

**AGENDA
CITY OF ST. CHARLES
GOVERNMENT OPERATIONS COMMITTEE
ALD. TODD BANCROFT, CHAIR**

**MONDAY, APRIL 2, 2018
IMMEDIATELY FOLLOWING THE CITY COUNCIL MEETING
CITY COUNCIL CHAMBERS – 2 EAST MAIN STREET**

- 1. Call to Order**
- 2. Roll Call**
- 3. Omnibus Vote**
- 4. Administrative**
 - a. Video Gaming Statistics – Information Only
- 5. Police Department**
 - a. Recommendation to approve Street Closure for the Annual Farmers Market taking place June, 2018 through October, 2018.
 - b. Recommendation to Approve Use of Langum Park for the 2018 Train the Trooper Event.
- 6. Information Systems**
 - a. Recommendation to approve an Agreement with Sentinel Technologies to Provide Network Assessment and Design Services for a fixed cost of \$66,335.
- 7. Finance Department**
 - a. Recommendation to approve the Service Agreement and Funding for the Downtown St. Charles Partnership for FY 2018/2019.
 - b. Recommendation to approve the Service Agreement and Funding for the Greater St. Charles Convention and Visitors Bureau for FY 2018/2019.
 - c. Recommendation to approve the Service Agreement and Funding for the St. Charles History Museum for FY 2018/2019.
 - d. Seeking Direction and a Recommendation on the Implementation of a Locally Administered Gasoline Tax at the rate of \$.02 per Gallon
- 8. Community Development**
 - a. Recommendation to approve a Corridor Improvement Grant for 423 S. Second Street (Ryan Corcoran – Corcoran Commercial Real Estate)
- 9. Executive Session**
 - Personnel – 5 ILCS 120/2(c)(1)
 - Pending Litigation – 5 ILCS 120/2(c)(11)
 - Probable or Imminent Litigation – 5 ILCS 120/2(c)(11)
 - Property Acquisition – 5 ILCS 120/2(c)(5)
 - Collective Bargaining – 5 ILCS 120/2(c)(2)
 - Review of Executive Session Minutes – 5 ILCS 120/2(c)(21)

10. Additional Items from Mayor, Council, Staff, or Citizens.

11. Adjournment

ADA Compliance

Any individual with a disability requesting a reasonable accommodation in order to participate in a public meeting should contact the ADA Coordinator, Jennifer McMahon, at least 48 hours in advance of the scheduled meeting. The ADA Coordinator can be reached in person at 2 East Main Street, St. Charles, IL, via telephone at (630) 377 4446 or 800 526 0844 (TDD), or via e-mail at jmcmahon@stcharlesil.gov. Every effort will be made to allow for meeting participation. Notices of this meeting were posted consistent with the requirements of 5 ILCS 120/1 et seq. (Open Meetings Act).



AGENDA ITEM EXECUTIVE SUMMARY

Agenda Item number: 4a

Title: Video Gaming Statistics – Information Only

Presenter: Chief Keegan

Meeting: Government Operations Committee

Date: April 2, 2018

Proposed Cost: \$

Budgeted Amount: \$

Not Budgeted:

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

Latest statistics on video gaming and what businesses have been approved by the state and city staff of the St. Charles Police Department, pending applications into the state for approval, and September 2016 – February, 2018 report for St. Charles Video Gaming Revenue as of April 2, 2018.

Attachments *(please list):*

Table – Video Gaming Establishments/Pending Applicants

Illinois Gaming Board Video Gaming Report – September, 2016 – February, 2018

Recommendation/Suggested Action *(briefly explain):*

None – For Information Only

**ILLINOIS GAMING BOARD
VIDEO GAMING REPORT**

St. Charles

January 2016 - February 2018

3/19/2018

9:45 pm

Municipality	Establishment	License Number	VGT Count	VGT Wagering Activity			VGT Income			VGT Tax Distribution				
				Amount Played	Amount Won	Net Wagering Activity	Funds In	Funds Out	NTI	NTI Tax Rate (30%)	State Share	Municipality Share		
St. Charles	A'Salute' Inc.	160702452	2	\$2,091,601.88	\$1,923,949.67	\$167,652.21	\$577,279.00	\$409,626.79	\$167,652.21	\$50,296.35	\$41,913.65	\$8,382.70		
St. Charles	ALIBI BAR & GRILL LTD.	150704430	5	\$106,741.01	\$99,928.29	\$6,812.72	\$41,254.00	\$34,441.28	\$6,812.72	\$2,043.81	\$1,703.17	\$340.64		
St. Charles	Alley 64, INC.	160702383	5	\$8,189,531.06	\$7,597,551.80	\$591,979.26	\$2,857,999.00	\$2,265,945.49	\$592,053.51	\$177,616.99	\$148,014.18	\$29,602.81		
St. Charles	BK & MM VENTURES LLC	160702415	5	\$5,940,339.39	\$5,475,162.16	\$465,177.23	\$1,854,497.00	\$1,389,238.57	\$465,258.43	\$139,578.12	\$116,315.13	\$23,262.99		
St. Charles	DAWN'S CAFE, LTD.	160702454	2	\$428,765.41	\$387,702.88	\$41,062.53	\$133,776.00	\$92,713.47	\$41,062.53	\$12,319.06	\$10,265.90	\$2,053.16		
St. Charles	DAWN'S VOODOO ROOM, LTD.	170702226	3	\$46,642.40	\$41,319.13	\$5,323.27	\$17,104.00	\$11,780.73	\$5,323.27	\$1,597.01	\$1,330.84	\$266.17		
St. Charles	GOLREN ENTERPRISES, INC.	160703386	5	\$1,472,458.30	\$1,354,631.95	\$117,826.35	\$538,135.00	\$420,308.65	\$117,826.35	\$35,348.37	\$29,457.01	\$5,891.36		
St. Charles	KILLOUGH LLC	160702650	4	\$323,128.13	\$297,527.05	\$25,601.08	\$127,669.00	\$102,067.92	\$25,601.08	\$7,680.48	\$6,400.40	\$1,280.08		
St. Charles	L. A. MANSON CORPORATION	160703156	5	\$1,428,350.00	\$1,292,006.79	\$136,343.21	\$440,483.00	\$304,139.45	\$136,343.55	\$40,903.68	\$34,086.42	\$6,817.26		
St. Charles	MARK VII HOSPITALITY LIMITED	170702225	5	\$423,785.81	\$398,024.47	\$25,761.34	\$125,818.00	\$100,056.66	\$25,761.34	\$7,728.49	\$6,440.41	\$1,288.08		
St. Charles	NLHM Inc.	160702847	4	\$206,982.24	\$183,760.21	\$23,222.03	\$70,026.00	\$46,803.97	\$23,222.03	\$6,966.93	\$5,805.77	\$1,161.16		
St. Charles	Northwoods Pub & Grill Inc.	160702493	5	\$4,939,578.43	\$4,531,193.01	\$408,385.42	\$1,610,292.00	\$1,201,906.41	\$408,385.59	\$122,516.46	\$102,097.09	\$20,419.37		
St. Charles	Panman, LLC	160703257	5	\$20,167.79	\$17,246.68	\$2,921.11	\$8,129.00	\$5,207.89	\$2,921.11	\$876.43	\$730.36	\$146.07		
St. Charles	Riverside Pizza, Inc.	160702553	4	\$1,963,304.21	\$1,806,724.31	\$156,579.90	\$683,857.00	\$527,277.10	\$156,579.90	\$46,974.39	\$39,145.35	\$7,829.04		
St. Charles	SAINT CHARLES SPORTS, LLC	160702605	5	\$2,163,452.11	\$1,996,221.17	\$167,230.94	\$671,709.00	\$504,478.06	\$167,230.94	\$50,169.65	\$41,808.04	\$8,361.61		
St. Charles	St. Charles Lodge No. 1368, Loyal Order of Moose	160802392	5	\$2,535,368.15	\$2,307,319.86	\$228,048.29	\$858,211.00	\$630,162.56	\$228,048.44	\$68,415.09	\$57,012.59	\$11,402.50		
REPORT TOTAL:				16 Establishments	69	\$32,280,196.32	\$29,710,269.43	\$2,569,926.89	\$10,616,238.00	\$8,046,155.00	\$2,570,083.00	\$771,031.31	\$642,526.31	\$128,505.00

