



AGENDA ITEM EXECUTIVE SUMMARY

Agenda Item number: 6a

Title:

Seeking a Recommendation Regarding Funding Request of the Downtown St Charles Partnership for FY 2017-2018 in the Amount of \$240,446 representing 100% of the Special Service Area 1B Proceeds and an additional \$18,000 for the Branding Initiative

Presenter:

Chris Minick, Finance Director

Meeting: Government Operations Committee

Date: September 6, 2016

Proposed Cost: \$258,446

Budgeted Amount: \$234,401 (\$216,401 operations + 18,000 Branding)

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 2017-2018 and a status update of activities undertaken during Fiscal Year 2016-2017.

The DSCP is requesting an increase in the funding amount from SSA 1B for the 2017-2018 fiscal year. They are requesting 100% of the total collections from the SSA Tax. Those collections are estimated to approximate \$240,446. Last year, the DSCP received 90% of the SSA collections which would total \$216,401 this year. Consistent with prior City Council direction, staff has budgeted the 2017-2018 financial support at \$216,401 which equals 90% of the SSA collections.

The DSCP is requesting additional funding of \$18,000 to support Phase II of the *Discover your City Side* Branding Initiative. 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 question of funding the activities at 100% of the SSA collections is a policy decision for the City Council. The City is under no legal obligation to fund the activities of the DSCP at any level. 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%.

Staff is seeking direction as to whether to fund the DSCP at 100% or 90% of SSA 1B collections.

Attachments *(please list):*

- **Funding Request Letter**
- **2017-2018 Summary of Work Goals and Objectives**
- **2016-2017 Summary of Work Goals and Objectives updated with results**
- **2017-2018 budget**
- **DSCP Funding Analysis for FY 2017-2018**
- **DSCP City Funding History**
- **Proposed FY 2017-2018 Funding and Service Agreement (Note: Agreement is currently drafted assuming 90% funding level – could change pending direction given.)**

Recommendation/Suggested Action *(briefly explain):*

Seeking a Recommendation Regarding Funding Request of the Downtown St Charles Partnership for FY 2017-2018 in the Amount of \$240,446 representing 100% of the Special Service Area 1B Proceeds and an additional \$18,000 for the Branding Initiative

Date: May 9, 2017
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 17-18

This communication is to request funding at \$240,000, an amount equal to 100% of total SSA-1b funds. The DSCP requests funding at this amount to fund the planned operations which drive our purpose which includes:

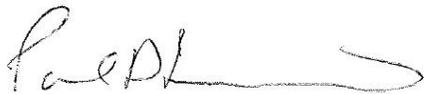
- General brand development and growth
- Downtown event planning, coordination and execution
- Downtown community coordination and facilitation

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

Additionally the DSCP requests funds of \$18,000 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, Treasurer of DSCP

Fiscal Year 2017-2018

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
- Continue to keep the DSCP website updated to integrate brand and improve user experience
- Continue public relations efforts, and identify new opportunities for publicity of downtown St. Charles
- Distribute appropriate promotional items at downtown events
- 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:

- 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 website
- Cross-promote more runs that take place in downtown

Goal: Organize promotional programs that increase foot traffic downtown

Services:

- Organize the Fifth year of STC Live!, using the platform to reinforce the City Side brand and cross-promote downtown businesses and activities
- Organize the third year of Chair-ity, adding a new element to keep event fresh and engaging
- Organize the sixth year of Jazz Weekend, utilizing 2016 survey results to further direct marketing and advertising activities.
- Plan and execute Movie in the Park in August of 2017, 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

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.
- 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 new 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 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. **We have incorporated branding into every event that we participated in as well as any event we have partnered with or help facilitate. Everything the DSCP touches is branded from our events to our email signatures.**
- Update the DSCP website to integrate brand and improve user experience **The DSCP has a brand new branded website that is user friendly and easy to navigate. Our website sessions are up 119.06% from 23,186 to 50,791**
- Continue public relations efforts, and identify new opportunities for publicity of downtown St. Charles. **We have combined our efforts and created strong partnerships with other community groups for events in Downtown St. Charles. We collaborated with the History Museum for the "Pickle the town" Scavenger hunt, we worked with the businesses that touch the first street plaza to help shape "Unwind Wednesday". We are working with the Arts Council for the Arts Fest event in September. We have also newly started a relationship with the Library to utilize their educational resource for our downtown businesses. We also continue our efforts with the CVB and Chamber of Commerce to promote their downtown events throughout the summer and fall.**
- Distribute decals and other appropriate promotional items at downtown events. **We distributed "City Side" Materials to the Downtown Business community like**

decals, branded flash drives, note pads and pens. The flash drives also provided information about the brand, the logo, branded standards guide and examples of how to properly use the brand.

- Replace all parking kiosk panels with updated information and brand integration
We up-dated all 11 Kiosks with the new branding and an up-dated downtown business directory. The branded maps and directories can be seen all throughout downtown.
- Continue and expand the summer T-shirt program.
The t-shirt program was successful again with the downtown businesses wearing t-shirts every Friday with their own logo on the front and the city side logo on the back. We received positive feedback from all participating businesses.
- Provide opportunities for the exchange of information between downtown businesses, the DSCP and other entities regarding the St. Charles market.
We did this through our Businesses Newsletter by including current and pertinent information about today's consumer and upcoming trends. We also did this through our Marketing Summit. Our Marketing Summit had over 55 participants from our local businesses and we received overwhelming positive response from the participants from a survey that was sent after the day of the event.
- Integrate brand among all committee activities, i.e. volunteer recruitment and recognition, education, and promotions.
All of our committee activities, including, the volunteer appreciation luncheon which celebrated our 25th year in existence included the brand. We created a new procedure for when new volunteers join our committees, which includes and overview of what the DSCP does and information on the brand and how it came to downtown St. Charles.

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
Our summer mailer went out in June of 2016. We collaborated with the Park District, Chamber of Commerce, History Museum, River Corridor and the City to showcase all the events you can take part in Downtown St. Charles all summer long. This mailer went out to all of 60174 and 60175 addresses, making it hyper local.

We have also started working on our co-op Downtown Branded Mailer that will go out in June of 2017 that had an overwhelming success and had over 45 businesses participate in.

- Provide branded co-operative advertising opportunities for downtown businesses
We continued our winter holiday advertising piece that we do in conjunction with the City. Our work with the radio station, *The River*, allowed for 10 Downtown businesses to collaborate and advertise their businesses. The advertising piece also showcased Downtown St. Charles as a place to shop, dine, and engage all holiday season.
- 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

As stated above we continued our efforts and collaboration with the City and again promoted Downtown St. Charles as a destination during the holiday season. We did more online advertising than ever and were able to increase our reach from the years past. Our report to the city shows how much more of an impact was made through online and social pushes. The ads are also highly branded which again shows St. Charles speaking from one unified voice.

