



**AGENDA ITEM EXECUTIVE SUMMARY**

Agenda Item number: 7a

Title: Recommendation to approve the Funding Request of the Downtown St. Charles Partnership for FY 2018-2019 in the Amount of 100% of the Special Service Area 1B Proceeds, Including \$7,000 for Advertising Reimbursement

Presenter: Chris Minick, Finance Director

Meeting: Government Operations Committee

Date: April 2, 2018

Proposed Cost: \$252,000

Budgeted Amount: TBD

Not Budgeted:

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

**UPDATE FOR APRIL 2, 2018 GOC MEETING:**

**The DSCP presented its funding request for FY 2018-2019 and results of operations to date for FY 2017-2018 at the City’s GOC Meeting on February 5. Although no formal vote was taken, there appeared to be consensus that the Committee was agreeable to granting the DSCP funding for FY 2018-2019 in the amount of 100% of SSA 1B proceeds (\$245,000) as well as continuing the Holiday advertising reimbursement payment of an additional \$7,000.**

**Staff is presenting the formal funding agreement (as attached) and requesting a Committee recommendation of approval.**

AIES from February 5 GOC:

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 2018-2019 and a status update of activities undertaken during Fiscal Year 2017-2018.

The DSCP is requesting an increase in the funding amount from SSA 1B for the 2018-2019 fiscal year. They are requesting 100% of the total collections from the SSA Tax. Those collections are estimated to approximate \$245,000. During the current fiscal year (2017-2018), the DSCP is receiving \$216,401 which represents 90% of the SSA collections. 90% of the SSA 1B collections are estimated to total \$220,500 during the 2018-2019 fiscal year.

The DSCP is also receiving additional funding of \$18,000 to support Phase II of the *Discover your City Side* Branding Initiative during the current fiscal year. This amount is included in the current funding request to receive 100% of the SSA 1B proceeds for the 18-19 fiscal year-they are NOT requesting any additional funds to continue the work related to the branding initiative. The work on the branding initiative will continue, it has simply been rolled into the \$244,000 funding request for 100% of SSA 1B proceeds. In addition, the City has traditionally reimbursed the DSCP for approximately \$7,000-\$7,500 annually for costs related to advertising during the holiday season. They are requesting \$7,000 for reimbursement for advertising costs for the 2018-2019 funding year.

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):*

- **Proposed Service Agreement for FY 2018-2019**
- **Funding Request Letter**
- **2017-2018 Summary of Work Goals and Objectives updated with results to date**
- **2018-2019 budget**
- **2018-2019 Goals and Services**
- **Copy of Presentation**

**Recommendation/Suggested Action** *(briefly explain):*

*Recommendation to approve the Funding Request of the Downtown St. Charles Partnership for FY 2018-2019 in the Amount of 100% of the Special Service Area 1B Proceed, Including \$7,000 for Advertising Reimbursement.*

## **AGREEMENT**

**THIS AGREEMENT**, made and entered into this \_\_\_\_\_ day of \_\_\_\_\_, 2018, 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 \$245,000, or 100% of SSA 1-B tax collections, whichever is less, for general operations of the Partnership during the term of this Agreement in equal monthly installments beginning approximately July 1, 2018. In addition to the amount advanced for general operations, the City agrees to reimburse the Partnership for up to \$7,000 for expenses related to the Partnership’s continued promotion of the City’s Downtown through its holiday advertising program. Said reimbursement shall occur from time to time upon Partnership submittal of vendor invoices and proof of Partnership payment of said invoices related to its holiday advertising program.

**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 2019.

**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, 2019.

**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 \_\_\_\_\_, 2018.

CITY OF ST. CHARLES

By: \_\_\_\_\_  
City Administrator

ATTEST:

\_\_\_\_\_  
City Clerk

THE DOWNTOWN ST. CHARLES  
PARTNERSHIP, INC.

By: \_\_\_\_\_  
\_\_\_\_\_

ATTEST:

\_\_\_\_\_  
\_\_\_\_\_



## EXHIBIT “B”

### **Fiscal Year 2018-2019 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 commitment and implementation among our target market through continued brand messaging and integration.

**Services:**

- Continue brand messaging in all advertising, marketing and public relations activities
- Continue to confirm needs with downtown businesses and come up with programs based on needs.
- 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
- Launch the Co-op branding program to encourage downtown businesses to use the city side brand, but using matching incentive program.
- Improve awareness of Downtown businesses and inclusiveness with downtown employees with the new Downtown St. Charles employee discount card. This card is opt-in for all downtown businesses and is for all downtown employees to use and receive a discount.
- Distribute appropriate promotional items at downtown events and programs
- Provide opportunities for the exchange of information and marketing between downtown businesses, the DSCP and other entities regarding the St. Charles market
- Continue to integrate brand among all committee activities, i.e. volunteer recruitment

and recognition, education, and promotions.

