

**AGENDA ITEM EXECUTIVE SUMMARY**

Agenda Item number: 6b

Title:

Presentation from One St Charles (Downtown St. Charles Partnership &amp; the Greater St. Charles Convention and Visitors Bureau) for FY 2019-2020.

Presenter:

Mark Koenen/Jenn Sawicki/Chris Woelffer/Tom Donahue

Meeting: Government Operations Committee

Date: February 19, 2019

Proposed Cost: \$749,600

Budgeted Amount: \$TBD

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

The Council asked staff to engage with the DSCP and CVB to determine the opportunity to form a single promotional and economic development organization. "One St Charles" is the name of the combined organization. The **Mission for One St Charles is- "To Drive Economic growth to make the St Charles Community a destination where people, businesses and tourism thrive."**

Economic growth would be measured and the City's interest is to annually increase the return on investment (ROI). One St Charles would have a single board and director. The request for funding is \$749,600. The revenue source for City payment to One St Charles would include the SSA and Hotel/Motel taxes. One St Charles understands the legal requirements of managing expenses consistently with the SSA ordinance. The joint funding for the DSCP and CVB for prior years is included below:

	<u>FY</u>	<u>CVB</u>	<u>DSCP</u>	<u>Total</u>
-	2018-19:	\$503,382	\$252,000	\$755,382
-	2017-18:	\$526,500	\$234,400	\$760,900
-	2016-17:	\$526,500	\$214,129	\$740,629
-	2015-16:	\$526,500	\$218,500	\$745,000
-	2014-15:	\$585,000	\$250,500	\$835,500

The focus of the programming of One St Charles will be very similar to those areas in which each individual organization has enjoyed past successes. One St Charles offers the chance to achieve better tourism and economic development results by taking advantage of the efficiencies of combining the organizations. This will make a stronger mark in the business market place than we experience now.


**Attachments** *(please list):***One St Charles Funding Presentation****Recommendation/Suggested Action** *(briefly explain):*

Seeking feedback from the Committee for incorporation into the FY 2019-2020 budget draft.

# ONE ST CHARLES

# Merging Lanes





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

# Positive Board Support



**Tom Donahue** – President, Q Center  
**Holly Cabel** - V.P./Treasurer, St. Charles Park District  
**France Langan** – Secretary, Pheasant Run Resort GM  
**Joseph Klein** - Klein, Daday, Aretos & O'Donoghue  
**Ron Onesti** - Arcada Theatre  
**Art Lemke** - City of St. Charles Liaison  
**Rowena Salas** - Hotel Baker  
**Darius Grigaliunas** - Baltria Vintage Auto Gallery



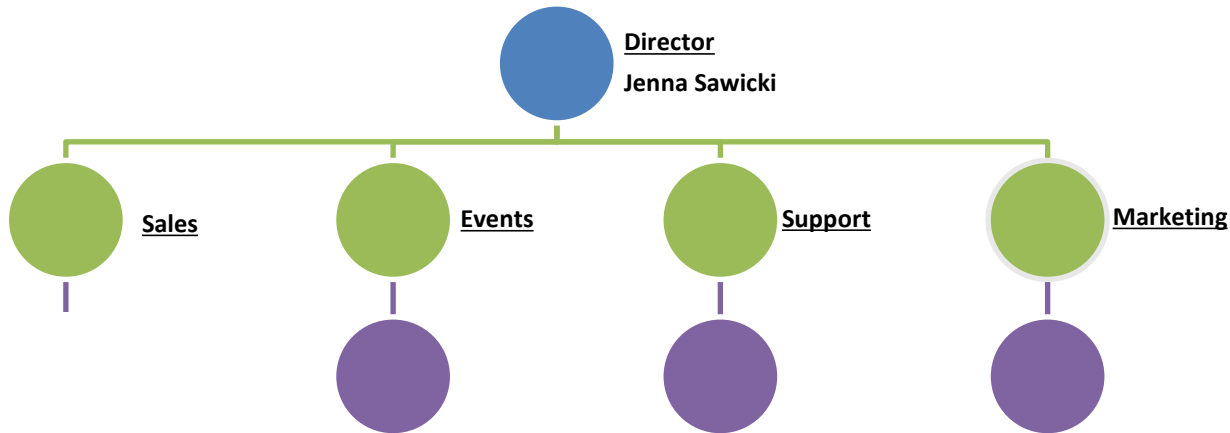
**Chris Woelffer** – President, STC Capital Bank  
**Paul Lencioni** – Vice President, Blue Goose Market  
**Anna Meltzer** – Treasurer, Dayspring Pediatric Dentistry  
**Mike Corbett** – Secretary, Edward Jones Investments  
**John Hughes** – Past President, St. Charles Resident  
**Steve Martin** – First State Bank  
**Jill Card** – Jeans & a Cute Top Shop  
**Kim Lamansky** – Tri City Health Partnership  
**Amber Grove Mckee** – Grove Properties  
**Sean Yetter** – Student Representative, STC East HS  
**Heather Tustin** – Student Representative, STC North HS  
**Sharon Spero** – Ex Officio St. Charles Chamber of Commerce, Money Mailer  
**Holly Cabel** – Ex Officio St. Charles Convention & Visitors Bureau & Park District  
**Kim Malay** – Ex Officio Historic Preservation Commission  
**Mark Koenen** – Ex Officio City of St. Charles, City Administrator  
**Maureen Lewis** – Ex Officio St. Charles City Council