- Increase social media presence and engagement
Our social media engagement has increased across the board. We have been able to identify our demographic and speak to them. During the 2016-2017 fiscal year we have been able to double our Instagram followers and increase our Facebook followers by almost 2,000 people.
- Provide continued advertising and promotional opportunities through the DSCP website and newsletters
Our “What’s Up Downtown Newsletter” and our Business Newsletter continue to include important information to both the consumer and the downtown businesses. We have a great open rate of 21.82% for our “What’s Up Downtown” Newsletter and for our Business Newsletter, which is much higher than the national average . Our Business Newsletter provides articles from retail expert’s blogs and great tools and tips for trying to attract today’s consumer.
- Drive program awareness through advertising, social media and cross-promotions
Our programs, like our business Mixers and our Market summit both had higher attendance than we have ever had in the years past. We averaged 40 people at all of our 2016-2017 mixers. The people in attendance included new and old business owners and many partnerships and brainstorming came out of these events.

- Develop an Instagram contest to increase engagement among our younger demographic, create awareness for the activity, and increase our presence on that platform
- We worked in conjunction with the St. Charles history Museum to design and promote the “Pickle the Town Selfie Scavenger hunt”. This was done on the same day as Small Business Saturday and the day of our Christmas parade. We placed pickle ornaments all around Downtown St. Charles in the different businesses and asked people to find them and take selfies. The event increased our social media followers as well as the History Museums.
- Drive brand messaging on-site through announcements, promotional materials, etc.
We continued to brand our new website that launched this past summer. We also continued to utilize the Municipal Building Window display for each of our events and place branded posters and rack cards throughout our downtown to promote each event.
- Cross-promote other upcoming downtown events on-site.
We have all downtown events listed as an event on our website and promote each downtown event in our newsletters and social media.

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.
STC Live! continued to grow in the 2016-2017 year. We consistently received positive feedback from performers, some of which received paying gigs from being seen during STC Live! We also received positive feedback from the businesses that participated. Pizzeria Neo stated they have to hire extra staff on the nights of STC Live!
- Organize the second year of Chair-ity, adding a Facebook contest to increase opportunities for exposure and community engagement.
Our second year of Chair-ity went very well and we raised over \$4,000 to go back into downtown beatification. The decorations and art displayed on the chairs increased the second year. The program has grown and will return for a third year in downtown St. Charles.
- Organize the fifth year of Jazz Weekend, utilizing 2015 survey results to further direct marketing and advertising activities.

Our 2016 Jazz Weekend had more performances than ever. Our partnership with Chicago Jazz Magazine and the Kane County Chronicle brought more Jazz lovers to downtown St. Charles than before. All venues who participated last year, who filled out our survey, said they would again participate for the 2017 Jazz Weekend.

- Plan and execute Movie in the Park in August of 2016, creating foot traffic and opportunities for business promotion.

Unfortunately, this event was rained out 2 times during the summer of 2016. We are bringing it back for the 2017 summer and have already confirmed a date and rain date for August.

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. **The DSCP staff meets with businesses on a regular basis. We had both formal and informal meetings to keep a pulse on what the businesses need and what activities they have going on.**
- Meet with new downtown business owners to engage them in downtown programs, services and activities

During our retention visits we also share information about our programs such as: The Store Front Improvement Grant, Public Relations, social media help, mentorship program, Small Business Saturday, Co-op Mailers, as well as information about news and events that could have an impact on the 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 sent out every other Wednesday, and included information relevant to the Downtown business owner, such as 1st street updates provided by the City; information on available programs and services; event information; sponsorship opportunities; links to Retail Minded and other blogs with relevant 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
Our Business Exchanges increased attendance this year in comparison to years past. They were held at new and existing businesses and had great turn outs. We even added one extra this year. We typically have 5 and we will end up with 6 for the year.
- Continue the *Retail Minded* Partner Program, delivering the monthly electronic magazine with content targeted to independent business owners
We continued to deliver 12 Retail Minded Publications to our Downtown Businesses, through our business newsletter.
- Continue to promote the Mentor Program among new and existing businesses
The DSCP Mentorship program, which covers a wide range of expertise in a variety of business disciplines continued for the 2016-2017 year. The program was well received when talking to new businesses. A majority of the mentors have chosen to stay on as mentors for the 2016-17 year.

Goal: Support the City and property owners' efforts to attract new businesses downtown.

Services:

- Utilize window panels for vacant storefronts when appropriate
The vacant storefront panels were updated with the City Side Brand. Staff and volunteers continue to hang the panels with permission from property owners of vacant store fronts. Thankfully, we have less of those in this 2016-2017 year.
- Administer the Storefront Improvement Grant program
The Store Front Improvement Grant completely utilized all \$5,000 this year. We were able to help 6 different businesses including; Abby's Breakfast & Lunch, Ginger Root Hair Salon, Chic Boutique, Vintage 53, River's Edge Crystals, and Stanbridge Master Saddlers.
- 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
The DSCP again hosted a Broker Coffee, at which we talked about the City Side brand and all the benefits and services the DSCP can provide to new businesses. 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
The DSCP staff coordinates with the City's Economic Development department, when appropriate, to meet with prospective business owners and share information about the DSCP benefits and services. This allow for business owners to take advantage of the DSCP service from the beginning.
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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
The DSCP continued to work with the high school board representatives and their advisors to ensure the program continues to provide mutually benefits for both the student and the DSCP. We also worked with the high schools to film both the Christmas and St. Patrick's Parade.
- Expand communications among residents in an effort to engage volunteers and reinforce brand messaging
The committee continued to implement a volunteer onboarding process in order to better engage potential volunteers. This has resulted in better orientation and quicker engagement for our new volunteers. Our social media has been a huge component of increased volunteers for our parades.
- Provide continued recognition for DSCP volunteers to show appreciation for their community service
Our volunteers are continually recognized publically, privately and personally. We do this through City Council Presentations, STC Live!, Chair-ity and Parade Presentations.
- Commemorate DSCP 25th Anniversary throughout organization communications in 2017
Our 25th Anniversary Volunteer Appreciation Luncheon was held at the Hotel Baker. We invited past and present volunteers of the organization. Both the Mayor and founding member Sue McDowell spoke at the event. We were able to recognize 25 years of community volunteerism.