**ILLINOIS GAMING BOARD
VIDEO GAMING REPORT**

St. Charles

February 2018

3/19/2018

9:45 pm

Municipality	Establishment	License Number	VGT Count	VGT Wagering Activity			VGT Income			VGT Tax Distribution		
				Amount Played	Amount Won	Net Wagering Activity	Funds In	Funds Out	NTI	NTI Tax Rate (30%)	State Share	Municipality Share
St. Charles	Alley 64, INC.	160702383	5	\$587,672.06	\$553,643.39	\$34,028.67	\$202,565.00	\$168,536.33	\$34,028.67	\$10,208.70	\$8,507.25	\$1,701.45
St. Charles	BK & MM VENTURES LLC	160702415	5	\$397,028.56	\$366,375.47	\$30,653.09	\$123,588.00	\$92,935.21	\$30,652.79	\$9,195.90	\$7,663.25	\$1,532.65
St. Charles	DAWN'S CAFE, LTD.	160702454	2	\$35,967.77	\$34,580.38	\$1,387.39	\$12,320.00	\$10,932.61	\$1,387.39	\$416.26	\$346.88	\$69.38
St. Charles	DAWN'S VOODOO ROOM, LTD.	170702226	3	\$12,673.74	\$11,372.44	\$1,301.30	\$3,929.00	\$2,627.70	\$1,301.30	\$390.41	\$325.34	\$65.07
St. Charles	GOLREN ENTERPRISES, INC.	160703386	5	\$111,554.77	\$102,973.96	\$8,580.81	\$37,417.00	\$28,836.19	\$8,580.81	\$2,574.29	\$2,145.24	\$429.05
St. Charles	L. A. MANSON CORPORATION	160703156	5	\$150,096.51	\$131,656.15	\$18,440.36	\$42,722.00	\$24,281.30	\$18,440.70	\$5,532.28	\$4,610.24	\$922.04
St. Charles	MARK VII HOSPITALITY LIMITED	170702225	5	\$341,980.22	\$320,232.62	\$21,747.60	\$99,460.00	\$77,712.45	\$21,747.55	\$6,524.30	\$5,436.92	\$1,087.38
St. Charles	NLHM Inc.	160702847	4	\$65,343.61	\$55,562.61	\$9,781.00	\$20,827.00	\$11,046.00	\$9,781.00	\$2,934.37	\$2,445.31	\$489.06
St. Charles	Northwoods Pub & Grill Inc.	160702493	5	\$336,140.75	\$313,008.38	\$23,132.37	\$111,291.00	\$88,158.46	\$23,132.54	\$6,939.78	\$5,783.15	\$1,156.63
St. Charles	Riverside Pizza, Inc.	160702553	4	\$98,562.81	\$90,005.91	\$8,556.90	\$37,964.00	\$29,407.10	\$8,556.90	\$2,567.11	\$2,139.26	\$427.85
St. Charles	SAINT CHARLES SPORTS, LLC	160702605	5	\$229,941.17	\$212,036.84	\$17,904.33	\$74,310.00	\$56,405.67	\$17,904.33	\$5,371.39	\$4,476.16	\$895.23
St. Charles	St. Charles Lodge No. 1368, Loyal Order of Moose	160802392	5	\$174,054.59	\$160,881.22	\$13,173.37	\$55,610.00	\$42,436.48	\$13,173.52	\$3,952.15	\$3,293.46	\$658.69
REPORT TOTAL:												
		12 Establishments	53	\$2,541,016.56	\$2,352,329.37	\$188,687.19	\$822,003.00	\$633,315.50	\$188,687.50	\$56,606.94	\$47,172.46	\$9,434.48

Video Gaming Statistics as of February 28, 2018

Approved Establishments		
Name	# Machines	Address
A'Salute Lounge & Grill	5	2400 E Main Street, St. Charles - Closed
Alibi Bar & Grill Ltd.	5	12 N 3 rd Street, St. Charles Machines Removed
Alley 64	5	212 W Main Street, St. Charles
Brown's Chicken	5	1910 Lincoln Highway
Corfu Restaurant (Golren Ent., Inc.)	5	2520 E Main Street, St. Charles
Dawn's Beach Hut	2	8 N 3 rd Street, St. Charles
Dawn's Voodoo Room	3	214 W Main Street, St. Charles
Kane County Rookies (BK & MM Ventures)	5	1545 W Main Street, St. Charles
Mark's Second Street Tavern	5	221 S 2 nd Street, St. Charles
Riverside Pizza & Pub	4	102 E Main Street, St. Charles
Spotted Fox Alehouse	5	3615 E Main Street, St. Charles
St. Charles Bowl (LA Manson Corp.)	5	2520 W Main Street, St. Charles
St. Charles Moose	5	2250 W Rt. 38, Street Charles
The Evergreen Pub & Grill (North Woods)	5	1400 W Main Street, St. Charles
TAP HOUSE GRILL ST. CHARLES, LLC	5	3341 W MAIN Street, St. Charles
Pending Establishments		
Name	# Machines	Address
Alexanders Café	5	1650 W Main Street, St. Charles
CRAZY FOX, LLC	TBD	104 E Main Street, St. Charles
Onesti Entertainment Corporation	TBD	105 E Main Street, St. Charles
Pub 47	TBD	1890 W Main Street, St. Charles



AGENDA ITEM EXECUTIVE SUMMARY

Agenda Item number: 5a

Title: Recommendation to approve Street Closure for the Annual Farmers Market taking place June, 2018 through October, 2018.
Presenter: Chief Keegan

Meeting: Government Operations Committee Date: April 2, 2018

Proposed Cost: N/A Budgeted Amount: \$ Not Budgeted:

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

This application was submitted on March 5th and the special events committee met with the event organizer on March 8th to discuss this year's event.

The Farmers Market organizers at the Baker Memorial Church are requesting the closure of North 4th Avenue between Main St. and Cedar St. on Fridays from June until the end of October from approximately 5 a.m. until 2:30 p.m. The farmers market has taken place at this location for several years with no problems.

Barricades will be dropped off at Baker prior to the first market of the season and Baker will store them, when not being used, until the last event of the season. At that time, Public Works will pick the barricades back up.

Attachments *(please list):*

Recommendation/Suggested Action *(briefly explain):*

Recommendation to approve Street Closure for the Annual Farmers Market taking place June, 2018 through October, 2018.

**AGENDA ITEM EXECUTIVE SUMMARY**

Agenda Item number: 5b

Title:

Recommendation to Approve Use of Langum Park for the 2018 Train the Trooper Event

Presenter:

Jim Keegan, Chief of Police

Meeting: Government Operations Committee

Date: April 2, 2018

Proposed Cost:

Budgeted Amount: \$

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

This application was received on March 21st and the special events committee will be meeting to discuss the event on March 27, 2018.