**Goal:** Deliver advertising and marketing programs and opportunities 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 and event awareness through advertising, social media and cross-promotions
- Cross-promote other upcoming downtown events on website and social media

**Goal:** Organize promotional programs that increase foot traffic downtown

**Services:**

- Organize the sixth year of STC Live!, using the platform to reinforce the City Side brand and cross-promote downtown businesses and activities
- Re-organize Chair-ity, focus to become on Downtown seating on the 1<sup>st</sup> Street Plaza and Volunteer Plaza
- Organize the Seventh year of Jazz Weekend, utilizing 2017 survey results to further direct marketing and advertising activities.
- Plan and execute Movie in the Park in August of 2018, creating foot traffic and opportunities for business promotion and collaboration

### ***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 and create paterhip with D303

**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 monthly 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

Date: January 23, 2018  
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 18-19

This communication is to request funding in the 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

The DSCP's total budget for fiscal year 2018-2019 is \$289,086. If we receive all of the SSA, which is projected to be around \$244,000, the DSCP will dip into our reserves to cover the \$15,000 gap. This will leave us with approximately \$130,000 left in our reserves at the end of the fiscal year, which would cover 4-5 months.

The DSCP is also requesting \$7,000 towards our Annual Holiday Advertising Campaign as it was such a success this past year with a 230% increase in overall impressions.

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

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

DSCP Budget

	0-General	1-FAS	2-Jazz Wknd	3-HH	4-SPP	TOTAL
<b>Budget</b>						
<b>Ordinary Income/Expense</b>						
<b>Income</b>						
4000.00 - Operations Income						
4000 - SSA-1B Revenues	\$244,000					244,000.00
<b>4005 - Investor Contributions</b>						
4005.40 - Investor Contributions	16,900.00					16,900.00
4005 - Investor Contributions - Other						0.00
<b>Total 4005 - Investor Contributions</b>	<b>16,900.00</b>					<b>16,900.00</b>
4000.00 - Operations Income - Other	0.00					0.00
<b>Total 4000.00 - Operations Income</b>	<b>260,900.00</b>					<b>260,900.00</b>
4100.00 - Committee Income						
4110 - Branding	0.00					0.00
4115 - Chair-ity Auction	0.00					0.00
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
<b>Total 4100.00 - Committee Income</b>	<b>13,000.00</b>					<b>13,000.00</b>
<b>Total Income</b>	<b>273,900.00</b>					<b>273,900.00</b>
<b>Cost of Goods Sold</b>						
9000 - COGS	0.00					0.00
<b>Total COGS</b>	<b>0.00</b>					<b>0.00</b>
<b>Gross Profit</b>	<b>273,900.00</b>					<b>273,900.00</b>
<b>Expense</b>						
5000 - Operations Expense						
5005 - Accounting Services	11,400.00					11,400.00
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
<b>5025.00 - Dues, Memberships</b>						
5025.05 - Kiwanis	500.00					500.00
5025.10 - Rotary	500.00					500.00
5025.15 - STC Chamber	100.00					100.00
5025.00 - Dues, Memberships - Other						0.00
<b>Total 5025.00 - Dues, Memberships</b>	<b>1,100.00</b>					<b>1,100.00</b>
5030 - Equipment Leasing & Rental	2,300.00					2,300.00
<b>5040 - Insurance &amp; Bonding</b>						
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
<b>Total 5040 - Insurance &amp; Bonding</b>	<b>8,424.00</b>					<b>8,424.00</b>

DSCP Budget

	0-General	1-FAS	2-Jazz Wknd	3-HH	4-SPP	TOTAL
<b>Budget</b>						
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
<b>5060 · Personnel</b>						
5060.10 · Salaries and Payroll Expense	192,922.00					192,922.00
5060.20 · Contractor/IT	6,440.00					6,440.00
5060.25 · Payroll Processing Fees	250.00					250.00
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
<b>Total 5060 · Personnel</b>	<b>218,812.00</b>					<b>218,812.00</b>
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
<b>Total 5000 · Operations Expense</b>	<b>251,886.00</b>					<b>251,886.00</b>
<b>6000 · Committee Expenses</b>						
<b>6010 · Business Development/Education</b>						
6010.10 · Retail Minded	0.00					0.00
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
<b>Total 6010 · Business Development/Education</b>	<b>6,200.00</b>					<b>6,200.00</b>
<b>6020 · Marketing &amp; Promotion</b>						
6020.10 · Advertising	7,000.00					7,000.00
6020.20 · Bike Map	0.00					0.00
6020.30 · Branding	18,000.00					18,000.00
6020.35 · Chair-ity	1,000.00					1,000.00
6020.40 · Directories	0.00					0.00
6020.55 · Movie in the Park	300.00					300.00
6020.50 · Kiosks	0.00					0.00
6020.70 · STC Live	0.00					0.00
6020.60 · Photography	0.00					0.00
<b>Tot 6020 · Marketing &amp; Promotion - Other</b>	<b>26,300.00</b>					<b>26,300.00</b>
<b>6030 · Organization</b>						
6030.10 · Stakeholders Engagement	2,000.00					2,000.00
6030.20 · Volunteer Appreciation	2,700.00					2,700.00
<b>Tot 6030 · Organization - Other</b>	<b>4,700.00</b>					<b>4,700.00</b>
<b>6040 · Public Art</b>						
6040.10 · Art Around the Corner	0.00					0.00
<b>6000 · Committee Expenses - Other</b>						<b>0.00</b>
<b>Total 6000 · Committee Expenses</b>	<b>37,200.00</b>					<b>37,200.00</b>
<b>Other I Total Expense</b>	<b>289,086.00</b>					<b>289,086.00</b>