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

The DSCP continues to look for ways in which we can add value to our sponsorships. We have started to put more of a focus on social media and have been able to provide our sponsors with a greater reach than ever. Our Sponsorship was up, overall, across events this past year.

- Cultivate ongoing, mutually beneficial relationships with sponsors

We are lucky to have most of our sponsors be repeat sponsors for our events. Once they see the value in one event it becomes easier to bring them onto our other great events. We create partnerships with our sponsors and both sides see a benefit in continuing to come back year after year.

- Continue to self-fund events for the benefit of downtown St. Charles

We have once again been able to self-fund each one of our major events for the 2016-2017 year. Our goal is to break even on each event. It is great that we increased our sponsorship so we can continue to bring new and exciting elements to our downtown events.

Goal: Ensure support of DSCP goals across the organization

Services:

- Continue communications among committees by sharing quarterly updates and action plans

New this year we started to give up-dates about what every committee is doing during our monthly committee meetings. That way each volunteer has an understanding of all the work that the other groups are doing and can also give feedback. Many great ideas and collaborations have come from this new practice.

- Facilitate collaborative action planning session with input from committees and cross-section of DSCP stakeholders.

Each committee chair comes up with the action plan for the committee for the year. It's a long process in which the Director and the chair first meet and go over ideas, then the ideas are compiled and approved by the chair. Once the chair approves the action plan they present the plan to the committee and then the plan is presented to our Executive Board. From there feedback is given and then the final plan is presented to the Board of Directors. This process is a best practice so that all the stakeholders are aware of the goals of the committee and are in agreement.

- 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

Timelines for each event have been created and kept in an online live timeline for all committee members to be able to read or updates at any time. When an action item is completed the item is marked as "completed" and turns green. This allows us to keep track of all the details and easy make changes for the next year when we find a way to make a process easier or better.

- Provide opportunities for Committee Chairs to engage with other committees and Board members, as well as report to constituency

As stated above our committee chairs present their action plans at our Executive Board meeting and at our Annual Meeting. Our Annual Meeting, typically held in June, is a chance for all committee members to see a detailed account of what each committee did for the year and see all the work that the DSCP did as a whole.

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

We attend each event review committee to make sure that the all of our documents are in order for our events. We also invite and include our police and public works teams to our event committee meetings. This allows for less confusion and less surprises for the day of our events. We always work to comply with any new rules or standards that have come into place since the following year.

- Educate event organizers about the City Side brand and, when applicable, work with them to better align the event with the brand

We have worked with our Public Works Department, Arts Council, River Corridor, The Chamber of Commerce, the CVB and the Park District to help incorporate the branding into their existing events. We have also started to partner with the Library to help with educational programs for our downtown businesses. The Library's new brand is, "Discover your Library". This fits perfectly in to our "Discover your City Side" Brand.

- Provide prospective event organizers feedback on how to most effectively work with downtown businesses to ensure a mutually beneficial experience
Our Events Review committee was able to meet with several groups who wanted to bring new events to Downtown St. Charles. When given enough time to meet with the groups, we can help them understand best practices, hurdles they might need to overcome and how to be prepared for event. We can also help them work with the businesses and create an event that the business can also benefit from and create a happy partnership that both the organization and businesses can benefit from.

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
The events were once again funded from our sponsorship and events.
- Work with community partners to involve them in the events and cross-promote activities
We worked with the History Museum for both of our parades and collaborated with them on the Pickle the Town Scavenger Hunt. We worked with Historic Preservation and the Park District during our Fine Art Show. We worked with the Chamber of Commerce for our Market Summit. And as stated above our summer mailer collaborated with; River Corridor, Chamber of Commerce, The History Museum, and The Park District.
- Provide business owners with ideas on how to best capitalize on foot traffic and increased exposure created by the events
Communication is sent out prior to each event to let businesses know the activities, timing, and logistics for each event. This allows them to better plan their activities for the day of the event. In addition, any businesses directly effected by street closures or high traffic areas 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 our downtown businesses and their efforts.

DSCP Budget

	0-General	1-FAS	2-Jazz Wknd	3-HH	4-SPP	TOTAL
Budget						
Ordinary Income/Expense						
Income						
4000.00 - Operations Income						
4000 - SSA-1B Revenues	\$240,000					240,000.00
4005 - Investor Dues						
4005.40 - Investor Dues	16,900.00					16,900.00
4005 - Investor Dues - Other						0.00
Total 4005 - Investor Dues	16,900.00					16,900.00
4000.00 - Operations Income - Other	0.00					0.00
Total 4000.00 - Operations Income	256,900.00					256,900.00
4100.00 - Committee Income						
4110 - Branding	18,000.00					18,000.00
4115 - Chair-ity Auction	3,500.00					3,500.00
4120 - City Advertising Reimbursement	7,000.00					7,000.00
4130 - Sales						0.00
4140 - Sponsorship-Other	500.00					500.00
4150 - STC Live	5,500.00					5,500.00
4100.00 - Committee Income - Other						0.00
Total 4100.00 - Committee Income	34,500.00					34,500.00
Total Income	291,400.00					291,400.00
Cost of Goods Sold						
9000 - COGS	0.00					0.00
Total COGS	0.00					0.00
Gross Profit	291,400.00					291,400.00
Expense						
5000 - Operations Expense						
5005 - Accounting Services	10,800.00					10,800.00
5010 - Annual Meeting Expense	500.00					500.00
5015 - Annual Report	50.00					50.00
5020 - Bank Service Charges	250.00					250.00
5024 - Depreciation Expense	1,800.00					1,800.00
5025.00 - Dues, Memberships						
5025.05 - Kiwanis	500.00					500.00
5025.10 - Rotary	1,000.00					1,000.00
5025.15 - STC Chamber	100.00					100.00
5025.00 - Dues, Memberships - Other						0.00
Total 5025.00 - Dues, Memberships	1,600.00	up by \$200				1,600.00
5030 - Equipment Leasing & Rental	2,300.00					2,300.00
5040 - Insurance & Bonding						
5040.10 - General Liability	5,798.00					5,798.00
5040.20 - Workers Compensation Insurance	845.00					845.00
5040.30 - Auto Insurance	195.00					195.00
5040.40 - D&O	1,586.00					1,586.00
5040.50 - Event Riders						0.00
5040 - Insurance & Bonding - Other						0.00
Total 5040 - Insurance & Bonding	8,424.00	same as last year				8,424.00

