



ST. CHARLES
SINCE 1834

AGENDA ITEM EXECUTIVE SUMMARY

Title:	Recommendation to Approve a Proposal for a Class E-4 Temporary Liquor License for a Special event to be held on the 1 st Street Plaza
Presenter:	Chief Keegan

Please check appropriate box:

<input type="checkbox"/>	Government Operations	<input type="checkbox"/>	Government Services
<input type="checkbox"/>	Planning & Development	<input type="checkbox"/>	City Council
<input type="checkbox"/>	Public Hearing	<input checked="" type="checkbox"/>	Liquor Control Commission (5/16/16)

Estimated Cost:		Budgeted:	YES	<input type="checkbox"/>	NO	<input type="checkbox"/>
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If NO, please explain how item will be funded:

Executive Summary:

This is an application request for a Class E-4 Temporary License, authorizing for consumption of beer, wine, or alcoholic liquors on City owned property, specifically, 1st Street Plaza. This temporary license request is for a series of three (3) events to be held on the first Wednesday of each month in July, August, and September 2016. The event, "Wine Down Wednesdays," would be held each first Wednesday evening from 5:00 PM – Dusk. The businesses involved are ZaZa's Trattoria , Puebla Modern Mexican, Pizzeria Neo, McNally's Traditional Irish Pub.

The requested dates are:

- July 6, 2016
- August 3, 2016
- September 7, 2016

Please see the attached memo for more detailed information about the event.

Attachments: *(please list)*

Liquor License Application
 Memo – Event Details
 Site Map
 1st Street Plaza Event: Letter of Intent
 Special Event Application

Recommendation/Suggested Action *(briefly explain):*

Recommendation to approve the Class E-4 Temporary License for this series of three (3) events to be held on the 1st Street Plaza.

For office use only:

Agenda Item Number: 7

For Office Use
Received:
Fee Paid: \$
Receipt #

CITY OF ST. CHARLES

TWO EAST MAIN STREET **NON-REFUNDABLE**
ST. CHARLES, ILLINOIS 60174-1984



CITY LIQUOR DEALER LICENSE APPLICATION CLASS E4 – CITY OWNED PROPERTY PERMIT EVENT

Pursuant to the provisions of Chapter 5.08, Alcoholic Beverages, of the City of St. Charles Municipal Code regulating the sale of alcoholic liquors in the City of St. Charles, State of Illinois and all amendments thereto now in force and effect.

The undersigned hereby makes application for a Liquor Dealer License,

Commencing JULY 6th and ending JULY 6th
Start Time: 5PM End Time: 9PM
Location of Event: 1ST ST PLAZA

Name of Business MCNALLY'S / ZA-ZA / NED / PUEBLO
Address of Business 1ST ST PLAZA Business Phone 630.513.6300 (MCNALLY'S)
5.08.050A1 Circle Choice to Show: Individual Partnership Corporation Other: _____
Has Applicant had a Class E4 License in the current fiscal year? NO. If YES, on what date: _____

Requirements of a Class E4 – City Owner Property Permit Event

- The Class E4 license fee is \$100.00 per day.
- Class E-4 Temporary License Permits shall authorize the retail sale of beer and wine or the retail sale of alcoholic liquor for consumption on the premises
- It shall be unlawful for any person holding a Class E-2 license or E-4 license issued pursuant to this chapter to sell, offer for sale or to give away, in or upon any licensed premises, any alcoholic liquor between the hours of 12:00 midnight and 10:00 a.m. on Monday, Tuesday, Wednesday, Thursday, Friday, Saturday and Sunday.
- This license shall be issued only for special events or catered functions where the dispensing of food predominates.
- The issuance of the Class E4 Temporary License Permit shall be at the discretion of the Local Liquor Control Commissioner, with advice and consent of City Council.
- Application for a Class E4 Temporary License Permit shall be submitted 45 days in advance of a scheduled date.
- There shall be no Class E-4 Temporary License permits issued during the second full week of October, beginning 12:00 a.m. Friday and ending 12:00 a.m. Monday.
- A minimum of three (3) liquor supervisors shall monitor liquor service during all times of operation. **Please provide a list of all supervisors with this application.**
- Licensee must rope/fence off the licensed premises.
- Each patron **must wear a wristband** after having identification checked for legal alcohol consumption age.
- Are children/minors permitted in the licensed premises? **Y/N**
- A sign limiting alcoholic consumption to the roped off area must be conspicuously displayed at all times.
- Each server of alcohol must be BASSET certified – need copy of BASSET certification.**
- A copy of site plan diagram to include roped area shall accompany this application.
- All security/police resources needed shall be attached to this application with approval of the Chief of Police before final issuance by Liquor Commissioner.

