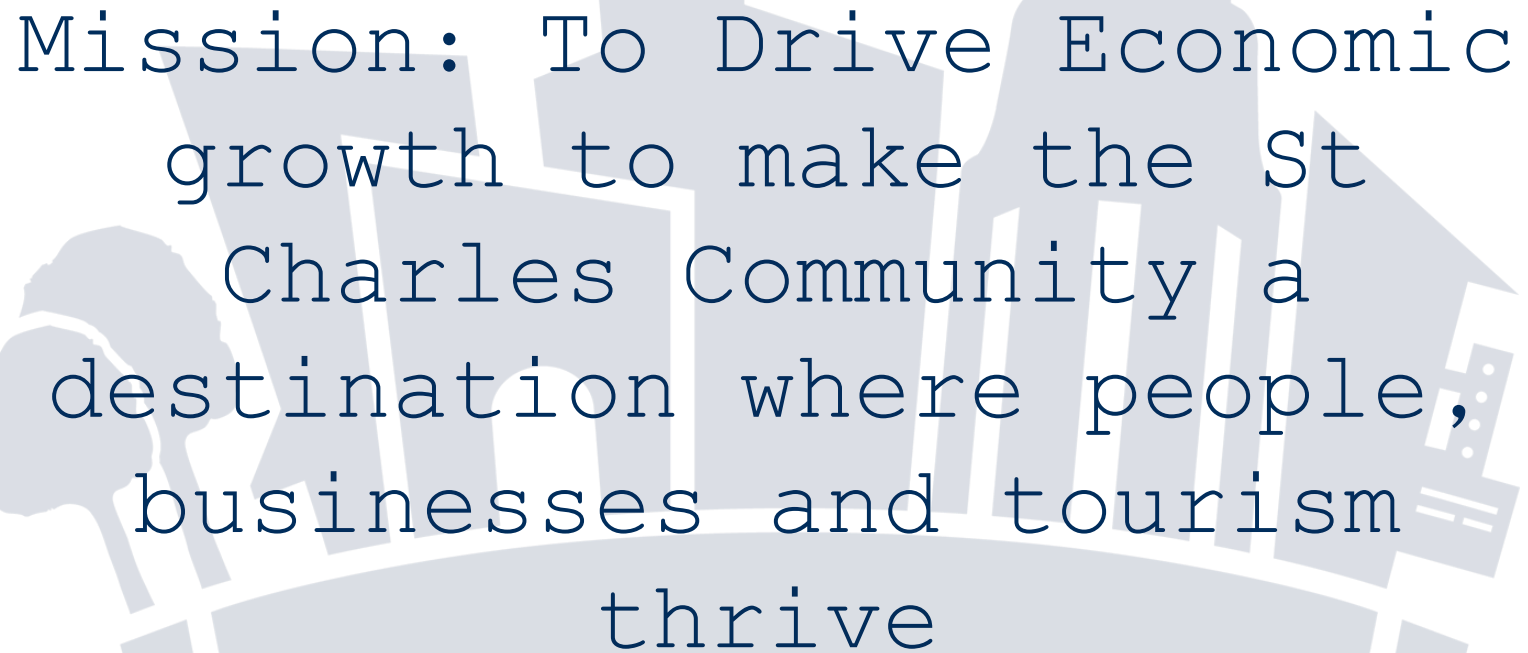
- Updating EnjoyIllinois website with St Charles IL information and events
- New look and feel for visitors guide
- Brewery Tour
- 3D letters from artist Mathew Hoffman
- New Adirondack Chairs
- Larger NBC partnership
- Collaboration with City on Restaurant Week
- New selfie stations
- New collaborative high quality videos



you

Total Budget 1,006,600



A light blue, stylized background graphic depicting the St. Charles city skyline. It includes several buildings of varying heights, a bridge with two arches, and a tree on the left side. The graphic is semi-transparent, allowing the text to be read over it.

Mission: To Drive Economic
growth to make the St
Charles Community a
destination where people,
businesses and tourism
thrive

ST. CHARLES
DISCOVER YOUR CITY SIDE