DSCP Budget

	0-General	1-FAS	2-Jazz Wknd	3-HH	4-SPP	TOTAL
Budget						
5045 · Magazine, Newspapers, etc	100.00					100.00
5050 · Office Supplies	2,000.00					2,000.00
5055 · Program Participation Fees	1,200.00					1,200.00
5060 · Personnel						
5060.10 · Salaries and Payroll Expense	189,625.00					189,625.00
5060.20 · Contractor/IT	6,440.00					6,440.00
5060.25 · Payroll Processing Fees	500.00					500.00
5060.30 · Payroll Tax Expense	19,200.00					19,200.00
5060.35 · Temp Worker Exp	0.00					0.00
5060 · Personnel - Other						0.00
Total 5060 · Personnel	215,765.00	down \$5,275				215,765.00
5065 · Postage	250.00					250.00
5075 · Professional Developmt/Travel	1,200.00					1,200.00
5080 · Repairs & Maintenance	500.00					500.00
5085 · Software/Technology Fees	2,000.00					2,000.00
5000 · Operations Expense - Other						0.00
Total 5000 · Operations Expense	248,739.00	down \$3,410				248,739.00
6000 · Committee Expenses						
6010 · Business Development/Education						
6010.10 · Retail Minded	1,500.00					1,500.00
6010.20 · Signage/Awning Program	5,000.00					5,000.00
6010.30 · Workshops & Training (Bus. Exc)	1,200.00					1,200.00
6010 · Business Development/Education - Other						0.00
Total 6010 · Business Development/Education	7,700.00	up \$200				7,700.00
6020 · Marketing & Promotion						
6020.10 · Advertising	9,000.00					9,000.00
6020.20 · Bike Map	0.00					0.00
6020.30 · Branding	18,500.00					18,500.00
6020.35 · Chair-ity	1,500.00					1,500.00
6020.40 · Directories	0.00					0.00
6020.55 · Movie in the Park	1,300.00					1,300.00
6020.50 · Kiosks	0.00					0.00
6020.70 · STC Live	1,256.00					1,256.00
6020.60 · Photography	500.00					500.00
Tot 6020 · Marketing & Promotion - Other	32,056.00	down \$6,344				32,056.00
6030 · Organization						
6030.10 · Stakeholders Engagement	2,000.00					2,000.00
6030.20 · Volunteer Appreciation	1,000.00					1,000.00
Tot 6030 · Organization - Other	3,000.00	down \$1,900				3,000.00
6040 · Public Art						
Tot 6040.10 · Art Around the Corner	0.00					0.00
6000 · Committee Expenses - Other						0.00
Total 6000 · Committee Expenses	42,756.00					42,756.00
Other I Total Expense	291,495.00					291,495.00

DSCP Budget

	0-General	1-FAS	2-Jazz Wknd	3-HH	4-SPP	TOTAL
Budget						
Net Ordinary Income	(95.00)					(95.00)
Other Income						
7000 · Event Income						
7010 · Booth Fees	43,000.00					43,000.00
7020 · Business Entry	5,000.00					5,000.00
7030 · Event Sponsorship	67,000.00					67,000.00
7040 · Jury Fees	3,500.00					3,500.00
7050 · Political Entry Fees	0.00					0.00
7000 · Event Income - Other						0.00
Total 7000 · Event Income		0.00	0.00	0.00	0.00	0.00
8010 · Interest Revenues		0.00	0.00	0.00	0.00	0.00
Total Other Income		0.00	0.00	0.00	0.00	0.00
Other Expense						
7500 · Event Expenses						
7505 · Advertising	24,300.00					24,300.00
7510 · Artist's Awards	6,300.00					6,300.00
7515 · Artist's Lunches	3,500.00					3,500.00
7520 · Banners	3,500.00					3,000.00
7525 · City Services	23,000.00					23,000.00
7530 · Float Awards	50.00					50.00
7535 · Judges	600.00					600.00
7540 · Logistics	3,800.00					3,800.00
7545 · Marketing	4,000.00					4,000.00
7550 · Miscellaneous	4,000.00					4,000.00
7555 · Music/Entertainment	2,500.00					2,500.00
7560 · Outside Services	4,000.00					4,000.00
7565 · Paid Elements	18,750.00					18,750.00
7570 · Purchase Award Program	250.00					250.00
7575 · Repairs & Maintenance	250.00					250.00
7580 · Security	1,200.00					1,200.00
7585 · Tents	3,500.00					3,500.00
7595 · Volunteer Expenses	500.00					500.00
7600 · Video/Photography	3,000.00					3,000.00
7500 · Event Expenses - Other						0.00
Total 7500 · Event Expenses		0.00	0.00	0.00	0.00	0.00
8000 · Gain/Loss on Disposal of Asset		0.00	0.00	0.00	0.00	0.00
Total Other Expense		0.00	0.00	0.00	0.00	0.00
Net Other Income	0.00	0.00	0.00	0.00	0.00	0.00
Net Income	(95.00)	0.00	0.00	0.00	0.00	(95.00)

Ordinary Income/Expense

Income

4000.00 · Operations Income

4000 · SSA-1B Revenues

4005 · Investor Dues

4005.40 · Investor Dues

4005 · Investor Dues - Other

Total 4005 · Investor Dues

4000.00 · Operations Income - Other

Total 4000.00 · Operations Income

4100.00 · Committee Income

4110 · Branding

4115 · Chair-ity Auction

4120 · City Advertising Reimbursement

4130 · Sales

4140 · Sponsorship-Other

4150 · STC Live

4100.00 · Committee Income - Other

Total 4100.00 · Committee Income

Total Income

Cost of Goods Sold

9000 · COGS

Total COGS

Gross Profit

Expense

5000 · Operations Expense

5005 · Accounting Services

5010 · Annual Meeting Expense

5015 · Annual Report

5020 · Bank Service Charges

5024 · Depreciation Expense

5025.00 · Dues, Memberships

5025.05 · Kiwanis

5025.10 · Rotary

5025.15 · STC Chamber

5025.00 · Dues, Memberships - Other

Total 5025.00 · Dues, Memberships

5030 · Equipment Leasing & Rental

5040 · Insurance & Bonding

5040.10 · General Liability

5040.20 · Workers Compensation Insurance

5040.30 · Auto Insurance

5040.40 · D&O

5040.50 · Event Riders

5040 · Insurance & Bonding - Other

Total 5040 · Insurance & Bonding

5045 · Magazine, Newspapers, etc

5050 · Office Supplies

5055 · Program Participation Fees

5060 · Personnel

5060.10 · Salaries and Payroll Expense

5060.20 · Contractor/IT

5060.25 · Payroll Processing Fees

5060.30 · Payroll Tax Expense

5060.35 · Temp Worker Exp

5060 · Personnel - Other

Total 5060 · Personnel

5065 · Postage

5075 · Professional Developmt/Travel

5080 · Repairs & Maintenance

5085 · Software/Technology Fees

5000 · Operations Expense - Other

Total 5000 · Operations Expense

6000 · Committee Expenses

6010 · Business Development/Education

6010.10 · Retail Minded

6010.20 · Signage/Awning Program

6010.30 · Workshops & Training (Bus. Exc)