The annual Camp Kane, Train the Trooper event is to be held Saturday, April 28, 2018. The event involves a Civil War training camp reenactment with opportunities for the public to learn and participate. The event organizers, Camp Kane heritage Foundation, and the 8th Illinois Calvary estimate there will be between 12-35 reenactors and 10 horses. The event is to be held in Langum Park from 9:00 a.m. to 5:00 p.m. Parking will be in Langum Park. There are no City services requested other than the use of a water spigot in the park for the horses.

There will be no cannon fire. Rifles will be fired with blank ammunition.

No Alcohol will be permitted within this event.

Attachments *(please list):*

Layout of event

Recommendation/Suggested Action *(briefly explain):*

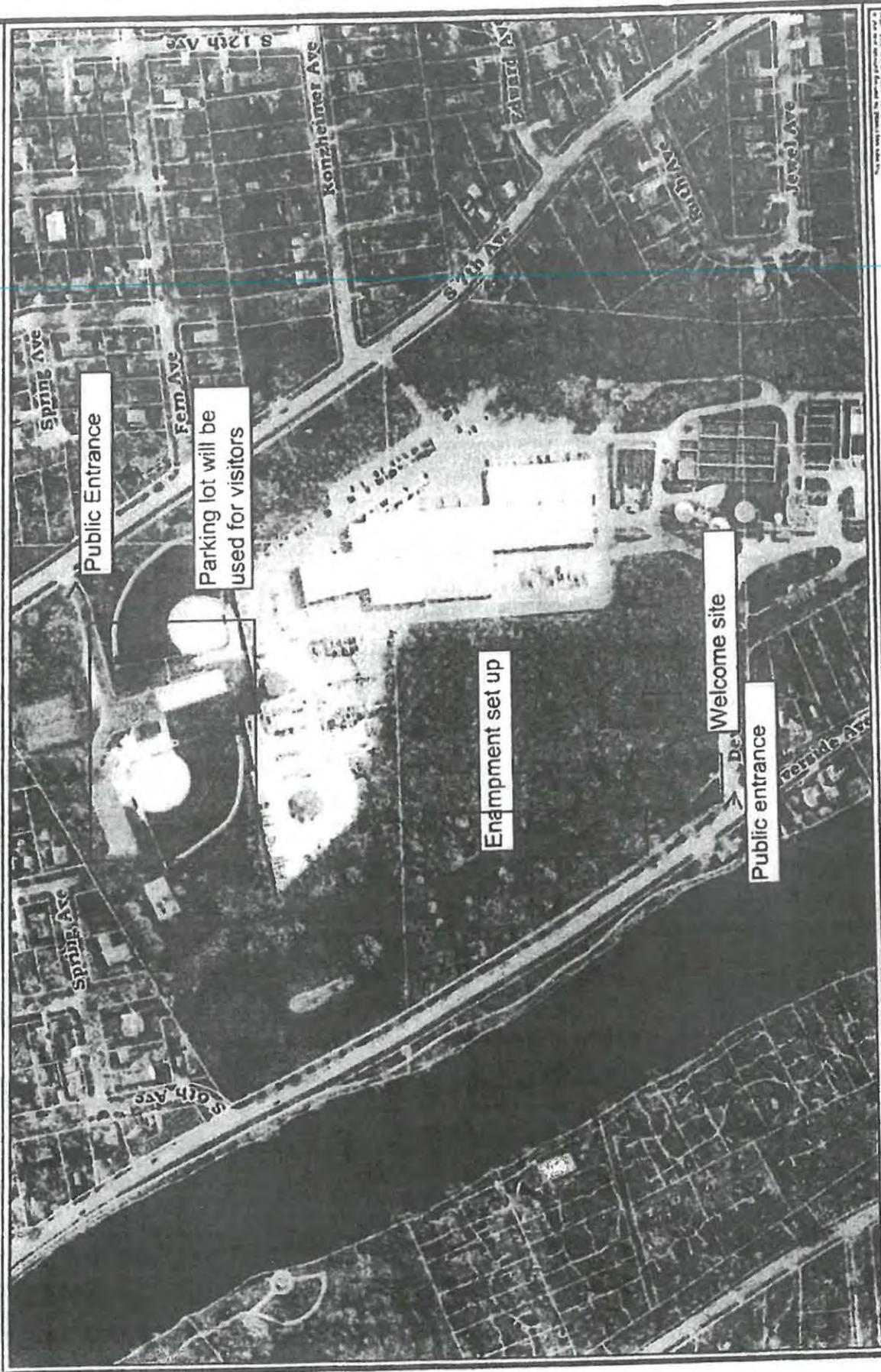
Recommendation to Approve Use of Langum Park for the 2018 Train the Trooper Event



City of St. Charles, Illinois

Precision GIS

RAYMOND ROGINA Mayor
MARK KOEHN City Administrator



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100 Feet

Map of St. Charles, Illinois
Map Date: 10/15/2010
Map Scale: 1:10000
Map Projection: NAD 83 / Illinois State Plane
Map SRS: EPSG:1201
Map Author: Precision GIS, Inc.
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Map Website: www.precisiongis.com





AGENDA ITEM EXECUTIVE SUMMARY

Agenda Item number: 6a

Title:

Recommendation to approve an agreement with Sentinel Technologies to provide network assessment and design services for a fixed cost of \$66,335.

Presenters:

Steve Weishaar, Network Systems Manager

Meeting: Government Operations Committee

Date: April 2, 2018

Proposed Cost: \$66,335

Budgeted Amount: \$66,335

Not Budgeted:

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

The City's computer network is a digital communications system that enables the City's personal computers, laptops, servers, and telephones to exchange information with each other and, if required, the Internet. As a result, the City's computer network is essential to its business operations.

To meet the City's need for an updated computer network that meets both its current and future business requirements a Request for Qualifications (RFQ) was released to identify network assessment and design services consultants with the required experience and qualifications. The City received three responses to its RFQ, and two were selected to receive the Request for Proposal (RFP). The scope of the project includes the following tasks:

- 1) Document the current state of the City's network environment,
- 2) Develop a comprehensive, updated network design utilizing industry best practices,
- 3) Develop a baseline for a future RFP used to procure the hardware, software and professional services needed to implement the updated network design, and
- 4) Evaluate the City's data center capabilities and requirements.

The City received two responses to its RFP. Staff from the IS Department and Public Works Electric Utility Division evaluated the proposals based on the proposed scope of services, the consultant firm's experience, the strength of the proposed project team, and the completeness of the proposal.

Based on their top ranked evaluation score and lowest weighted proposal cost, the evaluation team is recommending Sentinel Technologies for the project.

Attachments *(please list):*

Recommendation/Suggested Action *(briefly explain):*

Recommend approval of an agreement with Sentinel Technologies to provide network assessment and design services for a fixed cost of \$66,335.