Affidavit

State of Illinois)
County of Kane)

I/We, being duly sworn, that information contained in this application is true to my/our own knowledge and that the statements set forth are of my/our own free will. I/We solemnly swear that I/we will not violate any of the laws of the United States, the State of Illinois or the City Ordinances of the City of St. Charles.

Signed: Shay Clarke Signed: _____

Sworn to before me this _____ day of _____.

Notary Public Christine Nilles



ENDORSEMENT OF THE LIQUOR CONTROL COMMISSIONER

Approved: _____ Date: _____ Chief of Police: _____

Approved: _____ Date: _____ Liquor Commissioner: _____



Memo

Date: May 9, 2016
To: Chief Keegan
From: Cmdr. E. Mahan
Re: Details of Proposed "Wine Down Wednesdays" Event
Cc: Liquor Control Commission

Four businesses located adjacent to the 1st Street Plaza have proposed a series of events to be held in the 1st Street Plaza. The proposed events would be held one Wednesday evening per month during the summer months. The events would be called "Wine Down Wednesdays" and would be modeled after a similar event which occurs on Wednesday evenings in downtown East Dundee, IL.

It has been proposed that on each of those Wednesdays between 5:00 PM and dusk, the Plaza area be enclosed with "snow fencing." There would be public access points at both ends (east and west), and the public would be allowed to travel through at will. No alcohol would be *served* in the fenced-in area but the request is that if a patron purchases a drink, such as wine, in one of the four immediately adjacent businesses (McNally's, ZaZa, Pueblo, Pizza Neo) that he/she be allowed to exit the respective business in to the Plaza, and *consume* it there. Patrons entering the plaza with a drink would be stopped by a doorman at whichever business they are leaving. They would be given a wrist band and if needed, his or her drink would be transferred to a plastic cup. There would also be staff members from these businesses at the public access points to ensure that no alcohol leaves the Plaza area. Those staff members would monitor the fenced area to ensure no one without a wrist band is consuming alcohol. Police Officers on Extra Duty Assignment would also be present to ensure compliance. This event proposal was also reviewed through The St. Charles Downtown Partnership and they are in support of the event.

The proposed dates for these events are:

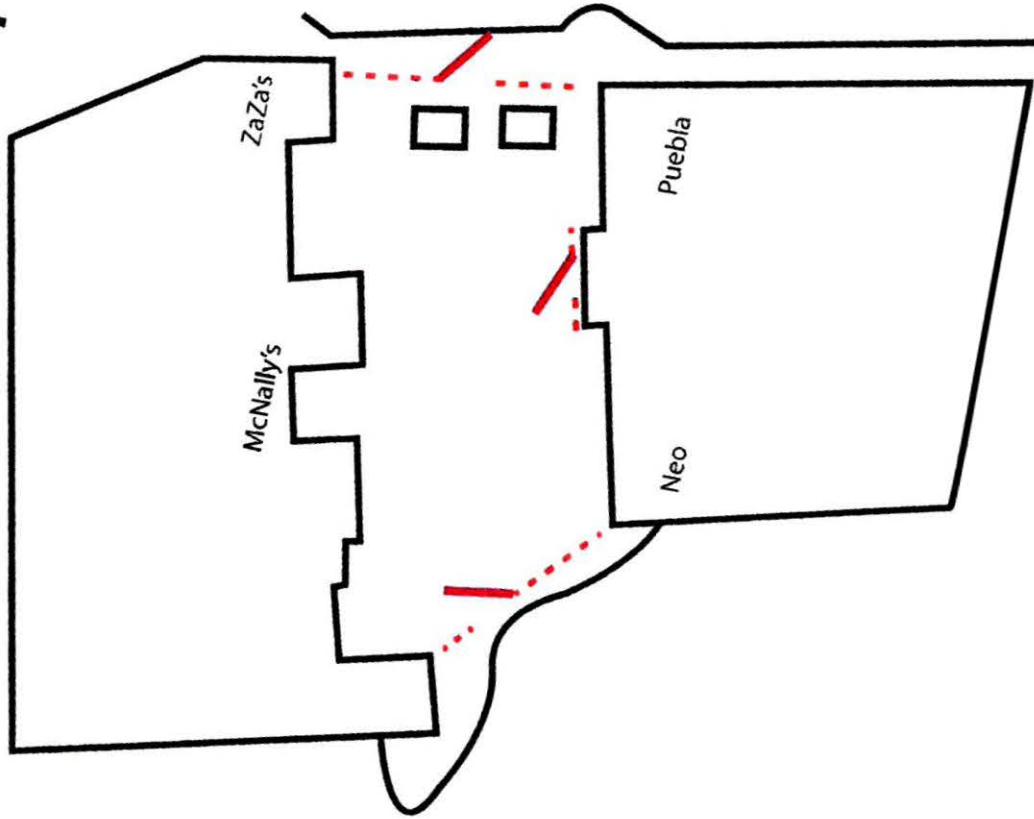
- July 6
- August 3
- September 7.