# Stakeholders

- Residents
- Businesses
- Hotels
- Chamber
- Government
- Community Groups
- Sponsors
- Investors



# Staff Organization Chart



Michelle Cianferri  
Laura Purdy  
Lynne Schwartz  
Alyssa Feulner

Zena Rayford  
Nate Wendt  
John Balek

# Committees Organization Chart

501(c) (3)  
Board of Directors



Executive  
Director



## **One St Charles Committees:**

- Marketing and Promotions
- Business Development and Education
- Organization Committee
- Sales Committee *\*New\**



## **Event Committees:**

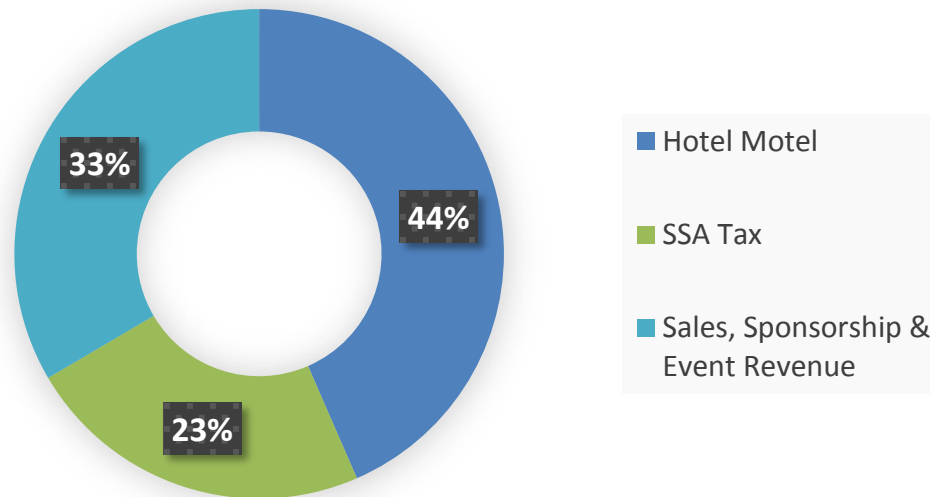
- Fine Art Show
- Parade Committee
- Jazz Weekend Committee *\*New\**
- Scarecrow Fest Committee *\*New\**

# Annual Investment:

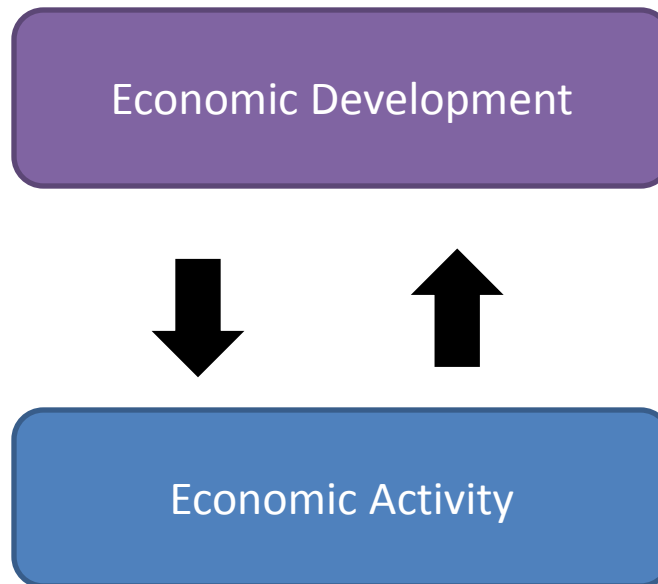
## SSA & Hotel Motel Tax Funding

- \$260,000 from SSA
- \$489,600 from Hotel Motel
- Total: \$749,600
- Total Operating Budget :1,065,600