6010 · Business Development/Education - Other

Total 6010 · Business Development/Education

6020 · Marketing & Promotion

6020.10 · Advertising

6020.20 · Bike Map

6020.30 · Branding

6020.35 · Chair-ity

6020.40 · Directories

6020.55 · Movie in the Park

6020.50 · Kiosks

6020.70 · STC Live

6020.60 · Photography

Tot 6020 · Marketing & Promotion - Other

6030 · Organization

6030.10 · Stakeholders Engagement

6030.20 · Volunteer Appreciation

Tot 6030 · Organization - Other

6040 · Public Art

Tot 6040.10 · Art Around the Corner

6000 · Committee Expenses - Other

0 10 0

Total 6000 · Committee Expenses

Other Ii Total Expense

Net Ordinary Income

Other Income

- 7000 · Event Income
 - 7010 · Booth Fees
 - 7020 · Business Entry
 - 7030 · Event Sponsorship
 - 7040 · Jury Fees
 - 7050 · Political Entry Fees
 - 7000 · Event Income - Other

Total 7000 · Event Income

8010 · Interest Revenues

Total Other Income

Other Expense

7500 · Event Expenses

7505 · Advertising	24,300.00
7510 · Artist's Awards	8,200.00
7515 · Artist's Lunches	3,200.00
7520 · Banners	5,000.00
7525 · City Services	21,000.00
7530 · Float Awards	100.00
7535 · Judges	700.00
7540 · Logistics	3,000.00
7545 · Marketing	5,000.00
7550 · Miscellaneous	1,000.00
7555 · Music/Entertainment	2,500.00
7560 · Outside Services	4,000.00
7565 · Paid Elements	15,000.00
7570 · Purchase Award Program	1,000.00
7575 · Repairs & Maintenance	250.00
7580 · Security	1,080.00
7585 · Tents	5,000.00
7595 · Volunteer Expenses	200.00
7600 · Video/Photography	2,000.00
7500 · Event Expenses - Other	_____

Total 7500 · Event Expenses

8000 · Gain/Loss on Disposal of Asset

Total Other Expense

Net Other Income

Net Income

City of St Charles
DSCP Funding Analysis
May 9, 2017

DSCP Request Scenario:

Special Service 1B Proceeds Available	\$	240,446
Funding Requests from DSCP:		
Operational Funding	\$	240,446
Branding Reimbursement	\$	<u>18,000</u>
 Shortfall	 \$	 <u><u>(18,000)</u></u>

Prior Policy Direction from City Council:

Special Service Area Proceeds Available:	\$	240,446
90% Allocated to DSCP Operations	\$	<u>216,401</u>
Remainder	\$	24,045
Branding Initiative Reimbursement	\$	<u>18,000</u>
 Amount Remaining from SSA	 \$	 <u><u>6,045</u></u>

Alternate Scenario Neutral to City Budget:

Special Service 1B Proceeds Available	\$	240,446
Operations Funding (92.50% of SSA collections)	\$	222,446
Branding Initiative Reimbursement	\$	<u>18,000</u>
 Amount Remaining from SSA	 \$	 <u><u>-</u></u>

Note that the Budget contemplates allocating the SSA 1B Proceeds to the DSCP Operations allocation and to the Reimbursement for the Branding Initiative. There is \$240,446 available from the anticipated proceeds of SSA 1B.

If the Council wishes to allocate 100% of the SSA collections to operations and provide the \$18,000 Branding Initiative reimbursement, the City will need to allocate \$18,000 from other general revenue sources. This represents an unbudgeted expense.

If the Council wishes to follow the existing policy of 90% allocations from the SSA proceeds, there will be approximately \$6,045 available to allocate for other purposes permissible under the auspices of the SSA.

Alternatively the City Council could opt to allocate \$222,446 to operations of the DSCP. This amounts to approximately 92.50% of the SSA 1B collections. There would then be \$18,000 remaining to reimburse the Branding Initiative. This would represent a scenario wherein all of the SSA proceeds are allocated to the DSCP for operations and Branding Initiative reimbursement but is neutral to the City budget.

**City of St Charles
DSCP Funding History
Last 5 Fiscal Years
May 9, 2017**

<u>Fiscal Year</u>	<u>City Funding</u>	<u>Percentage of SSA Collections</u>
2016-2017	\$214,129	90%
2015-2016	\$218,500	90%
2014-2015	\$250,500	100%
2013-2014	\$263,500	100%
2012-2013	\$235,000	100%

AGREEMENT

THIS AGREEMENT, made and entered into this _____ day of _____, 2017, 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 **\$216,401** for general operations of the Partnership during the term of this Agreement in equal monthly installments beginning approximately July 1, 2017. In addition to the amount advanced for general operations, the City agrees to reimburse the Partnership for up to **\$18,000** for expenses related to the Partnership’s continued promotion of the *Discover Your City Side* Branding Initiative during the term of this agreement (Branding Expenses). Said reimbursement shall occur from time to time upon Partnership submittal of vendor invoices and proof of Partnership payment of said invoices related to Branding Expenses. The City shall then cut a check reimbursing the Partnership for the Branding Expenses in question up to the maximum reimbursement specified herein for Branding Expenses.

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 2018.

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, 2018.

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 _____, 2017.

CITY OF ST. CHARLES

By: _____
City Administrator

ATTEST:

City Clerk

THE DOWNTOWN ST. CHARLES
PARTNERSHIP, INC.

By: _____

ATTEST:

EXHIBIT “B”

Fiscal Year 2017-2018 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
- Continue to keep the DSCP website updated to integrate brand and improve user experience
- Continue public relations efforts, and identify new opportunities for publicity of downtown St. Charles
- Distribute appropriate promotional items at downtown events
- 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:

- 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 website
- Cross-promote more runs that take place in downtown

Goal: Organize promotional programs that increase foot traffic downtown

Services:

- Organize the Fifth year of STC Live!, using the platform to reinforce the City Side brand and cross-promote downtown businesses and activities
 - Organize the third year of Chair-ity, adding a new element to keep event fresh and engaging
 - Organize the sixth year of Jazz Weekend, utilizing 2016 survey results to further direct marketing and advertising activities.
 - Plan and execute Movie in the Park in August of 2017, 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

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.
 - 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 new 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
-

Downtown St. Charles Partnership Request for Funding Fiscal Year 2017 - 2018



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.