EM



First Street Plaza

Wine Down Wednesday



Temporary Fencing
Entrance/Exit

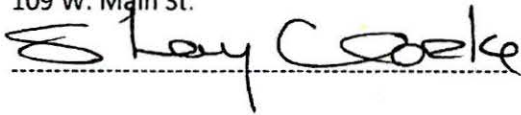
FIRST STREET PLAZA EVENT: LETTER OF INTENT .

The signors of this document are decision-making representatives of Puebla Modern Mexican, Pizzeria Neo, Zaza's Trattoria, and McNally's Traditional Irish Pub, all of which are collectively known as the "First Street Plaza Merchants".

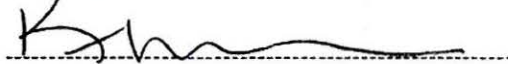
By signing this document, each once accepts the following terms as part of the First Street Plaza event proposed by Shay Clarke of McNally's: shared cost of insurance, cost of city services, responsibility for the proper consumption of alcohol, and all other costs associated with the First Street Plaza event.

These four restaurants have also agreed that they have a willingness to either jointly sign a Class E4 Liquor License for the First Street Plaza or expand the extent of their current licenses, both of which would be done for the already proposed event dates/times (7/6, 8/3, and 9/7).

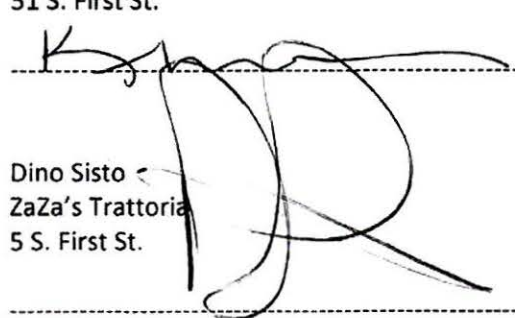
Shay Clarke
McNally's Traditional Irish Pub
109 W. Main St.



Kimberly Lawson
Pizzeria Neo
31 S. First St.



Kimberly Lawson
Puebla Modern Mexican
51 S. First St.



Dino Sisto
ZaZa's Trattoria
5 S. First St.



RECEIVED
MAY - 4 2016
Building & Code Enforcement
St. Charles, IL

**CITY OF ST CHARLES
SPECIAL EVENT APPLICATION
THIS FORM MUST BE COMPLETED IN
FULL & SUBMITTED 90 or 30 DAYS PRIOR TO THE EVENT**

RECEIVED
APR - 5 2016

Building & Code Enforcement
St. Charles, IL



Permit No. 16-22812 Date of Meeting: 4/14/2016 Revised date 01/28/2015
9:00 AM

Name of the Event: Wine Down Wednesday Date(s) of Event: 4/6, 7/6, 8/3, 9/7

Special Event Application – 90 Days

The Special Event Application is due to the City of St. Charles a minimum of ninety (90) days prior to the event if it requires closure of public streets, use of public parking lots, or the service of alcoholic beverages that requires a liquor license to be granted. The 90-day time period allows sufficient time to evaluate the request and provide a recommendation to the City Council for its consideration.

Special Event Application – 30 Days

The Special Event Application is due to the City of St. Charles, at a minimum, thirty (30) days prior to the event if it does not require closure of public streets, use of public parking lots, or the service of alcoholic beverages that requires a liquor license to be granted.

A copy of the Application and Funding of Special Events is attached for your information.