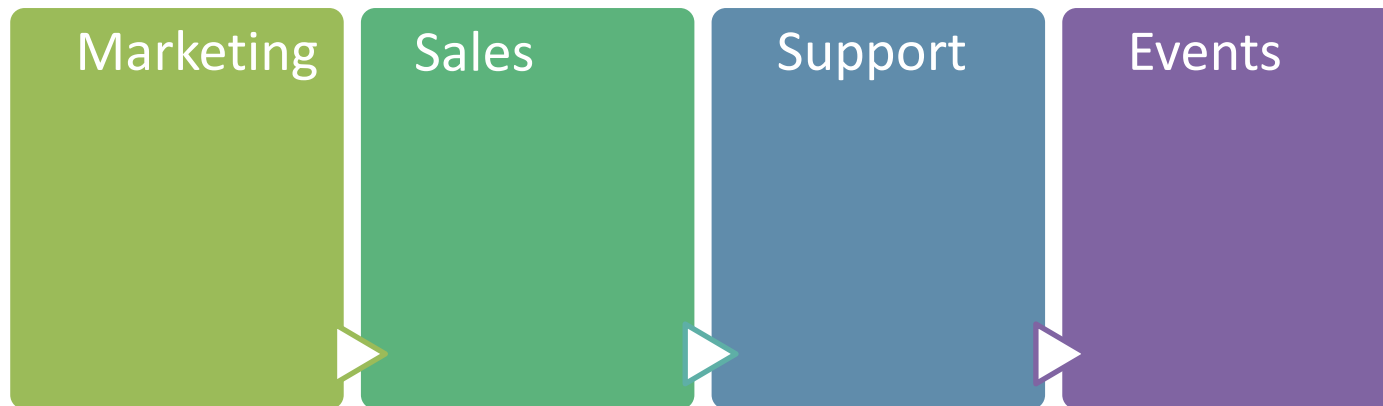
### Operating Budget



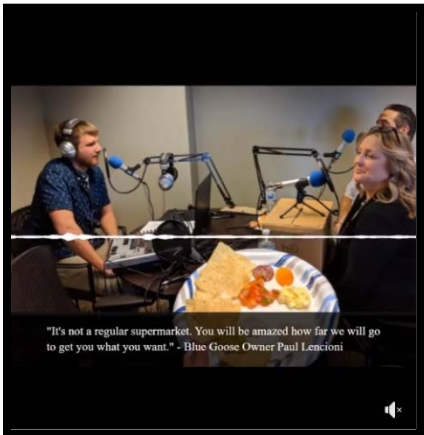
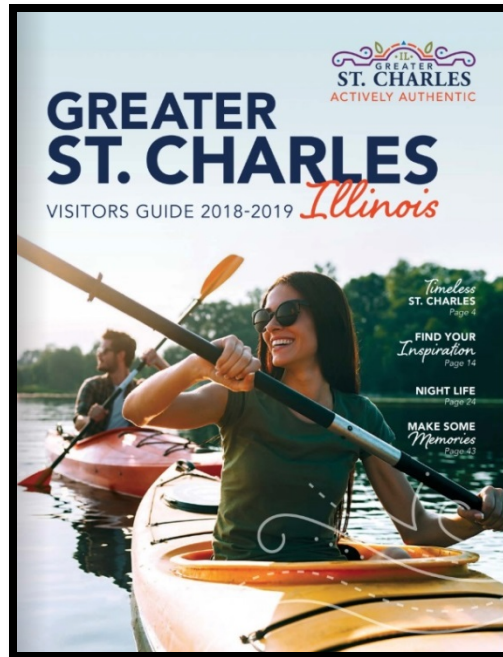
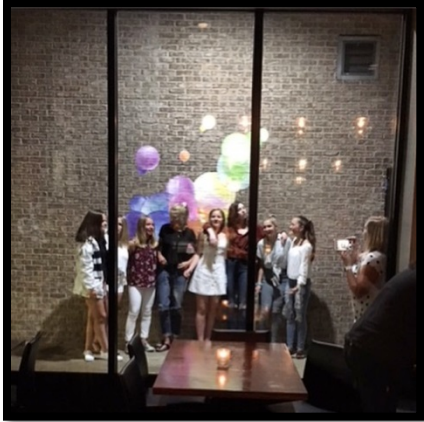
**Economic development**, sometimes used as a synonym for **economic growth**, can be defined as efforts that seek to improve the economic well-being and quality of life for a community by creating and/or retaining jobs, supporting or growing incomes and the tax base.