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 1st 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
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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.
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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

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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
Budget						
Ordinary Income/Expense						
Income						
4000.00 - Operations Income						
4000 - SSA-1B Revenues	\$244,000					244,000.00
4005 - Investor Contributions						
4005.40 - Investor Contributions	16,900.00					16,900.00
4005 - Investor Contributions - Other						0.00
Total 4005 - Investor Contributions	16,900.00					16,900.00
4000.00 - Operations Income - Other	0.00					0.00
Total 4000.00 - Operations Income	260,900.00					260,900.00
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
Total 4100.00 - Committee Income	13,000.00					13,000.00
Total Income	273,900.00					273,900.00
Cost of Goods Sold						
9000 - COGS	0.00					0.00
Total COGS	0.00					0.00
Gross Profit	273,900.00					273,900.00
Expense						
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
5025.00 - Dues, Memberships						
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
Total 5025.00 - Dues, Memberships	1,100.00					1,100.00
5030 - Equipment Leasing & Rental	2,300.00					2,300.00
5040 - Insurance & Bonding						
5040.10 - General Liability	5,798.00					5,798.00
5040.20 - Workers Compensation Insurance	845.00					845.00
5040.30 - Auto Insurance	195.00					195.00
5040.40 - D&O	1,586.00					1,586.00
5040.50 - Event Riders						0.00
5040 - Insurance & Bonding - Other						0.00
Total 5040 - Insurance & Bonding	8,424.00					8,424.00

DSCP Budget

	0-General	1-FAS	2-Jazz Wknd	3-HH	4-SPP	TOTAL
Budget						
5045 · Magazine, Newspapers, etc	100.00					100.00
5050 · Office Supplies	2,000.00					2,000.00
5055 · Program Participation Fees	1,200.00					1,200.00
5060 · Personnel						
5060.10 · Salaries and Payroll Expense	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
Total 5060 · Personnel	218,812.00					218,812.00
5065 · Postage	250.00					250.00
5075 · Professional Developmt/Travel	1,200.00					1,200.00
5080 · Repairs & Maintenance	500.00					500.00
5085 · Software/Technology Fees	2,000.00					2,000.00
5000 · Operations Expense - Other						0.00
Total 5000 · Operations Expense	251,886.00					251,886.00
6000 · Committee Expenses						
6010 · Business Development/Education						
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
Total 6010 · Business Development/Education	6,200.00					6,200.00
6020 · Marketing & Promotion						
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
Tot 6020 · Marketing & Promotion - Other	26,300.00					26,300.00
6030 · Organization						
6030.10 · Stakeholders Engagement	2,000.00					2,000.00
6030.20 · Volunteer Appreciation	2,700.00					2,700.00
Tot 6030 · Organization - Other	4,700.00					4,700.00
6040 · Public Art						
6040.10 · Art Around the Corner	0.00					0.00
6000 · Committee Expenses - Other						0.00
Total 6000 · Committee Expenses	37,200.00					37,200.00
Other I Total Expense	289,086.00					289,086.00

DSCP Budget

	0-General	1-FAS	2-Jazz Wknd	3-HH	4-SPP	TOTAL
Budget						
Net Ordinary Income	(15,186.00)					(15,186.00)
Other Income						
7000 · Event Income						
7010 · Booth Fees	43,000.00					43,000.00
7020 · Business Entry	5,000.00					5,000.00
7030 · Event Sponsorship	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
Total 7000 · Event Income		0.00	0.00	0.00	0.00	0.00
8010 · Interest Revenues		0.00	0.00	0.00	0.00	0.00
Total Other Income		0.00	0.00	0.00	0.00	0.00
Other Expense						
7500 · Event Expenses						
7505 · Advertising	24,300.00					24,300.00
7510 · Artist's Awards	6,300.00					6,300.00
7515 · Artist's Lunches	3,500.00					3,500.00
7520 · Banners	3,500.00					3,000.00
7525 · City Services	23,000.00					23,000.00
7530 · Float Awards	50.00					50.00
7535 · Judges	600.00					600.00
7540 · Logistics	3,800.00					3,800.00
7545 · Marketing	4,000.00					4,000.00
7550 · Miscellaneous	4,000.00					4,000.00
7555 · Music/Entertainment	2,500.00					2,500.00
7560 · Outside Services	4,000.00					4,000.00
7565 · Paid Elements	18,750.00					18,750.00
7570 · Purchase Award Program	250.00					250.00
7575 · Repairs & Maintenance	250.00					250.00
7580 · Security	1,200.00					1,200.00
7585 · Tents	3,500.00					3,500.00
7595 · Volunteer Expenses	500.00					500.00
7600 · Video/Photography	3,000.00					3,000.00
7500 · Event Expenses - Other						0.00
Total 7500 · Event Expenses		0.00	0.00	0.00	0.00	0.00
8000 · Gain/Loss on Disposal of Asset		0.00	0.00	0.00	0.00	0.00
Total Other Expense		0.00	0.00	0.00	0.00	0.00
Net Other Income	0.00	0.00	0.00	0.00	0.00	0.00
Net Income	(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
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 5025.00 · Dues, Memberships - Other
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 5040.10 · General Liability
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 5040 · Insurance & Bonding - Other
 Total 5040 · Insurance & Bonding

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5050 · Office Supplies			
5055 · Program Participation Fees			
5060 · Personnel			
5060.10 · Salaries and Payroll Expense			
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Total 5060 · Personnel			
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6040 · Public Art			
6040.10 · Art Around the Corner			
6000 · Committee Expenses - Other		0	10
Total 6000 · Committee Expenses			0
Other Ii Total Expense			

Net Ordinary Income

Other Income

7000 · Event Income

7010 · Booth Fees

7020 · Business Entry

7030 · Event Sponsorship

7040 · Jury Fees

7050 · Political Entry Fees

7000 · Event Income - Other

Total 7000 · Event Income

8010 · Interest Revenues

Total Other Income

Other Expense

7500 · Event Expenses

7505 · Advertising

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

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- 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 1st 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 1st 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 1st 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 3rd 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, Ghoulish 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 10th 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 210,000 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 16,700 impressions.



Business Support and Education

Retention Visit Tracking

File Edit View Insert Format Data Tools Add-ons Help Last edit was made 7 days ago by Laura Macklin-Pt

100% \$ % .0 .00 123 Arial 10 B I U A

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



2018
Downtown St. Charles
Employee Discount Card

work downtown, receive
10% OFF

cards are provided with this email. visit
for a full list of participating businesses and
download the card to your phone or print card.

ST. CHARLES

**BOOST MORALE,
BOOST BUSINESS**

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

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 0 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) 443-0044



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
Got 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

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 1st-4th and 2nd. Only valid on Promos made by the River. One per table, per visit. Dinner only. May not be combined with any other offer. May not be combined with Holiday Dinner Off Cost.

10% OFF Any Catering Order \$150 or More
Offer valid Monday 1st-4th and 2nd. Only valid on Promos made by the River. One per table, per visit. Dinner only. May not be combined with any other offer. May not be combined with Holiday Dinner Off Cost.

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

City Side Logo on Mailer Up to \$150.00



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

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

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)

M McNALLY'S
Traditional Irish Pub

The OFFICE
DINING & SPIRITS



*2018
Downtown St. Charles
Employee Discount Card*

work downtown, receive
10% OFF

Card is limited to the date, time, and area of participating businesses. Excludes alcohol and other restricted items.

ST. CHARLES

***BOOST MORALE,
BOOST BUSINESS***

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

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?



**AGENDA ITEM EXECUTIVE SUMMARY**

Agenda Item number: 7b

Title:

Recommendation to approve the Greater St. Charles Convention and Visitor's Bureau (GSCCVB) Funding Request of \$503,382 for Fiscal Year 2018/2019

Presenter:

Chris Minick, Finance Director

Meeting: Governemnt Operations Committee

Date: April 2, 2018

Proposed Cost: \$503,382

Budgeted Amount: TBD

Not Budgeted: **Executive Summary** (*if not budgeted please explain*):**UPDATE FOR APRIL 2, 2018 GOC MEETING:**

The formal service and funding agreement for the GSCCVB is attached. The service Agreement proposes funding in the amount of \$503,382 for FY 2018-2019. This amount is in accordance with the direction provided from the Committee at the March 12, 2018 Planning and Development Committee Meeting. The GSCCVB made a formal funding request presentation and a presentation of its results for FY 17-18 to date at the March 12, 2018 Planning and Development Committee Meeting.