Special Event Submittal Check List

- **Special Event Application**
- Section 1 – Task List and Due Dates –90 day or 30 day submittal
- Section 2 – General Information
- Section 3 – Permits
- Section 4 – Site Plan and/or Route Map
- Section 5– Emergency Phone Tree and Contact
- Section 6 – Emergency Crisis Management Procedures
- Section 7 – Retail Merchants
- Section 8– Hold Harmless Agreement
- Any outstanding funds owed to the City of St. Charles
- Application(s) for other permit(s) (See answers in Section 3)**
- Outdoor Sales/Event Permit Application and Submittal Fee
 - \$65
- Loudspeaker/Amplifier License Application and Submittal Fee
 - \$5 per day
- Class E Liquor License Application and Submittal Fee
 - \$50 per day – E-1 (Not-for-Profit)
 - \$100 per day – E-2 (Special Civic Event)
- Carnival License Application and Submittal Fee
 - \$30 each – Rides
 - \$20 each – Amusement Stands, Food Stands, Entertainment Shows, Other

Received: 4-5-2016 -APW/210 Fee Paid: \$

Receipt # _____ Check # _____

Copies of application distributed to:

Police: 4/10/2016 Fire: 4/10/2016 PW: 4/10/2016

Electric: 4/10/2016

SECTION 1 - TASK LIST AND DUE DATES

Use this form to determine the date each of these tasks needs to be completed. For tasks that do not apply, please mark "N/A" in the Due Date column. If the Due Date falls on a weekend or holiday, the Due Date becomes the next normal business day. However, this does not affect the other Due Dates, as they are only dependent on the date of the special event.

Task to be completed for Events that require 90 days (All items due to City unless noted)	Days Due Before Event	Due Date
Date of the Special Event	- N/A -	7/16/13 or 9/7/2016
If event takes place in downtown St. Charles you are to complete an application through the St. Charles Downtown Partnership.	120 days	4/5/2016
Submit Special Event Application	90 days	4/5/2016
Payment of any outstanding funds due to the City of St. Charles	At time of submittal	
Provide verification of organization legal status, i.e. NFP, Partnership, Corporation A copy of 501(C)3 document is to be submitted with application.	At time of submittal	N/A
Submit Class E Liquor License Application	90-days	
Submit Outdoor Sales Permit Application	90-days	N/A
Submit Loudspeaker/Amplifier License Application	90-days	N/A
Submit Raffle Permit Application (Kane & DuPage County)	At time of submittal	N/A
Submit Carnival License Application	90 days	N/A
Submit Fireworks Permit Application	60 days	N/A
Submit Original Certificate of Insurance	21 days	
Submit copies of other required permits	At time of submittal	-
Emergency Phone Tree	At time of submittal	4-5-2016
Emergency /Crisis Management Procedures	At time of submittal	4-5-2016
Submit Listing of Participating Retail Merchants/Applicable Food Vendors to Finance Department using Pre-Defined Form in Excel format	14 days	
Notify residents/businesses of special event	14 days	

City Services Requested:			Comments
Police	Yes	No	
Fire/EMS	Yes	No	
EMA	Yes	No	
Public Services	Yes	No	
Electric	Yes	No	
Water	Yes	No	
Other:	Yes	No	

SECTION 2 - GENERAL INFORMATION Permit No. 1035717

Name of Event: Wine Down Wednesday

Type of Event: Parade Walk/Run/Bike Festival Other

Location of Event: 1st First Street Plaza

Date(s) of Event: 6/17, 7/6, 8/3, 9/7 Hours of Event: 5pm to dusk Estimated Attendance: 200

Event Website: _____

Purpose of the event: Promote business in plaza area and encourage an outside dining culture

Name of sponsoring organization(s): Plaza Merchants

Please list the organization's legal status (i.e. NFP, Partnership, and Corporation) : **A copy of the 501(C)3 document is to be submitted with application.**

(Documentation will need to be submitted providing status)

Type of Entity	Check Box that Applies	City Supporting - Existing Event	City Support - New Event
Governmental Entity		100%	100%
Private/For Profit Entity	<input checked="" type="checkbox"/>	0%	0%
Non-Governmental/Non-Profit Entity		50%	0%

Contact person from sponsoring organization: Shay Clarke

Organizer address: McNally's Irish Pub, 109 W. MAIN ST.

City: ST. CHARLES State: IL Zip: 60174

Home Phone: 6305136300 Cell Phone: 847-452-7744 E-mail: SHAY@MCNALLYSPUB.COM

Second contact person (emergency): HARRICE MCNALLY Phone: _____

Is this an annual event? YES NO If yes, please provide event date(s) for next year: TBD

If the event is a recurring event, please state any problems and/or incidents that have occurred in past years, such as sound amplification, neighborhood parking complaints, etc.

n/a

What, if anything, are you doing to rectify the problem(s)?

n/a

SECTION 3 - PERMITS

Will you be having a fireworks display at your event? YES NO

If yes, you have to submit a **Fireworks Permit Application** sixty (60) days prior to the event. Please contact the St. Charles Fire Department to complete the application.