DSCP Budget

	0-General	1-FAS	2-Jazz Wknd	3-HH	4-SPP	TOTAL
<b>Budget</b>						
<b>Net Ordinary Income</b>	(15,186.00)					(15,186.00)
<b>Other Income</b>						
<b>7000 · Event Income</b>						
7010 · Booth Fees	43,000.00					43,000.00
7020 · Business Entry	5,000.00					5,000.00
7030 · Event Sponsorship	85,000.00					85,000.00
7040 · Jury Fees	4,000.00					4,000.00
7050 · Political Entry Fees	0.00					0.00
7000 · Event Income - Other						0.00
<b>Total 7000 · Event Income</b>		0.00	0.00	0.00	0.00	0.00
8010 · Interest Revenues		0.00	0.00	0.00	0.00	0.00
<b>Total Other Income</b>		0.00	0.00	0.00	0.00	0.00
<b>Other Expense</b>						
<b>7500 · Event Expenses</b>						
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
<b>Total 7500 · Event Expenses</b>		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
<b>Total Other Expense</b>		0.00	0.00	0.00	0.00	0.00
<b>Net Other Income</b>	0.00	0.00	0.00	0.00	0.00	0.00
<b>Net Income</b>	(15,186.00)	0.00	0.00	0.00	0.00	(15,186.00)

## Ordinary Income/Expense

## Income

4000.00 · Operations Income  
 4000 · SSA-1B Revenues  
**4005 · Investor Contributions**  
 4005.40 · Investor Contributions  
 4005 · Investor Contributions - Other  
 Total 4005 · Investor Contributions  
 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			
<b>5060 · Personnel</b>			
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			
<b>6000 · Committee Expenses</b>			
<b>6010 · Business Development/Education</b>			
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			
<b>6020 · Marketing &amp; Promotion</b>			
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			
<b>6030 · Organization</b>			
6030.10 · Stakeholders Engagement			
6030.20 · Volunteer Appreciation			
Tot 6030 · Organization - Other			
<b>6040 · Public Art</b>			
6040.10 · Art Around the Corner			
6000 · Committee Expenses - Other		0	10
Total 6000 · Committee Expenses			0
<b>Other Ii Total Expense</b>			

**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

7510 · Artist's Awards

7515 · Artist's Lunches

7520 · Banners

7525 · City Services

7530 · Float Awards

7535 · Judges

7540 · Logistics

7545 · Marketing

7550 · Miscellaneous

7555 · Music/Entertainment

7560 · Outside Services

7565 · Paid Elements

7570 · Purchase Award Program

7575 · Repairs & Maintenance

7580 · Security

7585 · Tents

7595 · Volunteer Expenses

7600 · Video/Photography

7500 · Event Expenses - Other

Total 7500 · Event Expenses

8000 · Gain/Loss on Disposal of Asset

Total Other Expense

**Net Other Income**

**Net Income**

24,300.00

8,200.00

3,200.00

5,000.00

21,000.00

100.00

700.00

3,000.00

5,000.00

1,000.00

2,500.00

4,000.00

15,000.00

1,000.00

250.00

1,080.00

5,000.00

200.00

2,000.00

# **Fiscal Year 2018-2019**

## **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 commitment and implementation among our target market through continued brand messaging and integration.

**Services:**

- Continue brand messaging in all advertising, marketing and public relations activities
- Continue to confirm needs with downtown businesses and come up with programs based on needs.
- 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
- Launch the Co-op branding program to encourage downtown businesses to use the city side brand, but using matching incentive program.
- Improve awareness of Downtown businesses and inclusiveness with downtown employees with the new Downtown St. Charles employee discount card. This card is opt-in for all downtown businesses and is for all downtown employees to use and receive a discount.
- Distribute appropriate promotional items at downtown events and programs
- Provide opportunities for the exchange of information and marketing between downtown businesses, the DSCP and other entities regarding the St. Charles market
- Continue to integrate brand among all committee activities, i.e. volunteer recruitment and recognition, education, and promotions

**Goal:** Deliver advertising and marketing programs and opportunities 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 and event awareness through advertising, social media and cross-promotions
- Cross-promote other upcoming downtown events on website and social media

**Goal:** Organize promotional programs that increase foot traffic downtown

**Services:**

- Organize the sixth year of STC Live!, using the platform to reinforce the City Side brand and cross-promote downtown businesses and activities
- Re-organize Chair-ity, focus to become on Downtown seating on the 1<sup>st</sup> Street Plaza and Volunteer Plaza
- Organize the Seventh year of Jazz Weekend, utilizing 2017 survey results to further direct marketing and advertising activities.
- Plan and execute Movie in the Park in August of 2018, creating foot traffic and opportunities for business promotion and collaboration

## ***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 and create paterhip with D303

**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 monthly 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 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. Our "Discover your" City Side videos launched in the summer of 2017 and continued through the end of the Year. Our videos had over 18,328 views, 107 shares and 37,481 impressions. All of our events continued to be completely branded. We started working with major media like NBC to promote the Fine Art Show and Downtown St. Charles Holiday Campaign. Between the Fine Art Show and Holiday Campaign we received over 4,469,300.
- Continue to keep the DSCP website updated to integrate brand and improve user experience. The DSCP website continues to be a strong medium for the DSCP to advertise event information, downtown businesses education and promote the downtown community as a whole. Website traffic has increased this year to 47,908 visits.
- Continue public relations efforts, and identify new opportunities for publicity of downtown St. Charles. The DSCP launched four news programs to help increase publicity including; Working with the Fox Valley Marathon to be a part of their online goody bag, our Downtown Mailer, our Co-Op branding program, The Downtown employee discount cards, and our promotion of the walkability in downtown. The employee discount cards have been well received and we have a majority of business participating in the program.

