

**AGENDA ITEM EXECUTIVE SUMMARY**

Agenda Item number: IIA3

Title:

Seeking Direction on a Funding Request from Pride of the Fox (PTOF) in the Amount of \$22,000 for Sponsorship of Heart of the Fox Event and Various Operating Expenses

Presenter:

Chris Minick, Finance Director

Meeting: City Council

Date: February 3, 2020

Proposed Cost: \$22,000

Budgeted Amount: TBD

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

Attached is a funding request from the Pride of the Fox Organization (POTF) requesting funding in the amount of \$22,000 to sponsor the Heart of the Fox event to take place in June of 2020 and to fund various ongoing operating expenses of the POTF organization. The cover e-mail indicates that \$7,000 of the request will fund the 5K Run and Color Run races and the remaining \$15,000 will be utilized for the Dragon Boat Races, City and Park District Fees, and various ongoing operating expenses for POTF.

During 2019, the City Council approved a funding request from POTF in the amount of \$7,000. The 2019 funding was approved for POTF to sponsor the Heart of the Fox 5K run held on June 15, 2019. The remaining \$2,000 of the funding request authorized was utilized to offset various POTF operating expenses.

City Municipal Code Section 3.32.075 calls for an annual allocation of \$27,000 to the POTF Organization from the proceeds of the Hotel/Motel Tax revenue stream. This event would take place during the City's fiscal year 2020-2021. Should the Council approve the funding request, the requested funds would be included in the FY 2020-2021 Budget to be finalized in the upcoming weeks.

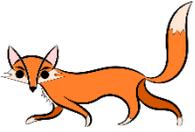
Staff is seeking direction on the request and further understands that representatives of POTF and Heart of the Fox will be present to make a brief presentation and answer any questions that the Committee may have.

Attachments *(please list):*

- Funding Request Letter and Cover E-mail from POTF

Recommendation/Suggested Action *(briefly explain):*

Seeking Direction on a Funding Request from Pride of the Fox (PTOF) in the Amount of \$22,000 for Sponsorship of Heart of the Fox Event and Various Operating Expenses



Pride of the Fox, Inc.
P.O. Box 3475
St. Charles. IL 60174

City of St. Charles
Mayor Raymond C. Rogina
2 E. Main Street
St. Charles, IL 60174

Pride of the Fox is proposing to further partner with the Heart of the Fox organization in 2020, by providing sponsorship as well as by bringing Dragon Boat racing back to St. Charles during the Heart of the Fox event. To this end, Pride of the Fox would like to respectfully request \$22,000 for the Dragon Boat Races and our sponsorship of the Heart of the Fox program of events.

Pride of the Fox/Heart of the Fox have met to draft the complete program of events and coordinate the return of the Dragon Boats , employing volunteers from both of our organizations. Our 2019 sponsorship of Heart of the Fox, granted by the City of St. Charles, has allowed us to create a synergistic relationship, ensuring our ability to bring back the Dragon Boat Races and further support Heart of the Fox.

Would you please add this funding request to the Agenda of the next Committee meeting? We thank you deeply for your continued support of Pride of the Fox, because this enables us to continue to serve our St. Charles community with great events and to reach out to our fellow organizations, to build and to complement a strong event in Heart of the Fox.

Respectfully,

Ed Bessner, President
Vanessa Bell-LaSota, Secretary/Event Coordinator/ 2020 Dragon Boat Race Chairman

From: John Rabchuk <[REDACTED]>
Date: January 17, 2020 at 10:42:55 AM CST
To: "Minick, Chris" <cminick@stcharlesil.gov>
Cc: Vanessa Bell-LaSota <[REDACTED]>, "Koenen, Mark" <mkoenen@stcharlesil.gov>
Subject: Heart of the Fox - and Pride of the Fox

Chris - I apologize for not providing this information sooner as I know that your deadline for publication and distribution to the aldermen was yesterday afternoon, but Vanessa's father passed away yesterday and she only had a moment to forward this to me. Unfortunately, I was at the Art Institute in Chicago when I received this and was unable to respond immediately. We are still working on the graphical marketing materials, but the attached fact sheet should help the aldermen understand the scope and purpose of the event.

Important notes: The 2019 Heart of the Fox event included over 200 participants (at no charge) from the Fox Valley Special Recreation Association and the Western DuPage Special Recreation Association as well as another 500 community participants. These special needs organizations have been invited to participate in the 2020 HOF event at no charge as well. The Colonial Cafe Color Run is particularly popular with this group, but we believe that our new ninja obstacle course addition will be a hit with them as well.

With the return of the highly popular dragon boat races, the St. Charles Chamber of Commerce Health & Wellness Fair and the all new ninja obstacle course, we are anticipating over 3,000 participants and observers for our 'Family Fun Along the River'. We are attempting to build this event as a unique family friendly day in the park event without carnival rides, funnel cakes or beer tents - just fun events to participate in with a very special emphasis on children.