Does your event include the use of a tent? YES NO

If yes, you must submit an **Outdoor Sales Permit Application** ninety (90) days prior to the event. Please visit www.stcharlesil.gov, or contact Building and Code Enforcement to obtain an outdoor sale permit application.

Will you be using speakers and/or sound equipment at your event? YES NO

If yes, you must submit a **Loudspeaker/Amplifier License Application** ninety (90) days prior to the event. Please visit www.stcharlesil.gov, or contact the Mayor's Office to obtain a loudspeaker/amplifier license application.

Are you holding a raffle at your event? YES NO

If yes, you may have to submit a **Raffle Permit Application**. For the raffle permit application for Kane County, please visit www.co.kane.il.us/COC, or contact the Kane County Clerk's Office at 630.232.5950. For the raffle permit application for DuPage County, please visit http://www.dupageco.org/countyclerk/generic.cfm?doc_id=631 or contact the DuPage County Clerk's Office at 630-407-5500.

Will you serve alcohol at your event? YES NO

If yes, you must submit **Class E Liquor License Application** ninety (90) days prior to the event. Please visit www.stcharlesil.gov, or contact the Mayor's Office to obtain a Class E liquor license application.

Will there be amusement rides at the event? YES NO

If yes, you must submit **Carnival License Application** ninety (90) days prior to the event. Please visit www.stcharlesil.gov or contact the Mayor's Office to obtain a carnival license application.

Will you serve food at your event? YES NO

If yes, please indicate the number of vendors _____
Note: A list of food vendors must be submitted prior to the inspection of your event.

Are you requesting the use of any other city-owned property, i.e. parking lots, etc.? YES NO

If yes, please indicate the property that you are requesting to use.

Would you like to request the closing of city streets? YES NO

If yes, please fill in the following information or submit a route map along with this application:

STREET	FROM	TO	DATES	TIMES
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

Does your event require the use of city sidewalks? YES NO

Does your event require temporary electric service? YES NO

- If yes, please indicate location(s) electric is needed on next sheet.

Does your event require temporary water/hydrant meter? YES NO

- If yes, please indicate location(s) for hydrant meter(s) on next sheet.

.....
SECTION 4 - SITE PLAN AND/OR ROUTE MAP
.....

Please use the space below to illustrate the layout for your event. If you need additional space, please attach a separate sheet.

See attached -

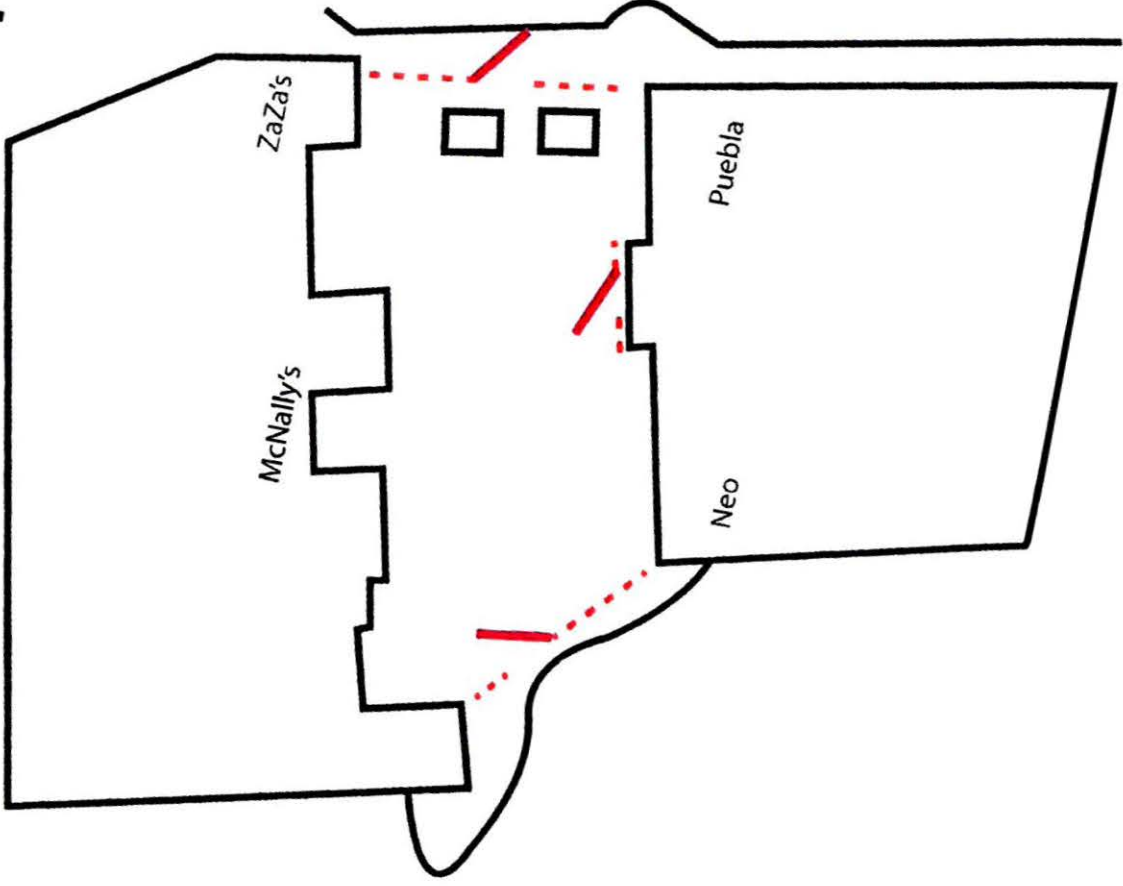
If applicable, the following must be included:

Location of food vendors (FV)
Location of beverage vendors (BV)
Location of garbage receptacles (G)
Location of toilets (T)
Location of hand washing sinks (HWS)
Location of retail merchants (RM)
Location of First Aid (FA)

Location and number of barricades (B)
Location of fire lane (FL)
Location of fire extinguishers (FE)
Public entrances and exits (PE)
Location of sound stages and amplified sound (S)
Location of residential streets surrounding events
Electric (E)
(Hydrant Meter (H20))

First Street Plaza

Wine Down Wednesday



Temporary Fencing
Entrance/Exit

Section 5 – Emergency Phone Tree

Please use the space below to illustrate the Emergency Phone Tree for your event or submit a separate form detailing your Emergency Phone Tree. If you need additional space, please attach a separate sheet.

Event Title Wine Down Wednesday Date(s) of Event 6/1, 7/6, 8/3, 9/7

Emergency Contact Information

Primary Contact: Shay Clarke Secondary Contact: _____

Title: G.M. McNally's Title: _____

Phone No: 847.452.7764 Phone no.: _____

Tertiary Contact: _____ Operations Manager: _____

Title: _____ Title: _____

Phone No: _____ Phone no.: _____

Site Managers and miscellaneous contacts

Location: _____ Location: _____

Date(s): _____ Date(s): _____

Name: _____ Name: _____

Phone # _____ Phone #: _____

Location: _____ Location: _____

Date(s): _____ Date(s): _____

Name: _____ Name: _____

Phone # _____ Phone # _____

Location: _____ Location: _____

Date(s): _____ Date(s): _____

Name: _____ Name: _____

Phone #: _____ Phone # _____

Section 6– Emergency or Crisis Management Procedures

Please submit your Emergency or Crisis Management Procedures for your event or use the provided example. If you need additional space, please attach a separate sheet.

Emergency/Crisis Management Procedures

1. In the case of any incident, accident or anything deemed “out of the ordinary” (including inclement weather and its potential affects on patrons, property and/or equipment).
Plaza Merchants has designated Shay Clarke with the responsibility of being the CRISIS MANAGER (CM). This position will empower the designated person to make decisions on behalf of Plaza Merchants coordinate with local authorities for an action plan and to make any statements to the press (if applicable).
2. In the case of any incident, accident or anything deemed “out of the ordinary” (including inclement weather and its potential affects on patrons, property and/or equipment) ALL Plaza Merchants staff will be instructed to:
 - a. Act as quickly and professionally as possible;
 - b. To contact their immediate supervisor and/or the on-site _____ management representative;
 - c. Have as much factual information available as possible – not to speculate as to the cause of the incident, accident, etc., unless requested by the CM;
 - d. Follow the directions of the immediate supervisor and/or the on-site _____ management representative explicitly;
 - e. Recommend that people leave the area first, or at the very least go to their vehicles. If unable to evacuate (staff, disabled, families, etc.) use the lower levels of the parking decks. (West Side, Walnut Street & 1st Street), (East Side, Walnut Avenue & 3rd Avenue). In the event of Tornado Warnings on Saturday and Sunday, Park District staff will open the Pottawatomie Park Community Center so people can seek shelter there, if desired;
If at a location with food, vendors and/or ride operators: turn off all power, gas and grills so unattended energy sources do not catch on fire.
3. These steps should be taken immediately following any incident/accident:
 - a. Get medical help to the parties involved (if applicable);
 - b. Work with sound/announcer, lighting, etc. to inform the patrons of necessary information and/or divert the patron’s attention;
 - c. Resume scheduled activity as soon as possible (subject to #5 below);
 - d. Call the police or other authorities and report any accident;
 - e. Identify witnesses to the incident to obtain statements if necessary;
 - f. Contact a Site Manager for an Incident Report.
4. The CM will communicate to all staff, volunteers, and other personnel that all communication with the press, police, or any other authority will be handled solely by the CM. Police may request information from event personnel and everyone associated with

Plaza Merchants will cooperate with the police department. We will not interfere with police investigations and/or action plans and we will provide the police with materials available upon their request. Any and all materials requested should not be given out until copies of all information can be reproduced for

Plaza Merchants.