2016 Events

DSCP 25th Anniversary Volunteer Luncheon



Celebrating 25 years of service!

2016 EVENTS

Holiday Homecoming



Light Up
Your
City Side



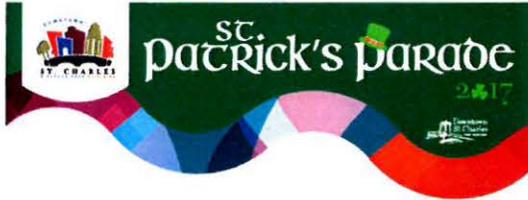
Attendance up 26% to 29,000 Spectators

Sponsorship up to more than \$34,500



2016 EVENTS

St. Patrick's Parade



Parade Entries up 11% to 90



2016 EVENTS

Fine Art Show



Attendance to 30,000 attendees

Sponsorship up 37% to \$22,900



2016 EVENTS

Jazz Weekend



Number of performances up 33% to 17

Sponsorship up 50% to \$6,000



2016 Events

STC Live!



Sponsorship up 27% to \$7,000

Over 100 Performances



2016 Events

Chair-ity



**100 chairs in Downtown St. Charles
Total Net for Auction: \$4,000**

2016 Events

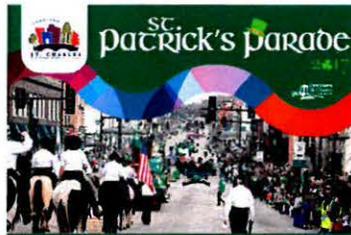
Sponsorship



2016 Demographics

- 16 performances
- 8 participating venues
- 744,000 impressions through print ads
- 494,079 impressions through digital ads
- 111 radio ads
- 10,000+ impressions through bi-weekly newsletter
- 280 posters delivered to area businesses and residents
- 1,000 rack cards were distributed to area businesses and residents
- 40,000 cars per day see the 12 Main Street banners advertising the parade with Preserving and Gold level sponsor logos as riders

I would like to be a _____ level sponsor for Jazz Weekend under the business name of _____



2016 demographics

- 49,272 spectators
- 99 Parade Floats
- 188 Volunteers
- 327 Vendors at the City of St. Charles (Free Lady's Day) event
- 758 Arcade Shows Attendees
- 296 posters delivered to area businesses and residents
- 1,888 Flyers were distributed to area businesses and residents
- 48,000 cars per day see the 12 Main Street banners advertising the parade with Preserving and Gold level sponsor logos as riders
- 42,889 impressions through social media sites

I would like to be a _____ level sponsor for the St. Patrick's Parade under the business name of _____

Print Name: _____ Signature: _____



1 A highly reputable and long-standing tradition
 First held in 1989, the show has gained the reputation for being one of the best juried shows in the Chicago area and earned the "American Governor's Award for Excellence" in Special Events. Show in various mediums, including sculpture, oil, sculpture, photography, jewelry, ceramics. New award glass will be exhibited and sold. In addition, a special feature tent and small art demonstrations offer a special look into local art with over 100 artists participating. The 2017 St. Charles Fine Art Show promises to be the biggest and best show.

2 Get a strong return on your investment
 A 2009 survey conducted by the International Franchise Group (IFG), the worldwide authority on the sponsoring industry revealed that there is a higher return on investment than 95% of other major shows. The survey further concluded that 78% of companies agree that participating in the show has a noticeable impact on consumer sales of their products, and provide the most valuable environment for experiential marketing.

3 With year-round marketing programs and an attendance of over 30,000, the Fine Art Show offers a wide range of sponsor marketing opportunities. In addition, our marketing goals through customized programs of on-site branding, on-site marketing, and extensive promotional exposure.