- Distribute appropriate promotional items at downtown events. The DSCP continued its efforts to reach all demographics by using a mix of print, social media and advertising for all events to make sure the events feel inclusive to all demographics in the St. Charles area.
- Provide opportunities for the exchange of information between downtown businesses, the DSCP and other entities regarding the St. Charles market. We continued our very popular business exchanges and have hosted 4 already for the year. Partnership and collaborations from the community groups and businesses come from these mixers. We also connect new and existing businesses when there is a beneficial partnership to be created. We had an average of 40 attendees per mixer.
- Integrate brand among all committee activities, i.e. volunteer recruitment and recognition, education, and promotions. We continue our efforts to brand everything the DSCP touches. The businesses have started including the brand into events hosted completely on their own. We have seen this in Downtown fashion shows, Momtober, and many events associated with the Holiday Homecoming weekend.

**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. We did this several times throughout the year including; Downtown Mailers, The marathon online goody bags, Kane County Chronical Holiday eblast, Holiday Window Displays for the Holiday Homecoming weekend and Co-Op branding program and the Downtown Employee discount card.
- 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. We continued this partnership and made a large impact by working with NBC, Google, Kane County Chronicle and XRT Radio. With NBC, we had over 1,953,900 impressions and 3,524 clicks. In just 30 days, our ads had over 315,910 impressions and 1,126 clicks through Google ads. The Chronicle sent an email blast to 20,000 residents about promotions happening in downtown St. Charles. It had an open rate of 16.77% (average is 10%) and a click rate of 2.32% (average is 1%). XRT Radio did both online ads and radio ads. The digital campaign had more than 334,888 impressions and the radio announcements had over 600,000 listeners.
- Increase social media presence and engagement: Our Facebook followers increased to 4,623 and our Instagram followers increased to 1,001. These are the two major social media mediums that our demographic is using.

- Provide continued advertising and promotions opportunities through the DSCP website and newsletters. The DSCP had record breaking submittals for our “What’s Up Downtown” Newsletter with an average of 18 informational submittals per issues. We continued to promote the Downtown Businesses specials through our “Specials” page on our website in-between each week.
- Drive program awareness through advertising, social media and cross-promotions. The DSCP from our Downtown businesses that help create even more awareness of the businesses promotions and events.
- Develop an Instagram contest to increase engagement among our younger demographic, create awareness for the activity, and increase our presence on that platform. Our collaboration with the History Museum for the social media “Pickle the Town” Scavenger hunt created fun awareness to our historic Downtown and created a fun online competition to visit all the Downtown businesses.
- Drive brand messaging on-site through announcements, promotional materials, etc. We have worked with several Downtown Businesses to help them utilize the brand as a tool to create validity and downtown cohesiveness to their events. We also did through our Downtown Mailer which had 50 participating businesses that all came under one brand. We also collaborated with the Kane County Chronicle along with our social media to promote individual businesses.
- Cross-promote other upcoming downtown events on website. We promote all downtown events on our website homepage in order of relevancy.
- Cross-promote athletic events that take place in downtown. We took part in the Fox Valley Marathon this year by promoting the “online goodie bag”. We also provided a band on the 1<sup>st</sup> Street Plaza to create a social space and encourage the runners and spectators to stay Downtown after the race to eat and shop.

**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. STC Live! was very successful with high sponsorships and larger crowds on Wednesday and Friday evenings throughout the summer. We also partnered with the 1<sup>st</sup> Street businesses for Unwind Wednesday, which has become a community favorite.
- Organize the third year of Chair-ity, adding a new element to keep event fresh and engaging. The third year of Chair-ity had higher quality of public art and continued to provide seating for the 1<sup>st</sup> Street Plaza, Lincoln Park and the Volunteer Plaza. The program is being looked at for improvements next year.

- Organize the sixth year of Jazz Weekend, utilizing 2016 survey results to further direct marketing and advertising activities. The 2017 Jazz Weekend event was the largest Jazz Weekend event since its inception 6 years ago. The event featured 27 live jazz music performances hosted by 15 Downtown St. Charles restaurants and outdoor venues from Thursday, September 7 through Sunday, September 10. Over four days, the venues featured jazz groups including Grammy Award Winning Saxophonist Frank Catalano who played the Filling Station Pub and Grill opening night, and The House Pub on Saturday night. Jazz music spanned from morning to late evening. DePaul University Jazz Ensemble and Dana Hall and John Wojciechowski were featured in the First Street Plaza. Additionally, Baker Memorial United Methodist Church featured jazz on Sunday as a part of their jazz worship series.
- Plan and execute Movie in the Park in August of 2017, creating foot traffic and opportunities for business promotion. The Movie in the park was a successful event that brought over 300 people to Lincoln Park on the Friday before School started back up at D303. This event was a collaboration between the DSCP, Goldfish Swim School, Kimmer's Ice Cream, Blue Goose, the Kane Country Chronicle and Dayspring pediatrics, all under the downtown brand.