AIES from March 12 P&D Committee Meeting:

Representatives of the Greater St. Charles Convention and Visitors Bureau (GSCCVB) will make a presentation outlining their activities and Marketing Plan for the GSCCVB's upcoming fiscal year (2018-2019) and reviewing the organization's status and results for FY 2017-2018 to date. They will be requesting the annual allocation of hotel/motel tax revenue from the City for FY 2018-2019.

The CVB has requested funding in the amount of \$503,382 for fiscal year 2018-2019. Staff is seeking direction as to whether this level of funding is acceptable to the Committee and ultimately to the City Council.

The funding level for FY 17/18 is currently \$526,500 and incorporates previous direction to reduce the City funding to civic groups by 10%.

Staff has included the proposed fiscal year 2018 – 2019 service agreement based on the CVB's proposed funding level as well as a recent history of hotel/motel tax revenues.

Attachments (*please list*):

- 1. Funding Request Letter from the CVB**
- 2. GSCCVB FY 2019 Budget**
- 3. FY 19 Marketing Plan**
- 4. Survey Data Results**
- 5. Proposed 2018-19 Service Agreement**
- 6. Hotel/Motel Tax History STC**

Recommendation/Suggested Action (*briefly explain*):

Recommendation to approve the Greater St. Charles Convention and Visitor's Bureau (GSCCVB) Funding Request of \$503,382 for Fiscal Year 2018/2019

**AGREEMENT FOR SERVICES BETWEEN THE CITY OF ST. CHARLES AND
THE ST. CHARLES CONVENTION AND VISITORS BUREAU**

WHEREAS, the City of St. Charles, hereinafter referred to as "City," is desirous of promoting and developing tourism and conventions; and,

WHEREAS, Chapter 3.32, "Municipal Hotel Operators' Occupation Tax," of the City of St. Charles, Illinois, Municipal Code (hereinafter referred to as "Hotel Tax Ordinance") provides for such activities in accordance with the limitations of the ordinance; and,

WHEREAS, the St. Charles Convention and Visitors Bureau, , (hereinafter referred to as "the Bureau") an Illinois not-for-profit organization certified by the State of Illinois to promote a designated service area including the City of St. Charles and St. Charles and Campton Townships, can provide marketing, sales, and convention servicing as required by the Illinois Bureau of Tourism to promote City.

NOW THEREFORE, IT IS HEREBY AGREED AS FOLLOWS:

- I. In consideration of the promises, terms and conditions set forth, the Bureau shall devote its energies to tourism promotion of the Greater St. Charles area including, but not limited to, meetings, conventions, sports events, motorcoach visits and individual leisure visits for the purpose of increasing hotel overnight stays and day trips. Activities to include, but not limited to:
 - A. Analyze the area's major attributes with the purpose of capitalizing on those characteristics;
 - B. Serve as an information source to those inquiring about St. Charles;
 - C. Create and execute an annual marketing plan to include its mission statement, situation analysis, defined goals and objectives for all target markets, past results of promotional initiatives based on tracking of leads generated, booked business, overnight leisure stays, convention servicing endeavors, advertising responses, future advertising placements, and anticipated return on investment;
 - D. Continue to provide convention services to meeting, event, and sports planners who have chosen St. Charles as a destination and to communicate specific needs to Greater St. Charles businesses, City, and other government units when appropriate;
 - E. Maintain and enhance existing relationships with St. Charles hotels. Continue to meet with the hotel community on a quarterly basis. Serve as a

resource to Greater St. Charles merchants, restaurants, and other hospitality-related venues;

F. Seek grants on all levels to assist in the funding of planned activities;

G. Interface with other local, state and regional tourist and convention bureaus;

H. Continue to assess the results of the Bureau's work and provide annual written reports to the City Council.

II. In consideration of the foregoing services provided by the Bureau, City agrees to pay to the Bureau Five Hundred Three Thousand, Three Hundred Eighty Two and no/100 cents (\$503,382) less the amount of any operating cash balance in excess of \$200,000 on hand at June 30, 2018 for the period beginning May 1, 2018 and ending April 30, 2019, subject to the provisions contained in Section II A below. Equal payments shall be made on a monthly basis, subject to deductions by City for collection costs (including expenses of litigation to defend the imposition or collection of the tax). Any non-tourism, matching funds grants which the Bureau assists City in obtaining shall be treated as a separate matter.

III. In addition to the operating cash balance identified in Section II above, the Bureau shall be entitled to retain an additional reserve of \$30,000 for the purposes of mitigating poor financial performance of the Scarecrow Festival held in October of each year. Said reserve shall not count in the computation of the reserve identified in Section II above.

IV. The Bureau will not enter into any relationship, contractual or otherwise, which will subject City to any liability. The Bureau, an independent contractor, receives funding from City to provide consulting and planning services with respect to tourism development and has no authority to bind City in any matter. The Bureau further agrees to indemnify and hold harmless City from any and all liability, losses or damages, including reasonable attorneys' fees, arising from the execution or implementation of this agreement, including any action against City with respect to the collection of the special tax provided for by the Hotel Tax Ordinance.

V. The Bureau shall maintain records of all of its activities for a period of at least seven years, which records shall upon request be subject to inspection and copying by City or its designated agent at City's sole expense at any reasonable time or times during the operation of this agreement and for a period of three years thereafter.

- VI. This agreement shall terminate on April 30, 2019, and the consideration therefore may be renewed by a written instrument executed by both parties.
- VII. The Bureau 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 shall be provided to City within thirty (30) days after the end of the month for which the statement is prepared. The Bureau shall comply with the terms and conditions of City's Policy Regarding Funding for External Agencies, as it exists on May 1, 2018.
- VIII. The Bureau agrees that it will continue to identify, recruit, and appoint new and/or additional members to its Board of Directors to represent the hotel and restaurant industry of the City of St. Charles. The Bureau also agrees to maintain its by-laws so as to restrict the duration and number of terms of office members of the Board of Directors may serve.
- IX. Upon termination of this agreement, any funds paid to the Bureau and not used or otherwise subject to pending contract requirements of the Bureau shall be returned to the City.
- X. 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.
- XI. The foregoing is the entire agreement made by and between the parties hereto and has been examined by each of the said parties.
- XII. Any amendment to this agreement shall be effective only if evidenced by a written instrument executed by the parties hereto.

IN WITNESS WHEREOF, the undersigned have hereto set their hands and seals this _____ day of _____, 2018.

ST. CHARLES CONVENTION AND VISITORS BUREAU

CITY OF ST. CHARLES

By _____
President

Mayor



March 5, 2018

Chris Minick, Finance Director, City of St. Charles
2 E. Main Street
St. Charles, Illinois 60174

Dear Chris:

On Monday, March 12, 2018, the Greater St. Charles Convention and Visitor Bureau will address the City of St. Charles' Government Operations Committee to request a local funding commitment of \$503,382.

Enclosed please find:

FY 2019 Marketing Plan
FY 2019 Summary Budget
Detailed 2018 Scarecrow Fest Tracking Initiatives Report

We look forward to our March 12th presentation. Should you or any St. Charles official have a question or comment you wish to share beforehand, please feel free to contact me.