The numbers speak for themselves

- 137 online calendar advertisements
- Print advertising collaboration including the Chicago Tribune, Daily Herald, Kane County Chronicle, and West Suburban Living Magazine
- Shows with among the Chicago region: Daily Herald and Kane County Chronicle resulting in approximately 175,000 reader impressions
- 80 on-site radio spots and continuous presence on the St. Charles Fine Art Show (91.1 FM, 97.3 FM and 101.1 FM) (exclusive of WFTL 102.5, 104.5, 106.5, 107.5, 108.5, 109.5, 110.5, 111.5, 112.5, 113.5, 114.5, 115.5, 116.5, 117.5, 118.5, 119.5, 120.5, 121.5, 122.5, 123.5, 124.5, 125.5, 126.5, 127.5, 128.5, 129.5, 130.5, 131.5, 132.5, 133.5, 134.5, 135.5, 136.5, 137.5, 138.5, 139.5, 140.5, 141.5, 142.5, 143.5, 144.5, 145.5, 146.5, 147.5, 148.5, 149.5, 150.5, 151.5, 152.5, 153.5, 154.5, 155.5, 156.5, 157.5, 158.5, 159.5, 160.5, 161.5, 162.5, 163.5, 164.5, 165.5, 166.5, 167.5, 168.5, 169.5, 170.5, 171.5, 172.5, 173.5, 174.5, 175.5, 176.5, 177.5, 178.5, 179.5, 180.5, 181.5, 182.5, 183.5, 184.5, 185.5, 186.5, 187.5, 188.5, 189.5, 190.5, 191.5, 192.5, 193.5, 194.5, 195.5, 196.5, 197.5, 198.5, 199.5, 200.5, 201.5, 202.5, 203.5, 204.5, 205.5, 206.5, 207.5, 208.5, 209.5, 210.5, 211.5, 212.5, 213.5, 214.5, 215.5, 216.5, 217.5, 218.5, 219.5, 220.5, 221.5, 222.5, 223.5, 224.5, 225.5, 226.5, 227.5, 228.5, 229.5, 230.5, 231.5, 232.5, 233.5, 234.5, 235.5, 236.5, 237.5, 238.5, 239.5, 240.5, 241.5, 242.5, 243.5, 244.5, 245.5, 246.5, 247.5, 248.5, 249.5, 250.5, 251.5, 252.5, 253.5, 254.5, 255.5, 256.5, 257.5, 258.5, 259.5, 260.5, 261.5, 262.5, 263.5, 264.5, 265.5, 266.5, 267.5, 268.5, 269.5, 270.5, 271.5, 272.5, 273.5, 274.5, 275.5, 276.5, 277.5, 278.5, 279.5, 280.5, 281.5, 282.5, 283.5, 284.5, 285.5, 286.5, 287.5, 288.5, 289.5, 290.5, 291.5, 292.5, 293.5, 294.5, 295.5, 296.5, 297.5, 298.5, 299.5, 300.5, 301.5, 302.5, 303.5, 304.5, 305.5, 306.5, 307.5, 308.5, 309.5, 310.5, 311.5, 312.5, 313.5, 314.5, 315.5, 316.5, 317.5, 318.5, 319.5, 320.5, 321.5, 322.5, 323.5, 324.5, 325.5, 326.5, 327.5, 328.5, 329.5, 330.5, 331.5, 332.5, 333.5, 334.5, 335.5, 336.5, 337.5, 338.5, 339.5, 340.5, 341.5, 342.5, 343.5, 344.5, 345.5, 346.5, 347.5, 348.5, 349.5, 350.5, 351.5, 352.5, 353.5, 354.5, 355.5, 356.5, 357.5, 358.5, 359.5, 360.5, 361.5, 362.5, 363.5, 364.5, 365.5, 366.5, 367.5, 368.5, 369.5, 370.5, 371.5, 372.5, 373.5, 374.5, 375.5, 376.5, 377.5, 378.5, 379.5, 380.5, 381.5, 382.5, 383.5, 384.5, 385.5, 386.5, 387.5, 388.5, 389.5, 390.5, 391.5, 392.5, 393.5, 394.5, 395.5, 396.5, 397.5, 398.5, 399.5, 400.5, 401.5, 402.5, 403.5, 404.5, 405.5, 406.5, 407.5, 408.5, 409.5, 410.5, 411.5, 412.5, 413.5, 414.5, 415.5, 416.5, 417.5, 418.5, 419.5, 420.5, 421.5, 422.5, 423.5, 424.5, 425.5, 426.5, 427.5, 428.5, 429.5, 430.5, 431.5, 432.5, 433.5, 434.5, 435.5, 436.5, 437.5, 438.5, 439.5, 440.5, 441.5, 442.5, 443.5, 444.5, 445.5, 446.5, 447.5, 448.5, 449.5, 450.5, 451.5, 452.5, 453.5, 454.5, 455.5, 456.5, 457.5, 458.5, 459.5, 460.5, 461.5, 462.5, 463.5, 464.5, 465.5, 466.5, 467.5, 468.5, 469.5, 470.5, 471.5, 472.5, 473.5, 474.5, 475.5, 476.5, 477.5, 478.5, 479.5, 480.5, 481.5, 482.5, 483.5, 484.5, 485.5, 486.5, 487.5, 488.5, 489.5, 490.5, 491.5, 492.5, 493.5, 494.5, 495.5, 496.5, 497.5, 498.5, 499.5, 500.5, 501.5, 502.5, 503.5, 504.5, 505.5, 506.5, 507.5, 508.5, 509.5, 510.5, 511.5, 512.5, 513.5, 514.5, 515.5, 516.5, 517.5, 518.5, 519.5, 520.5, 521.5, 522.5, 523.5, 524.5, 525.5, 526.5, 527.5, 528.5, 529.5, 530.5, 531.5, 532.5, 533.5, 534.5, 535.5, 536.5, 537.5, 538.5, 539.5, 540.5, 541.5, 542.5, 543.5, 544.5, 545.5, 546.5, 547.5, 548.5, 549.5, 550.5, 551.5, 552.5, 553.5, 554.5, 555.5, 556.5, 557.5, 558.5, 559.5, 560.5, 561.5, 562.5, 563.5, 564.5, 565.5, 566.5, 567.5, 568.5, 569.5, 570.5, 571.5, 572.5, 573.5, 574.5, 575.5, 576.5, 577.5, 578.5, 579.5, 580.5, 581.5, 582.5, 583.5, 584.5, 585.5, 586.5, 587.5, 588.5, 589.5, 590.5, 591.5, 592.5, 593.5, 594.5, 595.5, 596.5, 597.5, 598.5, 599.5, 600.5, 601.5, 602.5, 603.5, 604.5, 605.5, 606.5, 607.5, 608.5, 609.5, 610.5, 611.5, 612.5, 613.5, 614.5, 615.5, 616.5, 617.5, 618.5, 619.5, 620.5, 621.5, 622.5, 623.5, 624.5, 625.5, 626.5, 627.5, 628.5, 629.5, 630.5, 631.5, 632.5, 633.5, 634.5, 635.5, 636.5, 637.5, 638.5, 639.5, 640.5, 641.5, 642.5, 643.5, 644.5, 645.5, 646.5, 647.5, 648.5, 649.5, 650.5, 651.5, 652.5, 653.5, 654.5, 655.5, 656.5, 657.5, 658.5, 659.5, 660.5, 661.5, 662.5, 663.5, 664.5, 665.5, 666.5, 667.5, 668.5, 669.5, 670.5, 671.5, 672.5, 673.5, 674.5, 675.5, 676.5, 677.5, 678.5, 679.5, 680.5, 681.5, 682.5, 683.5, 684.5, 685.5, 686.5, 687.5, 688.5, 689.5, 690.5, 691.5, 692.5, 693.5, 694.5, 695.5, 696.5, 697.5, 698.5, 699.5, 700.5, 701.5, 702.5, 703.5, 704.5, 705.5, 706.5, 707.5, 708.5, 709.5, 710.5, 711.5, 712.5, 713.5, 714.5, 715.5, 716.5, 717.5, 718.5, 719.5, 720.5, 721.5, 722.5, 723.5, 724.5, 725.5, 726.5, 727.5, 728.5, 729.5, 730.5, 731.5, 732.5, 733.5, 734.5, 735.5, 736.5, 737.5, 738.5, 739.5, 740.5, 741.5, 742.5, 743.5, 744.5, 745.5, 746.5, 747.5, 748.5, 749.5, 750.5, 751.5, 752.5, 753.5, 754.5, 755.5, 756.5, 757.5, 758.5, 759.5, 760.5, 761.5, 762.5, 763.5, 764.5, 765.5, 766.5, 767.5, 768.5, 769.5, 770.5, 771.5, 772.5, 773.5, 774.5, 775.5, 776.5, 777.5, 778.5, 779.5, 780.5, 781.5, 782.5, 783.5, 784.5, 785.5, 786.5, 787.5, 788.5, 789.5, 790.5, 791.5, 792.5, 793.5, 794.5, 795.5, 796.5, 797.5, 798.5, 799.5, 800.5, 801.5, 802.5, 803.5, 804.5, 805.5, 806.5, 807.5, 808.5, 809.5, 810.5, 811.5, 812.5, 813.5, 814.5, 815.5, 816.5, 817.5, 818.5, 819.5, 820.5, 821.5, 822.5, 823.5, 824.5, 825.5, 826.5, 827.5, 828.5, 829.5, 830.5, 831.5, 832.5, 833.5, 834.5, 835.5, 836.5, 837.5, 838.5, 839.5, 840.5, 841.5, 842.5, 843.5, 844.5, 845.5, 846.5, 847.5, 848.5, 849.5, 850.5, 851.5, 852.5, 853.5, 854.5, 855.5, 856.5, 857.5, 858.5, 859.5, 860.5, 861.5, 862.5, 863.5, 864.5, 865.5, 866.5, 867.5, 868.5, 869.5, 870.5, 871.5, 872.5, 873.5, 874.5, 875.5, 876.5, 877.5, 878.5, 879.5, 880.5, 881.5, 882.5, 883.5, 884.5, 885.5, 886.5, 887.5, 888.5, 889.5, 890.5, 891.5, 892.5, 893.5, 894.5, 895.5, 896.5, 897.5, 898.5, 899.5, 900.5, 901.5, 902.5, 903.5, 904.5, 905.5, 906.5, 907.5, 908.5, 909.5, 910.5, 911.5, 912.5, 913.5, 914.5, 915.5, 916.5, 917.5, 918.5, 919.5, 920.5, 921.5, 922.5, 923.5, 924.5, 925.5, 926.5, 927.5, 928.5, 929.5, 930.5, 931.5, 932.5, 933.5, 934.5, 935.5, 936.5, 937.5, 938.5, 939.5, 940.5, 941.5, 942.5, 943.5, 944.5, 945.5, 946.5, 947.5, 948.5, 949.5, 950.5, 951.5, 952.5, 953.5, 954.5, 955.5, 956.5, 957.5, 958.5, 959.5, 960.5, 961.5, 962.5, 963.5, 964.5, 965.5, 966.5, 967.5, 968.5, 969.5, 970.5, 971.5, 972.5, 973.5, 974.5, 975.5, 976.5, 977.5, 978.5, 979.5, 980.5, 981.5, 982.5, 983.5, 984.5, 985.5, 986.5, 987.5, 988.5, 989.5, 990.5, 991.5, 992.5, 993.5, 994.5, 995.5, 996.5, 997.5, 998.5, 999.5, 1000.5