### ***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. Laura Purdy and the rest of the DSCP staff, along with Matt O'Rourke continue to conduct their retention visits. Laura is averaging 15 visits per month. Both the DSCP staff and the Economic Development staff record the outcome of their meetings on a live google document to keep track of the businesses feedback and what ideas and program comes out of the visits.
- Meet with new downtown business owners to engage them in downtown programs, services and activities. With each new business that comes to town, Laura Purdy schedules an initial meeting with the new owner of the businesses and presents the brand along with everything the DSCP can support them with. We also connect the new owner with a DSCP volunteer to ensure they have even

more connections in the community. We inform and educate them about the grants they can take advantage of the education/ marketing help available to them as a Downtown Business. We also encourage use of our mentorship program which is now in its 3<sup>rd</sup> year.

- Distribute the Business Newsletter every other week, providing information on marketing opportunities and support services, and links to relevant educational information. Our business newsletter continues to go out every other week with a focus on important information for the downtown businesses to have and vital education tools for our businesses such as small business blogs and information for Small Business Saturday. We have a click through rate of 12.2% and an open rate of 38.6%, which is very high for the industry.

**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. We have held four business mixers in the downtown during the past fiscal year. We collaborated with the Chamber of Commerce and the St. Charles Public Library for our first one and have had higher attendance than ever, averaging 40 plus attendees. Many great ideas and collaborations have been executed as a result of these mixers.
- Continue the *Retail Minded* Partner Program, delivering the monthly electronic magazine with content targeted to independent business owners. We continued to include *Retail Minded* in our business newsletter to help provide education to our downtown business population.
- Continue to promote the Mentor Program among new and existing businesses. The Mentorship program continues to get great feedback from new businesses. A great success story was when mentor, Jill Card of Jeans and a Cute Top shop, was able to work the History Museum on their retail store. This helped start the History Museum on a path to have a change in their retail and ultimately, have the opening of their new gift shop, The Curious Fox.

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

**Services:**

- Administer the Storefront Improvement Grant program. The Store Front Improvement Grant was completely used the earliest it ever has been. The grant was able to help 7 businesses in Downtown including; AHC Advisors, Ghoulsh Mortals, As Cute as it Gets, The Diamondaire, and Vergara Favia Law Firm, Lux Dance Studio and Clean as a Whisker
- 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. We conducted/sponsored our annual, "Brokers Coffee" which was held at a vacant store front in Downtown St. Charles. The DSCP offers information to the brokers about the programing, education and events that they provide to the Downtown businesses so that the brokers can relay the information to potential businesses. As they are the first contact, this is a vital annual event to help our Downtown to continue to attract great businesses.
- Meet with prospective business owners, when appropriate, to share information on support services available through the Downtown St. Charles Partnership. The DSCP staff brings a welcome packet full of information to prospective businesses owners when the opportunity is brought to us. We will answer questions about programing, events and whatever questions we can to help make a prospective business feel comfortable and supported in coming to Downtown St. Charles.

## ***Organizational Development***

**Goal:** Expand community outreach to further engage various segments of the St. Charles population in DSCP activities

**Services:**

- Continue partnering with the D303 in order to strengthen and further engage the community youth in DSCP programs and activities. We continue to have board member representatives from both East and North High Schools. Both of our representatives give important updates, feedback and provide a lifeline into D303. Our mentorship program will partner with D303's Incubator program for the 2018- 2019 school year.
- Expand communications among residents in an effort to engage volunteers and reinforce brand messaging. Our volunteerism continues to be strong and we have added a total of 10 new dedicated volunteers to our committees. This helps us with keeping fresh ideas to continue to better our programing.

- Provide continued recognition for DSCP volunteers to show appreciation for their community service. **Our Volunteer appreciation mixer will be held in February of this year to thank our volunteers continued dedication.**

**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. **We continue to assess our sponsorship benefits to ensure they are the most beneficial to our sponsors. We have increased our social media for sponsors, increased overall media visibility along with adding venues to our events making sponsorship increasingly sought after. We continue to receive positive feedback. Our overall sponsorship is up by over 14 % (\$10,000 more).**
- Cultivate ongoing, mutually beneficial relationships with sponsors. **A majority of our sponsors are repeat sponsors and continue to find value in our sponsorship year after year.**
- Continue to self-fund events for the benefit of downtown St. Charles. Our budget for each event is based off our Sponsorship earnings. **We continue to have a “break even” budget for a majority of our events in Downtown and (events that boost our economy & vitality of downtown St. Charles) continue to bring amazing events, programing and education for our businesses and community.**

**Goal:** Ensure support of DSCP goals across the organization

**Services:**

- Continue communications among committees by sharing quarterly updates and action plans. **The DSCP has changed this to monthly updates to ensure that the Council, Board of Directors, committees and Economic development are aware of our ongoing efforts. This also helps show our supporters the amount of work that goes into events and programing.**
- Facilitate collaborative action planning session with input from committees and cross-section of DSCP stakeholders. **Each February the committee chairs meet with the staff to develop an action plan for the year. The plan is reviewed constantly throughout the year to make sure we are on target with our goals. These meetings will continue in February and be presented to the Executive Board for approval.**

- Provide opportunities for Committee Chairs to engage with other committees and Board members, as well as report to constituents. Each committee agenda now includes “Staff Updates”. The staff reports to the committees what the other committees are currently working on. This helps facilitate awareness between the groups and we often generate great ideas on how to move a program forward or better it.