Very best regards,

Tom Donahue, President Board of Directors

C/GSCCVB Board of Directors



	FY 19 Budget	FY 18 Budget
Estimated Income		
4010-0 Hotel/Motel Tax Fund Income	503,382.00	526,500.00
4030-0 Interest Income	600.00	600.00
4040-0 Visitors Magazine Income	15,000.00	11,700.00
4060-0 Other Misc. Income	1,000.00	1,000.00
4065-0 Local Coop Income	-	-
4070-0 Marketing Partner Grant Income	-	-
4075-0 Fox Valley Coop MPP Income	-	-
4090-0 LTCB State Grant Income	229,220.00	240,103.00
4100-0 In-Kind and Trade	540.00	540.00
4050-0 Scarecrow Fest Income	240,600.00	242,000.00
4150-0 Scarecrow Fest In-Kind and Trade	2,000.00	2,000.00
Total Income	992,342.00	1,024,443.00
Estimated Expenses		
Total Administrative	512,524.00	557,084.00
Total Meetings & Conventions	69,100.00	75,370.00
Total Tour and Travel	4,000.00	1,000.00
Total Leisure	66,500.00	81,000.00
Total Promotional	61,700.00	75,000.00
Total State	7,500.00	6,700.00
Total Scarecrow	242,600.00	244,000.00
Total Visitor Guide	41,000.00	46,000.00
Total Sports	23,550.00	30,820.00
Total International	-	1,000.00
Total Estimated Expense	1,028,474.00	1,117,974.00
Net Income or Loss	(36,132.00)	(93,531.00)

City of St Charles
Hotel Tax Receipts and CVB Contributions Analysis
3/6/2018

<u>Year</u> <u>Ended</u> <u>April 30</u>	<u>Hotel Tax</u> <u>Receipts</u>	<u>Change</u>	<u>Percentage</u> <u>Change</u>	<u>City</u> <u>Contributions</u> <u>to CVB</u>
2007	\$1,948,562	N/A	N/A	\$612,547
2008	\$2,047,977	\$99,415	5.10%	\$533,235
2009	\$1,737,237	(\$310,740)	-15.17%	\$585,000
2010	\$1,582,359	(\$154,878)	-8.92%	\$526,500
2011	\$1,612,461	\$30,102	1.90%	\$526,500
2012	\$1,749,895	\$137,434	8.52%	\$526,500
2013	\$1,778,810	\$28,915	1.65%	\$526,500
2014	\$1,630,810	(\$148,000)	-8.32%	\$526,500
2015	\$1,768,106	\$137,296	8.42%	\$585,000
2016	\$2,007,436	\$239,330	13.54%	\$526,500
2017	\$1,905,544	(\$101,892)	-5.08%	\$526,500
2018**	\$1,895,019	(\$10,525)	-0.55%	\$526,500

** 2018 Amount Estimated based on January Forecast amount.

All other amounts from the City's Comprehensive Annual Financial Report for the fiscal year indicated.

2017

Survey Data Results



www.scarecrowfest.com

Greater St. Charles
Convention & Visitors Bureau

SURVEY DATA RESULTS

SCARECROW FEST 2017

TOTAL SURVEYS OVERVIEW

Surveys completed: 252

Average # of people in party: 4.47

Surveyed people represented: 1,127 attendees

Number of States represented: 8

States include: Arizona, Colorado, Illinois, Indiana, Iowa, Kentucky, Michigan and Wisconsin

Number of Attendees in Illinois but OUTSIDE the Greater St. Charles CVB area:

(e.g. St. Charles, Elburn, and Campton Hills)

- ❖ 164 Surveyed
- ❖ 705 Attendees represented by Surveyed

Number of Attendees surveyed RESIDING in Greater St. Charles CVB area:

(e.g. St. Charles, Elburn, and Campton Hills)

- ❖ 76 Surveyed
- ❖ 348 Attendees represented by Surveyed

Total Number of Illinois Attendees Surveyed:

- ❖ 241 Surveyed
- ❖ 1,053 Attendees represented by Surveyed
- ❖ 69 Different Illinois communities identified
- ❖ 3 Unidentified communities were surveyed
- ❖ 6 Motor coach groups were surveyed (number is approximate as CVB assumes groups larger than 10 are a motor coach)

GREATER ST. CHARLES CVB ATTENDEE ESTIMATE: 80,000+ People

FIRST TIME SCARECROW FEST ATTENDEES

A total of 83 attendees surveyed reported that this was their First Time attending the fest (32.94%). This number of attendees represented 382 attendees within their group. A breakdown of how First Time attendees heard about the fest, and what they report as their “Favorite Thing” is indicated in the chart below:

Indicator #1: How did you hear about the Fest?			Indicator #2: What was your Favorite Thing?		
Characteristics	# Surveyed	# Attendees	Characteristics	# Surveyed	# Attendees
Advertising	1	8	Atmosphere	3	29
Community	2	6	Bubble Guy	1	5
Drive-by	4	33	Carnival	6	35
Facebook	5	24	Craft Fair	5	23
Family	18	101	Dog Friendly	1	2
Flyer	1	2	Everything	6	26
Friends	17	61	Family Friendly	1	2
Internet	4	17	Food	13	63
Media	11	46	Kid Activities	4	18
School	4	11	Music & Performances	6	19
Visitor Guide	1	5	MYOS	2	8
Volunteer	1	4	Petting Zoo	1	5
Website	1	3	Scarecrows	19	70
Word of Mouth	6	40	Variety of Reasons	7	23
Work	5	18	Vendors	2	5
Unknown	2	3	Volunteers	1	27
			Unknown/Other	5	22

Other Anecdotal Details:

Of the First Time attendees surveyed, 19 or (22.89%) report the Scarecrows continue to be their No. 1 “Favorite” component of the Fest. Food offered at the Fest coming in as a second favorite 13 (15.66%).

Of the First Time attendees surveyed, the vast majority 35 (42.17%) reported learning of the Scarecrow Fest through “non-traditional” advertising e.g. Family and Friends. As opposed to 12 (14.46%) through more “traditional” e.g. advertising and media.

RETURNING SCARECROW FEST ATTENDEES

A total of 169 attendees surveyed reported that this was NOT their first time attending the fest (67.06%). This number of attendees represented 746 attendees within their group. A breakdown of how Returning attendees were reminded about the fest and what they report as their “Favorite Thing” is indicated in the chart below:

Indicator #1: How did you hear about the Fest?			Indicator #2: What was your Favorite Thing?		
Characteristics	# Surveyed	# Attendees	Characteristics	# Surveyed	# Attendees
Advertising	8	18	Atmosphere	5	16
Always attend	19	96	Carnival	14	55
Community	56	238	Craft Fair	10	36
Drive-by	5	17	Everything	3	8
Facebook	4	12	Family Friendly	9	33
Family	13	62	Food	11	116
Flyer	1	4	Music & Performances	4	15
Friends	20	114	MYOS	2	11
Internet/Website	5	16	Petting Zoo	2	4
Media/Paper	11	37	Scarecrows	57	227
Return Visit	9	36	Variety of Reasons	32	143
School	3	9	Vendors	5	12
Participant/Vendor	3	13	Other	4	14
Word of Mouth	5	51	N/A	11	56
Work	3	8			
Unknown	4	15			

Other Anecdotal Details:

Of the Returning attendees surveyed, the vast majority 57 (33.73%) reported their “Favorite Thing” were the Scarecrows.

Of the Returning attendees surveyed that listed a “Variety” of reasons; the top four consisted of:

- ❖ Scarecrows (17) 53.13%
- ❖ Carnival/Rides (12) 37.5%
- ❖ Crafts/Craft Fair (10) 31.25%
- ❖ Food (9) 28.13%

Of the Returning attendees surveyed, the vast majority 56 (33.14%) reported being reminded of the Scarecrow Fest by Community. Community consists of people who live in the area or have lived in the area so they know that the Scarecrow Fest happens every year – it’s Tradition!