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

19 New Downtown Partners!



Holiday Advertising



Downtown St. Charles offers an authentic holiday experience that can't be missed. From celebrations to preparations, downtown St. Charles is your holiday destination for unique dining, boutique shopping and social gatherings.

Online Impressions increased 207%: 354,000

Print, Radio & Online Ads in:

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

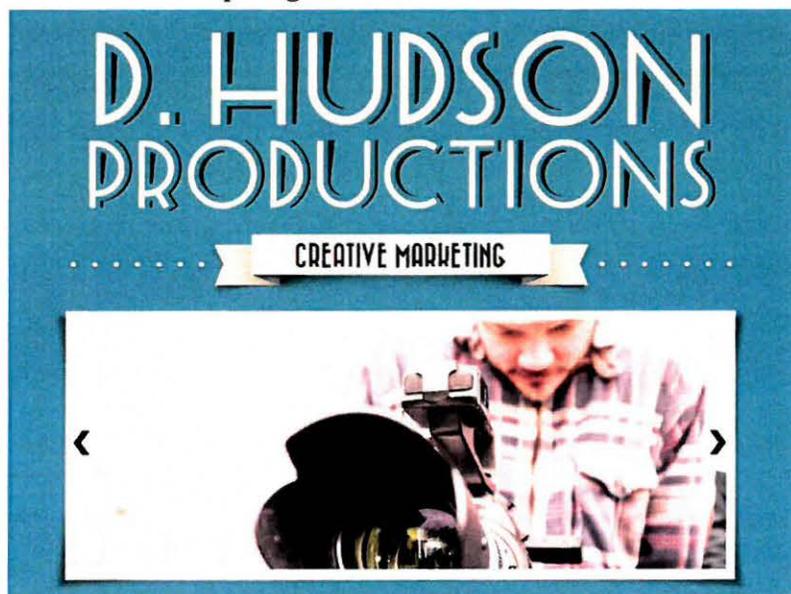
Primary Goal of Branding:

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



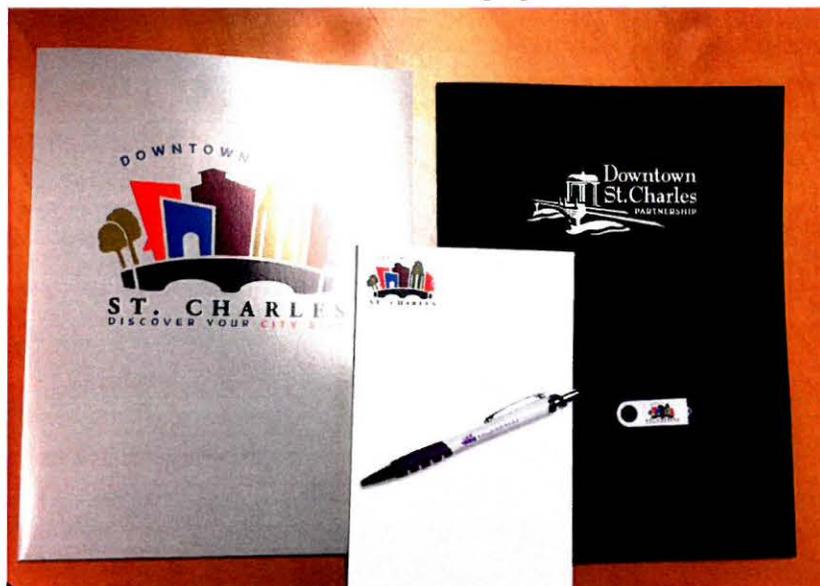
DSCP Brand Goals for 2016- 2017

Market Summit



DSCP Brand Goals for 2016- 2017

One-on-One Campaign



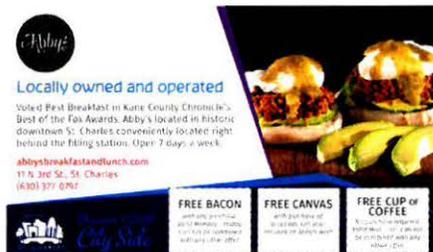
DSCP Brand Goals for 2016- 2017

Co-Op Branded Mailer



DSCP Brand Goals for 2016- 2017

Co-Op Branded Mailer



Future Brand Goals

- Co-Op Mailer
- Branding Umbrella Program
- Walkable downtown
- Community Advertising



Our Goal:

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



Questions?