# Breakdown of Programming



# Marketing



## Programs/ Activities/ Deliverables:

- Store Front Improvement Grant
- Brokers Coffee
- Murals/ Public Beatification
- Podcast
- Newsletters
- Holiday Advertising Campaign
- Visitors Guide
- General Social Media
- General "About Us" Print/ online

# Branding



# Sales

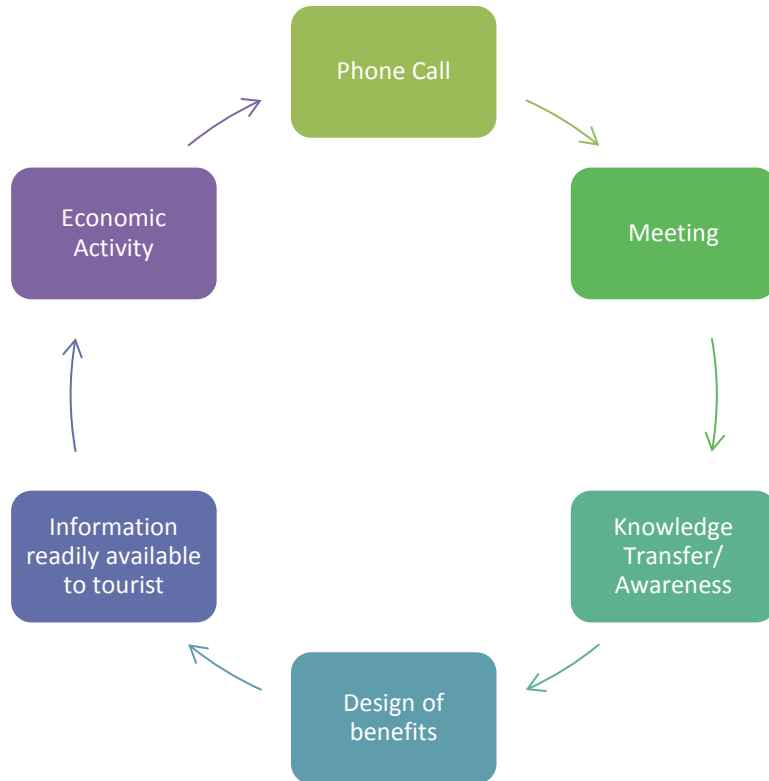


## Programs/Activities/ Deliverables:

- Conferences
- Connecting Businesses to Tourism Stakeholder
- Finding Tourism Opportunities (Group Tourism)
- Hotel Relationships
- Outbound Sales
- Connecting of events to Tourism stakeholders

# Sales

## Conference Follow-up Example:



# Support



## Programs/ Activities/ Deliverables:

- Volunteer Retention
- Business Relationship Development
- Parking Liaison
- Annual Meeting
- Monthly updates for City
- Employee Discount Cards
- Stakeholder Engagement
- Partnership with no fee

# Support


## Volunteer Programing:



we LOVE our  
VOLUNTEERS

# Support

## Employee Discount Card



2018  
Downtown St. Charles  
*Employee Discount Card*  
work downtown, receive  
**10% OFF**  
Cannot be combined with any other offers.  
For a full list of participating businesses, visit  
[downtownstcharles.org/employee-discount-card](http://downtownstcharles.org/employee-discount-card)

***BOOST MORALE,  
BOOST BUSINESS***

- ✓ COMPLETELY FREE TO ALL DOWNTOWN EMPLOYEES
- ✓ SAVE 10% AT PARTICIPATING DOWNTOWN BUSINESSES
- ✓ CARDS DELIVERED TO YOUR DOOR

# Events



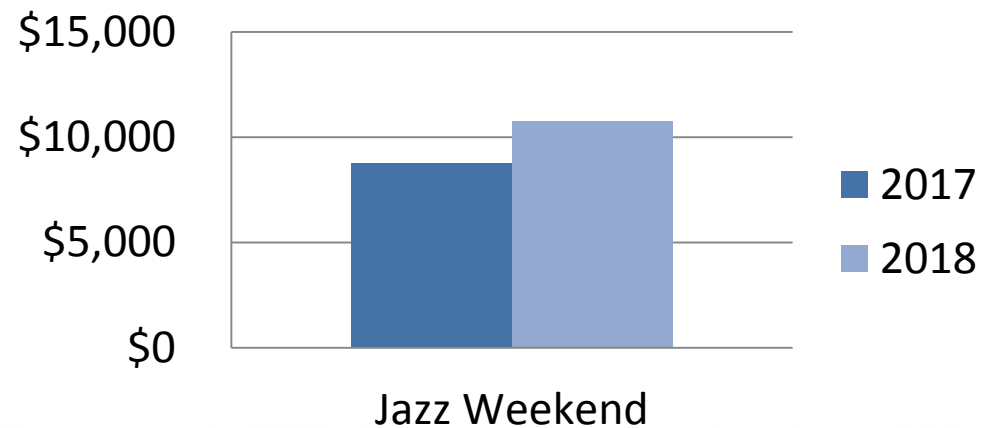
## Programs/Activities/ Deliverables:

- Sponsorship
- Fine Art Show
- Holiday Homecoming
- Jazz Weekend
- St Patrick's Parade
- STC Live!
- Scarecrow Festival
- Events Review Committee

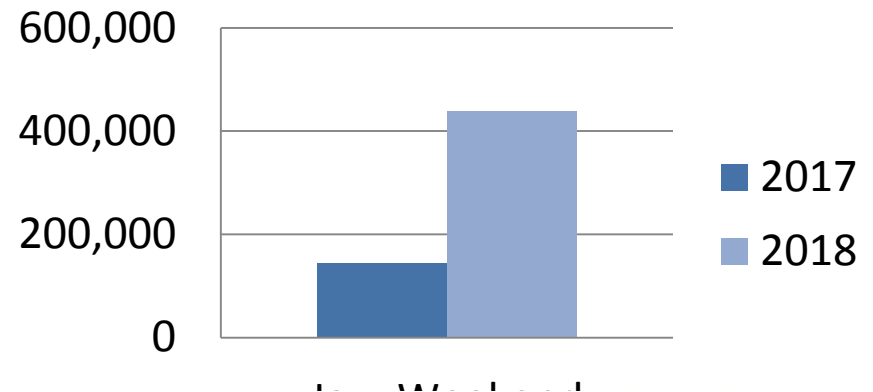
# Events



## Sponsorship Dollars

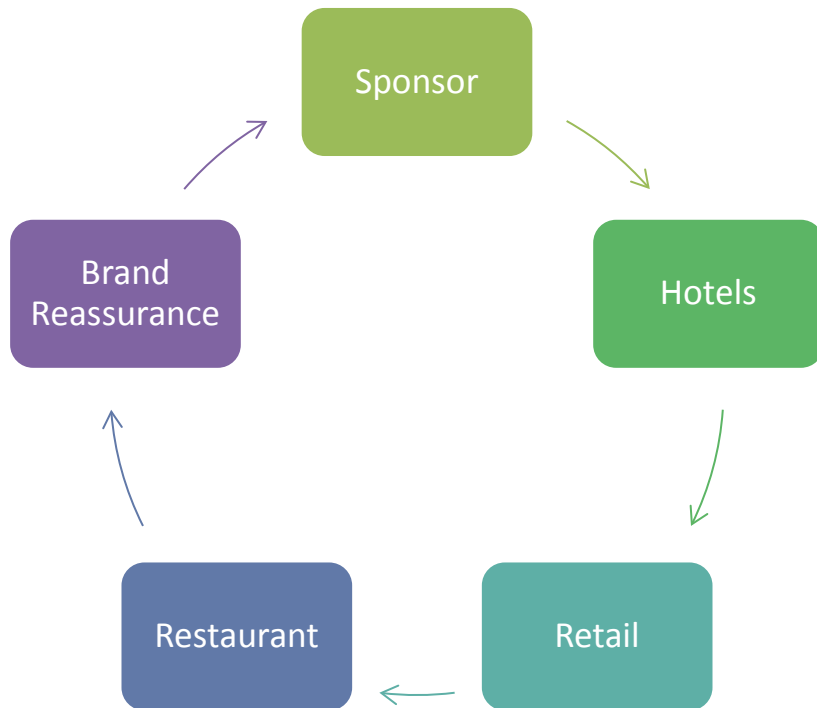


## Advertising Impressions



# Events

## Jazz Weekend Example



# Events

## Future Scarecrow Festival

- Prominent Event
- Continue to capitalize on nationally recognized event
- Re-evaluate Scope
- Make event more St. Charles focused
- Refine Sponsorship, retailers and food vendors



**Our Goal:**

**To Drive Commerce to St Charles**

# Accountability

- **Checks and Balances**
  - **Stakeholders**
- **Metrics**
  - **ROI**
- **Commitment**
  - **Staff**
  - **Quality of events, services, and support**
  - **Others TBD**

# ONE ST CHARLES

Mission: To Drive Economic growth  
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# ONE ST CHARLES

Questions?