EXCITING ADDITIONS TO 2017 SCARECROW FEST

This year the GSCCVB decided to work with some of our local businesses and farms on creating “Events within The Event” with great success.

Farm Tours:

Five (5) local Farms opened up their locations for tours:

- ❖ Norton Farms (Fee \$5 Fri-Sun)
- ❖ Primrose Farms (FREE Fri-Sun)
- ❖ Garfield Farms (Fee \$3-\$5 Sat-Sun)
- ❖ Corron Farms (FREE Sat-Sun)
- ❖ Royal Lusitano Farm (\$6-\$12 Saturday only)
 - 84 Total Eventbrite Signups
 - 430 Total Eventbrite Views

“All Wheels In” Bike Ride

In collaboration with Sammy’s Bikes

- ❖ 132 Bike Entries
- ❖ Of those 132
 - approx. 70% were Distance riders
 - approx. 30% were Family riders

Farm to Table Dinner:

The Finery & Blacksmith Bar

(Sunday evening at the end of the fest)

- ❖ 69 Total Eventbrite Sign Ups
- ❖ 242 Total Eventbrite Views
- ❖ 47 Actuals from Finery
- ❖ \$40 pp++

Character Lunch:

Abby’s Breakfast & Lunch

(Wizard of Oz Characters, performances by Marquee Youth Stage performers “Into the Woods Jr.” & “Lion King Jr.” & the Chicago Steel mascot “Rusty”)

- ❖ 25 people attended
- ❖ \$15.00 per person incl. tax & gratuity

Grave Reminder Cemetery Walk:

In collaboration with St. Charles History Museum

- ❖ 75 people attended walk
- ❖ Price: RES \$5/NR \$8 per person
- ❖ Ages 5 & under are free
- ❖ Of those 75 – 12 (16%) took the bus provided by GSCCVB



Greater St. Charles Visitor and Conventions Bureau

2019 Marketing Plan

(Return On Investment)

FY 2018

HIGHLIGHTS



Digital Marketing (VisitStCharles.com)

FY 2018

- Actively authentic activities began to drive a 23% increase in new users since brand launch in October 2017.
- Visitors are looking for events, lodging, and dining options.
- Leisure destination promotions like “Home for the Holidays”, “Holiday Cheer”, “Sugar Crush”, and “Scarecrow Fest” drive high traffic to our website.
- International interest goes to 1,672 people from 65 people from same time last year.
- The increase primarily comes from the Spanish speaking population.

128,375

Impressions
(Views) to our
hometown website
since brand launch

Digital Marketing (Facebook)

FY 2018



GSCCVB's projection of sight-doers begins to grow. FY 2018, Facebook postings influence over 450,000 users that come to our city.



See it! Do it! LIVE it!

FY 2018

*Launched in October 2017, new brand strength
proves to be a winner*

3.5%

Increase in
engagement on
social media
post

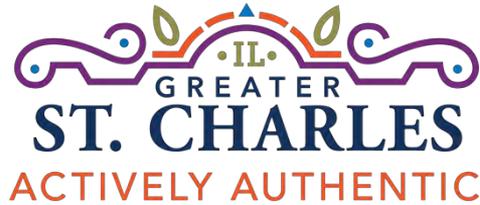


10,000

New
destination
followers
on social
media
following
Actively
Authentic

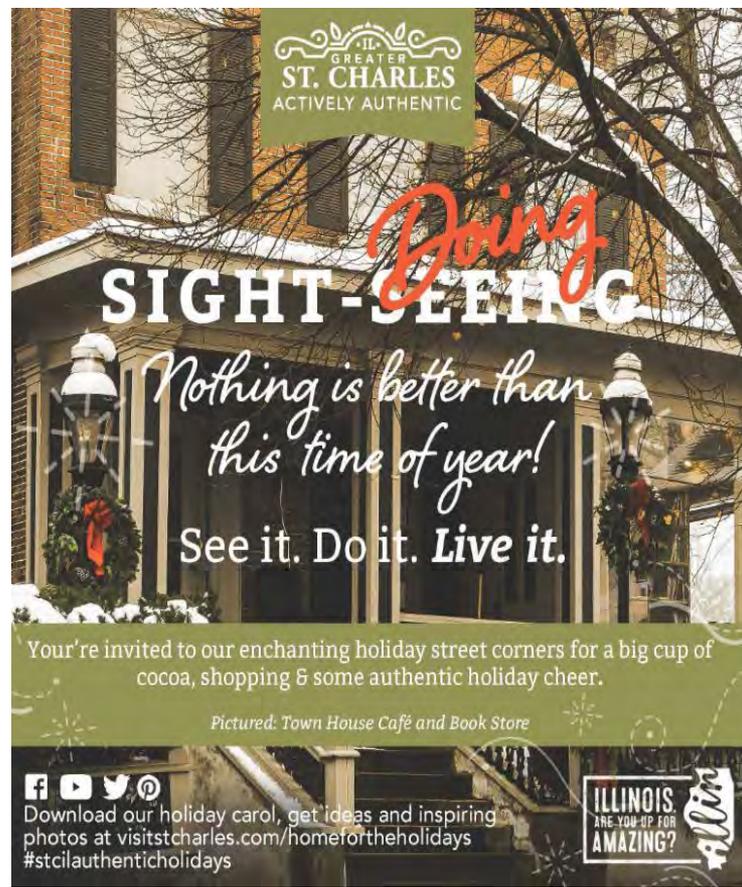
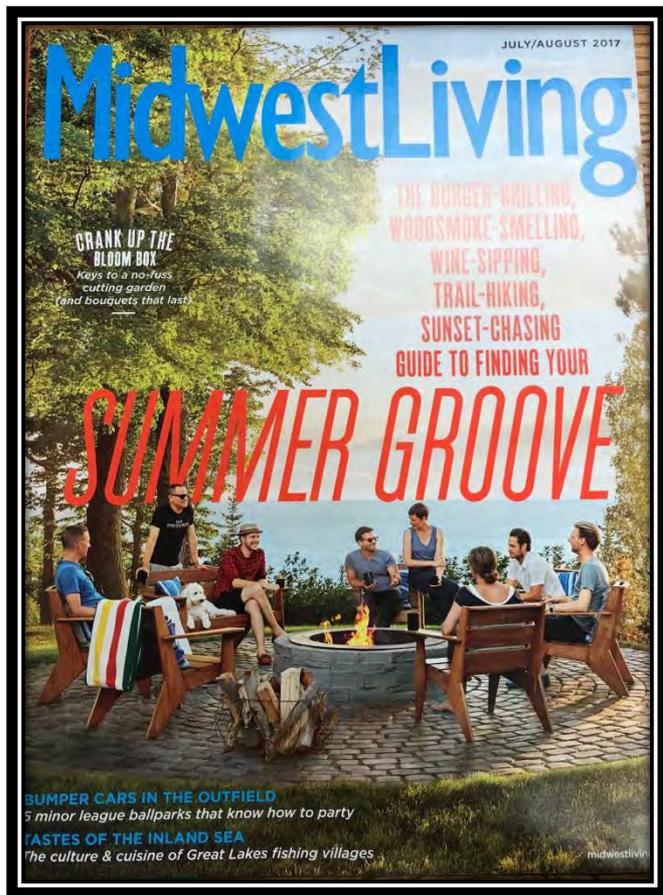
FY 2018 Public Relations

Look at where this brand has traveled...



Leisure (Midwest Living) FY 2018

Ads in Midwest Living have brought 7955 leads to GSCCVB, requesting visitor guides and destination inquiry.