5. The CM will consult with the local authorities. If it is determined conditions are so extreme the festival cannot continue, the CM will consult with Plaza Merchants to discuss alternatives.
6. An official statement will be written and given to the CM as soon as it can be formulated by Plaza Merchants management. No personnel or staff should offer any information to any media other than the provided statement. No media questions should be answered unless otherwise instructed.
7. Always remember to follow these guidelines:
 - a. Keep as cool and calm as possible;
 - b. Cooperate fully with the authorities. Be as accurate as possible, don't speculate with anyone, including Plaza Merchants personnel;
 - c. Direct any and all media questions to CM, and only read official statements prepared by Plaza Merchants Management;
 - d. Use common sense. Think before you act, and always be professional;
 - e. Fill out a Festival Incident Report as accurately as possible;
 - f. Get a copy of the Incident Report from the police and a report from the hospital (if applicable).

Additional Notes:

SECTION 7 – RETAIL MERCHANTS

It is the responsibility of the event organizer to ensure that all participating retail merchants are properly collecting, reporting and filing City sales taxes from sales generated at the event, in accordance with State Statutes. The City's current sales tax rate is 8%. Sales tax collections and forms are to be submitted to the State and not the City. For further information on how and where tax payments are to be submitted, please contact the Illinois Department of Revenue Registration Office at 1-800-732-8866.

Please answer the following question regarding the use of retail merchants in conjunction with your event:

Will your event include:

- Merchants selling retail merchandise? YES: _____ NO: X
- Food and/or beverages for immediate consumption? YES: X NO: _____

If no, no further action is necessary.

If yes to either, you must provide a list of all participating vendors, including business name, address and State IBT number to the City's Finance Department within 14 days of the event. A sample form in Excel format will be emailed to the event organizer's email address. In addition, you must read and sign the following certification:

I understand that it is my responsibility to ensure that all retail merchants and/or food and beverage vendors participating in this event are aware of the rules and requirements for properly collecting and remitting any City sales taxes generated from sales at this event. I will provide the City with a complete listing of all merchants, including their name, address and State IBT number, within 14 days of the event.

Signature: Shay Clarke

Date: 4/5/16

Name: Shay Clarke

Title: GM McNally's

SECTION 8 – INDEMNIFICATION/HOLD HARMLESS

In consideration of the City of St. Charles permitting the Plaza Merchants
(name of organization)
("Organization") to conduct Wine Down Wednesday ("Event"),
(name of event) the Organization recognizes, acknowledges and assumes any and all risks arising from or in any way related to the Event.

To the fullest extent permitted by law, the Organization hereby agrees to defend, indemnify and hold harmless the City of St. Charles, its officers, officials, employees and agents from and against all injuries, deaths, losses, damages, claims, suits, liabilities, judgments, cost, and expenses (including all attorney's fees and costs), arising from, or resulting from or in any way related, directly and/or indirectly to the Event, except that arising out of the sole legal cause of the City of St. Charles, its officers, officials, employees and agents.

The Organization shall, at its own expense, appear, defend and pay all charges of attorneys and all costs and other expenses arising there from or incurred in connection therewith, and, if any judgment shall be rendered against the City of St. Charles, its officers, officials, employees and/or agents, in any such action, the Organization at its own expense shall satisfy and discharge same.

The invalidity of any provision(s) of this INDEMNIFICATION/HOLD HARMLESS or unenforceability of any of its provisions shall not affect the validity or enforceability of the remainder of this INDEMNIFICATION/HOLD HARMLESS.

The Organization and the authorized signatory below warrant and represent that the authorized signatory below has full authority to execute and submit this application, including, but not by way of limitation, the INDEMNIFICATION/HOLD HARMLESS

provisions contained herein.

The Organization and the authorized signatory below agree to inform the City of St. Charles of any changes in the application at least thirty (30) days prior to the event.

Plaza Merchants
(Name of Organization)

4/5/16
(Date)

by James Slay
Authorized Signatory

Signed and sworn to before me this 5th day of April, 2016.