In previous years, The City and the STC Park District have been joint sponsors of Heart of the Fox, with each entity contributing \$1,500. The HOF committee will not be requesting this separate \$1,500 sponsorship from the City for the 2020 event. In 2019, the Pride of the Fox organization requested and received a separate financial contribution from the City of \$7,000 which was utilized to become a sponsor for the Bob Leonard 5K Run with the idea that in addition to supporting HOF would maintain brand recognition for Pride of the Fox in anticipation of returning the popular dragon boat races to St. Charles in 2020.

The \$22,000 funding requested by the Pride of the Fox organization is based on the costs associated with bringing these highly popular dragon boats back to St. Charles without having events and activities such as beer tents and carnival rides subsidizing those costs. In addition, this request includes the same level of funding to Heart of the Fox as was received from the City and Pride of the Fox in 2019.

Is there any additional information or answers to questions that I might be able to provide? I will be in attendance at the meeting on Tuesday evening at City Hall.

John Rabchuk
630.926.7548

Heart of the Fox 2020 - Website information

Event Highlights:

Date: Saturday, June 13, 2020

Sunday, June 14, 2020 - Dragon boat racing finals only

Location:

Pottawatomie Park St. Charles - 8 North Avenue, St. Charles IL

Purpose: Family Fun along the Fox

Brought to you by the River Corridor Foundation of St. Charles ([web site link](#)) and St. Charles Kiwanis ([web site link](#)) - supporting over 20 children focused charities in St. Charles and enhancements and improvements to the St. Charles river frontage

Events:

Bob Leonard 5K Run - new course along the eastern edge of the scenic Fox River

Colonial Cafe Color Run - all ages and accessible walk and run through clouds of neon colors

The Ivy Academy Kids Zone - obstacle and agility course for children aged 3 - 6

Ninja Obstacle Course (sponsor to be named) - children aged 6 - 16 can test and compete their ninja skills and strength

Pride of the Fox Dragon Boat Races - teams of 20 will compete in an ancient tradition based on power, teamwork and endurance on the Fox River.

St. Charles Chamber of Commerce Health and Wellness Fair - explore +40 local providers of products and services to enhance personal health and wellness.

Registration Fees:

Family Pass: \$100 Family Pass includes up to 5 family members for the Bob Leonard 5K Run, the Colonial Cafe Color Run, The Ivy Academy Kids Zone and Ninja Anywhere

Bob Leonard 5K Run (sponsor to be named):

- \$35/person

Colonial Cafe Color Run

- \$10/person

The Ivy Academy Kids Zone

- \$5/person

Ninja Obstacle Course (sponsor to be named):

- \$10/person

Pride of the Fox Dragon Boat Races

- registration link to Pride of the Fox website

Website verbiage:

Bob Leonard 5K Run - A +10 year St. Charles tradition with a new scenic twist. Start in one of St. Charles oldest neighborhoods overlooking the historic Pottawatomie Park and then enjoy the natural beauty of the Fox River shoreline.

Colonial Cafe Color Run - This inclusive event is a family favorite as participants walk or run through clouds of neon colors and emerge with unique tie-dye like shirts, faces and hair.

The Ivy Academy Kids Zone - A fun and challenging inclusive obstacle and agility course combined with children's games and activities.

Ninja Obstacle Course - A creative and fun ninja training challenge course and competition including a 20' climbing wall, side by side inflatable obstacle course and a 65' long inflatable ninja training course.

Pride of the Fox Dragon Boat Races - Return of the dragon boat races on the Fox River. An ancient Chinese competition of strength, endurance and team work as 20 rowers synchronize their paddles to the beat of a lion drum and strive to grasp the flag before their side by side competition. Racing instruction provided in the days leading to this two day competition.

Minick, Chris

From: Vanessa Bell-LaSota [REDACTED]
Sent: Wednesday, January 15, 2020 11:08 AM
Subject: Pride of the Fox funding request
Attachments: POF funding request letter.docx

Pride of the Fox is requesting funding in the amount of \$22,000 called out in City Code, to be used to sponsor 2020 Heart of the Fox and Dragon Boat Races. The sponsorship of Heart of the Fox will provide \$7000 for their annual 5K Run and Color Run races and new features they are providing our community in Pottawatomie Park. Heart of the Fox will be held on Saturday, June 13, 2020 and Sunday June 14, 2020 .The balance of funds requested will pay expenses for the execution of two days of Chinese Dragon Boat Races, Park District and City fees and permits and also will fund Pride of the Fox (recurring) operating expenses including storage, mailings, P.O. Box, insurance and other miscellaneous expenses through 2020.

Respectfully Submitted,

Ed Bessner, Pride of the Fox
Vanessa Bell-LaSota, Pride of the Fox