## ***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 continue to work with the City, Police, Fire and Public Works to ensure our events are effective, safe and well organized.
- Educate new event organizers about the City Side brand and, when applicable, work with them to better align the event with the brand. Our events review committee is able to talk to event organizers when they bring a new event to Downtown to make sure the event fits our Brand. While there have only been a few, most of the new events fit well into the City Side brand and help highlight our Downtown businesses district.
- Provide prospective event organizers feedback on how to most effectively work with downtown businesses to ensure a mutually beneficial experience. The DSCP always has a representative at every Downtown Event Review Meeting. We are not only able to encourage the organizers to use the brand, but we can be the voice of the downtown businesses to make sure the event is aware the positive or negative effects they can have on the businesses. We also encourage communication between the event and the businesses so both can benefit.

**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, Jazz Weekend, STC Live! and St. Patrick’s Parade with funding from sponsorships and other related event fees.

The DSCP was able to organize, collect sponsorship and effectively run the Fine Art Show, Holiday Homecoming, and St. Patrick's Parade.

- Work with community partners to involve them in the events and cross-promote activities. The DSCP partnered in some capacity during one of our events this year with the following organizations: The St. Charles Park District, The St. Charles Chamber of Commerce, the City of St. Charles, The St Charles Arts Council, the CVB, Lazarus House, Random Acts Matter, The St. Charles History Museum, River Corridor Foundation, St. Charles Breakfast Rotary, St. Charles Lunch Rotary, Tri-City Health Partnership, The St. Charles Public Library and Kiwanis Club,
- Provide business owners with ideas on how to best capitalize on foot traffic and increased exposure created by the events. The DSCP handed out information/idea fliers to the Downtown Businesses for Small Business Saturday, which falls on the same day as our Holiday Homecoming Parade. \*\*for 2017, we added live holiday window displays in 18 downtown businesses, which increased foot traffic exponentially. The event brought out 29,000 people to our downtown and we had a lot of positive feedback from retail, restaurants and services alike. We also encourage our businesses to have sales, promotions and activities in their store during all of our events to increase economic activity.
- Facilitate partnerships between sponsors and businesses, where appropriate. The DSCP is continually connecting and creating partnership amongst the businesses and sponsors alike. We are able to make the sponsors understand that they are supporting a viable and thriving Downtown. We are also able to make introductions and create relationships between sponsors and businesses creating a mutually beneficial relationship. A great example of this is the Movie in the Park collaboration. Another example is what the Partnership created for the Fine Art Show between STC Capital Bank and Mixology Salon Spa where they hosted an Artist Reception.

Downtown St. Charles Partnership  
Request for Funding  
Fiscal Year 2018 - 2019



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.



# 2017 EVENTS

## Holiday Homecoming

**Attendance continued to be highly attended with 28,000 Spectators**

**Sponsorship up to more than \$37,000 a 10% increase**



# 2017 EVENTS

## Fine Art Show



**Attendance to 30,000 attendees**

**Sponsorship up 44% to \$33,022**

# 2017 EVENTS

## Jazz Weekend



**Number of performances up 58% to 27**

**Sponsorship up 45% to \$8,700**

# 201 Events

## STC Live!



Over 100 Performances

# 2017 Events

## Chair-ity



# 2017 EVENTS

## Save the Date: March 10<sup>th</sup> St. Patrick's Parade



# 2017 Events

## Sponsorship



1

### A highly reputable and long-standing tradition

First held in 1999, the show has gained the reputation for being one of the best juried shows in the Chicago area, and received the 'Lieutenant Governor's Award for Excellence' in Special Events. Work in various mediums including watercolor, oil, sculpture, photography, jewelry, ceramics, fiber, wood, glass, will be exhibited and sold. In addition, a special feature tent and on-site demonstrations offer a special look into locally crafted art. With over 100 artists participating, the 2015 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 Events Group Inc. (IEG), the worldwide authority on the sponsorship industry, revealed festivals have a higher audience loyalty than NASCAR or cause marketing. The survey further concluded that 78% of companies agree that participating in festivals has a measurable impact on consumer sales of their product, and provide the most conducive environment for experiential sampling.

With year-round marketing programs and an attendance of over 30,000, the Fine Art Show offers a wide range of sponsorship opportunities to meet your marketing goals through customized programs of on-site branding, one-to-one marketing and extensive promotional exposure.

3

### The numbers speak for themselves

- 13+ online calendar submissions
- Print ads among publications including the Chicago Tribune, Daily Herald, Kane County Chronicle, and West Suburban Living Magazine
- Online ads among the Chicago Tribune, Daily Herald and Kane County Chronicle resulting in approximately 310,000 online ad impressions
- 90 on-air radio spots and commercials promoting the St. Charles Fine Art Show (90.9 FM WDCB and 98.7 FM J Exposure in What's Up Downtown E-Newsletters, during April and May, resulting in approximately 10,700 impressions.