Deborah Abruzzo
Notary Public



All applications must be signed and notarized.

After submitting all forms, your application will be reviewed by City staff. All departments that will be involved in providing services or permits for the event will be notified. **Please do not assume that all aspects of the event will be approved. You may be asked to make some changes to your plan based on the availability of services and scheduling of other events.**

The City of St. Charles reserves the right to cancel any event at any time for reasons deemed necessary by the City Council and/or City Administrator.

Deliver All Completed Items to:
City of St. Charles
Attn: Building & Code Enforcement
2 E. Main Street
St. Charles, IL 60174

Graffagna, Debbie

From: Lynne Schwartz <lschwartz@downtownstcharles.org>
Sent: Wednesday, April 06, 2016 12:01 PM
To: Shay Clarke
Cc: Jake Anderson; Vann, Bob; Graffagna, Debbie
Subject: Event Review

Hello Shay,

Thank you so much for meeting with the DSCP Event Review Committee yesterday afternoon to discuss your idea for the 1st Street Plaza. After reviewing all of the information, the Review Committee will be providing a recommendation in favor of the event. As we discussed, we would like to have a follow up meeting after the first event of the series in order to review what went well, what should be changed, etc.

If you have any questions, please feel free to contact me or any member of the DSCP staff.

Sincerely,

Lynne Schwartz

Executive Director
Downtown St. Charles Partnership
Phone: 630.443.3962



Downtown St. Charles Event Review Proposal

1. Please describe the purpose of your event (50 words or less)

The purpose of the event is to draw people to the 1st Street Plaza, sample the fare from the restaurants and integrate the businesses that celebrate our diversity. We have discussed in the past the fact that the 1st Street Plaza is underutilized. It has a European feel when people sitting in the plaza, but they do not bring their food or beverage outside.

The goal is to elevate and integrate the outside dining culture.

Wouldn't it be nice to go to be able to sit in the 1st Street Plaza, with a pizza from Neo or a glass of wine from Zaza's, a pint of Guinness from McNally's or a Margarita from Puebla, finish up your evening with a frozen yogurt from Forever Yogurt or a cupcake from Smallcakes, enjoying the music and camaraderie of the 1st Street Plaza, or perhaps some improv from Steel Beam Theatre.

2. Explain how your event will comply with the evaluation criteria, as described in the Downtown Events Evaluation summary.

a. Benefit to Downtown Business

It will benefit the businesses in and around the 1st Street Plaza by bringing people to the area.

b. Ease and Ability of Production

No tents, no commerce outside of existing businesses

c. Broad Popularity

Free, family and pet friendly and open to the public

d. Coordination and Collaboration

Done simply between the restaurants and businesses

e. Expansion and Diversity of the Downtown Event Calendar

No conflict with existing events, with many opportunities to expand.

3. What date(s) and time(s) would your event take place?

Held one day each month, June through September, from 5PM-dusk. (Could be the first Wednesday of each month).

4. What distances people will travel to participate in the event? (i.e. local participators who live within a 5 – 10-mile radius or regional event attracting people from 3 – 5 states with a 5 – 10-hour driving distance) Please justify.

Local population within a 10-mile radius.

5. What is your expected attendance for event participants and event spectators? Please justify.

200+ guests between the hours of 5-8:30PM

6. Safety and the impact on downtown businesses, residents and the City are major priorities, please describe what street closures, detours, and parking you would request and how you would address concerns from these stakeholders?

We would enclose the 1st St Plaza (snow fencing, barriers?) so no one leaves the premises with alcohol.

7. Please describe what makes this event unique to Downtown St. Charles.

Will provide integrated outdoor dining and entertainment experience

8. How will you measure success?

Success will be measured by how much people enjoy the event and their willingness to return.

9. If success, as you have defined it, is reached, please describe future plans for this event.

Perhaps we can add additional dates or themes, ie., jazz night, Mexican night, Irish night or Italian night, the possibilities are endless.

10. Attach the business and marketing plans with expected revenue, expenses, and sponsors secured.

Revenue is unknown, no sponsors needed

11. How will your organization secure funding necessary to pay for any requested or required City resources?

The determination will be based upon discovery of requirements.

12. Provide a list of downtown businesses you have identified as likely to be affected by your event/promotion and a brief summary of your communication with them to date

Puebla, Za-Za's, Neo, Starbucks, Small Cakes, Agape, Wool and Co., Diamondaire, Steel Beam Theatre and Forever Yogurt, will all benefit from increased traffic to the area, and can promote their own businesses.