# Business Support and Education

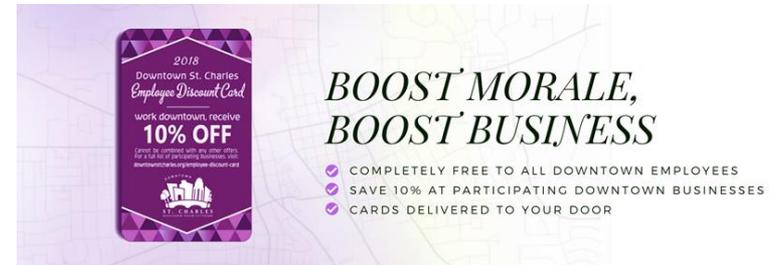
## Retention Visit Tracking

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Date

A	B	C	D	E
Date	Who went on visit?	Name of Business	Contact Name	Time spent
8/31/2017	LP & MO	Eden of the River	Omar Mufasi	45 min
9/5/2017	Laura	Century 21	Alice	30 min
9/5/2017	Laura	Balance Stress Management	Amy	30 min.
9/7/2017	LP & MO	Salon Agape	Clare	40 min
7/26/2017	Mo & KM	The Diamondare	Laura Stallings	1 hr
9/12/2017	MO	VisionForce Marketing	Leah Hoppes	30 min
9/13/2017	JS & AF	Romanos	Tony	:20 min
9/15/2017	MO & LP	El Puente	David Jimmenz	45 min
9/27/2017	JS	Rocket Fizz	Robert	n/a



**35 new partners!**

# 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
- Kiosks
- Vacant Store Font Panels
- :15 second videos



We are ready to light the lights in Downtown St. Charles!  
892 views - November 24, 2017



Saint Charles Lights Parade  
990 views - November 7, 2017



Discover your Stylish Side in Downtown St. Charles  
3.8K views - October 27, 2017



Discover your Foodie Side in Downtown St. Charles  
5.2K views - September 29, 2017



Discover your Foodie Side in Downtown St. Charles  
5.2K views - September 29, 2017



3rd Street Dance  
319 views - September 27, 2017



Discover your Cultural Side in Downtown St. Charles  
1.8K views - August 25, 2017



Find the perfect getaway and travel to your dream...  
279 views - August 16, 2017



ONLY 4 MORE HOURS LEFT! Auction ends today at noon!...  
378 views - August 11, 2017



Discover your active side and get yourself a sweet ride at...  
730 views - August 8, 2017



Come Experience the Energy at River's Edge Crystals Store St...  
768 views - August 2, 2017



Get Active in Downtown St. Charles  
4.4K views - July 28, 2017



# Business Feedback

“The DSCP does a great job with their programs for the downtown businesses, they are extremely supportive and informative about opportunities that are available for marketing my business They are my go to place for any questions I have and are always giving me new ideas on how to help grow my business” - Vintage 53

“Our Jazz Weekend night with Frank Catalano was a hit and he brought in a lot of customers, which made up for the amount he charged for his performance.” – The Finery

“So far, this mailer has been more successful.”– Chic Boutique

“This mailer was awesome and very cost effective! We were excited to take part in this opportunity and hope that it will continue to be offered in the future. Thank you for putting this together!” – Kimmer’s

“We enjoy the events that take place in the courtyard area and would like to see more of those over the summer.” – Neo Pizzeria

“The St. Patrick’s Day Parade is our biggest day of the year, by far” – McNally’s Irish Pub

"The mailer has been very successful for us we've had about 30 coupons come in many who haven't been to the museum and didn't know we had a Gift Shop. It's been well worth the money spent and we would do it again. “- History Museum

# 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 Print, Radio & Online Ads in:

- We had over 1,953,900 impressions and 3,524 clicks.
- In just 30 days, our ads had over 315,910 impressions and 1,126 clicks through Google ads.
- The Chronicle sent an email blast to 20,000 residents about promotions happening in downtown St. Charles.
- The digital campaign had more than 334,888 impressions and the radio announcements had over 600,000 listeners.

# Primary Goal of Branding:

Compel target markets to shop, dine and engage in downtown to increase economic activity.



# DSCP Brand Goals from 2017

## Branded Videos

YouTube

discover your city side



Discover Your City Side in Downtown St. Charles, IL

41 views

1 Like 0 Dislike SHARE



**DowntownStCharles**

Published on Jul 27, 2017

SUBSCRIBE 49

Discover your City Side in Downtown St. Charles!

Thank you to D. Hudson Productions for our amazing videos!

- 5 videos
- 18,328 views
- 107 shares
- 37,000 impressions

# DSCP Brand Goals for 2017- 2018

## Branded Mailers



**Give the Gift of Dance**  
3rd Street Dance opened 21 years ago with a vision for dancers to grow in a non-competitive environment, full of friendships, love, support and family!

3streetdance.com  
101 S. 3rd St.  
(630) 443-0041



**20% OFF ONE APPAREL ITEM**  
Must present coupon. Limit one per customer. Expires 12/22/17

**New Customer Special!**  
Receive 50% OFF Registration Fees, 20% off 1 apparel item AND a free pair of tights with class registration.  
Must present coupon. Limit one per customer. Expires 12/22/17

Discover YOUR City Side  
ST. CHARLES



**Need an oil change?**  
We serve the automotive repairs, tire, and wheel needs of customers in St. Charles, Geneva, and Batavia, IL, and surrounding areas.

dtire.com  
430 S. 2nd St.  
(630) 584-1277



**\$19.80 OIL CHANGE**  
Get your oil changed for \$19.80 or receive \$8 off a synthetic oil change. This service includes: change oil, check fluid levels, change oil filter, and lubricate fittings. On most vehicles. No appointment necessary. Must present coupon at time of service. Expires 3/31/18

Discover YOUR City Side  
ST. CHARLES

“We are very happy with the return of over 350 of the mailers already.” – Blue Goose Market

“Very happy with the return already! This is always a very great program!”- Jeans and Cute Top

“This mailer was awesome and very cost effective! We were excited to take part in this opportunity and hope that it will continue to be offered in the future. Thank you for putting this together!” - Kimmer’s Ice Cream



**Francesca's by the River**  
A neighborhood restaurant serving classic Italian favorites in sophisticated comfort.

miafrancesca.com  
200 S. 2nd St.  
(630) 587-8221



**\$20 OFF Your \$75 Dinner Purchase**  
Offer valid Monday 10/23/17-11/21/17. Only valid at Francesca's by the River. One per table, per visit. Offer is only valid when combined with any other offer. May not be combined with Holiday Dinner Offer.

**10% OFF Any Catering Order \$150 or More**  
Offer valid Monday 10/23/17-11/21/17. Only valid at Francesca's by the River. One per table, per visit. Offer is only valid when combined with any other offer. May not be combined with Holiday Dinner Offer.

Discover YOUR City Side  
ST. CHARLES

# DSCP Brand Goals for 2017- 2018

## Co-Op Branding Program



Date Received \_\_\_\_\_

Date Approved \_\_\_\_\_

### Co-Op Branding Application

#### BRANDING REIMBURSEMENT STRUCTURE

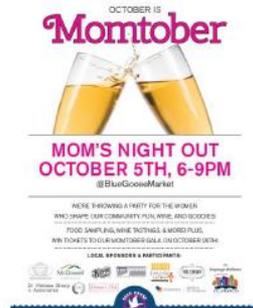
Below you will find how the Downtown St. Charles Partnership Co-op Branding program will reimburse your pre-approved, City Side branded promotions. The listed dollar amount is the maximum matching amount the DSCP will offer to each business per fiscal year (May-April). Please read through the application in its entirety.

#### City Side Logo on Business Website Up to \$50.00



- # of pixels
- City Side Logo must be in full color
- Placement must be on front page of website or on contact page

#### Event Poster, Rack Cards, etc. Up to \$200.00



- Matching 50% up to \$200.00
- Professionally Printed
- City Side Logo must be full color on front side

#### City Side Logo on Mailer Up to \$150.00



- Money Mailer, SavOn, Clipper are examples of mailers
- Must be on front side of mailer
- Clearly visible City Side Logo

#### Digital/Social Ads Up to \$100.00



- Matching 50% up to \$100.00
- Can be multiple ads on Social Media
- City Side Logo must be clearly visible

# DSCP Brand Goals for 2017- 2018

## Downtown Advertising

### Fox Valley Marathon's online goodie bag

#### D: McCullough Park

150 W. Illinois Ave, Aurora  
Prisco Community Center  
Illinois Street, West of river

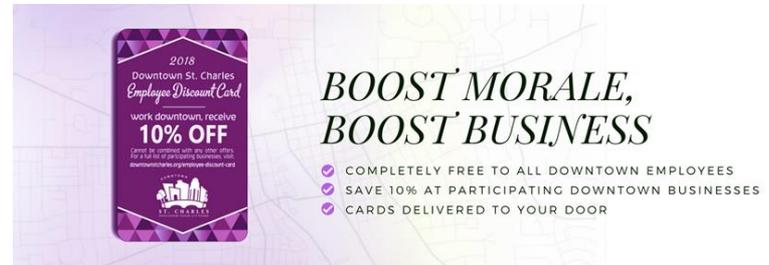
**Parking**  
Available on-site

**Refreshments**  
1. Pizza Hut: Lunch, drinks  
2. Pepe's Mexican: Lunch, drinks  
3. Wendy's: Lunch, drinks

Illinois Street Bridge will be closed for race traffic.  
Please use Sullivan Road bridge (1.3 mi. north of Illinois St.) or Indian Trail bridge (0.8 mi north of Illinois St.) to reach west side of river.

**No Washrooms Here**

- Activities**
- Picnic area, shelter
  - Playground
  - Walking and bicycle path
  - Fishing
  - Boat/canoe launch (east side)
  - Veteran's Memorial (east side)



#### Launched in December 2017

- 28 participating Businesses
- 763 downtown employee cards requested already

# DSCP Brand Goals for 2017- 2018

## Walkable Downtown

### Downtown St. Charles Walking Tour

Discover the Rich History of St. Charles

#### 1. Public Library 1908

Carnegie Building

1S. 6th Ave.

The original Classical Revival style Carnegie library building was completed in 1908. Andrew Carnegie provided \$12,500 of the \$15,000 total cost. Prior to this building, the library's collection was moved from office to office within the city. Additions to the library were built in 1964 and 1988

#### 2. Rockwell House 1841

405 E. Main St.

Originally constructed by Dr. Thomas Whipple as a residence and medical office, Dr. Abel Dewolf added the second floor and Italianate features in 1856. This was the home of H.T. Rockwell, postmaster, alderman and two-term mayor (1885-89)



# Future Brand Goals



## Our Goal:

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



# Questions?