**GREATER
ST. CHARLES
ACTIVELY AUTHENTIC**

Doing
SIGHT-SEEING

*Nothing is better than
this time of year!*

See it. Do it. Live it.

You're invited to our enchanting holiday street corners for a big cup of cocoa, shopping & some authentic holiday cheer.

Pictured: Town House Café and Book Store



Download our holiday carol, get ideas and inspiring photos at visitscharles.com/homefortheholidays
#stcilaauthenticolidays

**ILLINOIS
ARE YOU UP FOR
AMAZING?**

Alin

Home for the Holidays

FY 2018

In December, our “Home for the Holidays” Facebook campaigns had an increase in views of 18%.

18%

Increase in
impressions
(Views)

498

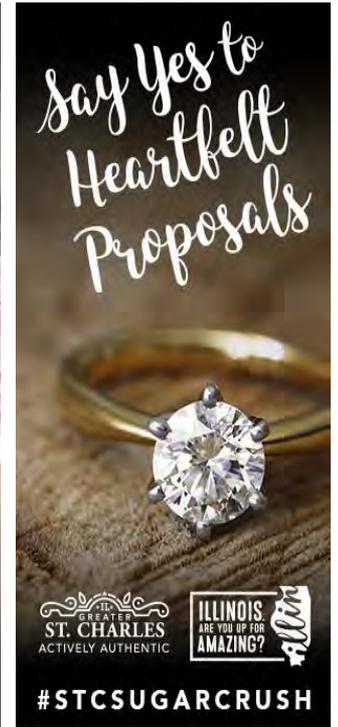
Engaging
Posts



Sugar Crush Leisure Campaign

FY 2018

From FY 2016-2017, Sugar Crush returns as a lead campaign to “Say Yes in St. Charles” to the first crush, first date, romance, heartfelt proposals and perfect overnight weekends in St. Charles. Results showing a 12% average click through rate to www.visitstcharles.com which is 5% above industry average and a 30% open average with the industry average being 15%.

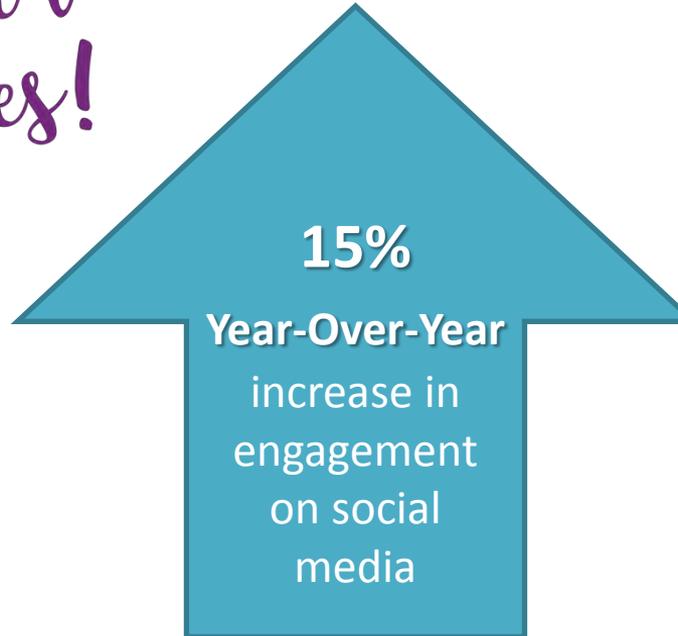


Destination Weddings

FY 2018

Since launching "Say Yes" in St. Charles as the CVB's destination campaign for weddings, social media reports show increases of 15% year-over-year.

Say Yes in
St. Charles!



Say Yes in
St. Charles!

Fall in love and host the destination wedding of your dreams in St. Charles, IL. Enjoy the mystique of our wide open prairies, enchanted forests, farm-to-fork spreads, our baseball field of dreams, country barn dances, English gardens, 1920s time traveling glamour, rustic barns or the traditional ceremony of a celebrity socialite. Whether you choose to roast s'mores in a designer dress or wear cowgirl boots to the country club, **you'll love saying yes in St. Charles!**

photos by Heidi Burke, Angel Eyes Photography and Saruni Zurba

f y t p
www.visitstcharles.com

ILL. GREATER ST. CHARLES ACTIVELY AUTHENTIC

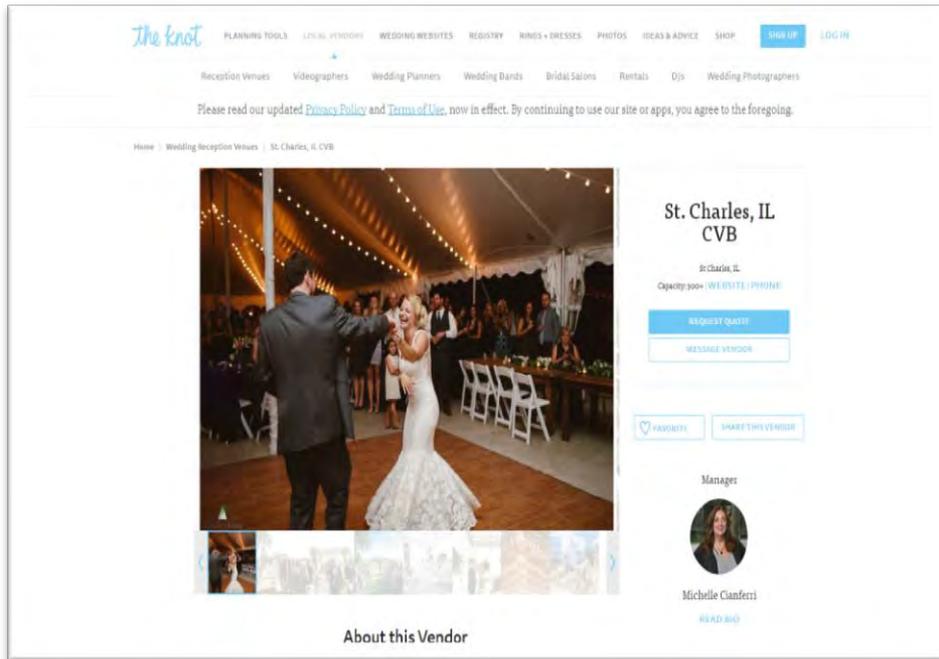
ILLINOIS ARE YOU UP FOR AMAZING? *Illini*

Source: MCD Digital

Advertising

FY 2018

By creating a landing page on "The Knot", planners, brides, and venues are entered through the CVB's platform.



437

Click
Through

575

Engaging
Posts

1,035

Unique
Visitors

1,260

Impressions
(Views)

58

Required
Bureau
Assistance

66

Generated
Bureau
Inquiries

71

Storefront
Saves

Source: The Knot

10

Spreading Holiday Cheer Campaign

Working in collaboration with destination partner #TheJankGuitarStore, in facilitating a “Holiday Cheer” hometown Holiday Christmas Carol.

13,400
unique
website
visitors

EVENTS

[view all](#)



DINING

[view all](#)



SHOPPING

[view all](#)



SPREAD SOME HOLIDAY CHEER!

#THEJANKGUITARSTORE

DOWNLOAD OUR HOLIDAY CAROL, READ IDEAS AND INSPIRING PHOTOS THROUGHOUT THE ENTIRE HOLIDAY SEASON! COURTESY OF #THEJANK GUITAR STORE.



Scarecrow Fest 2017/Community Matters

“All Wheels In for Scarecrow”

Bike Ride

- 132 Cyclists
- 70% were Distance riders
- 30% were Family riders



Farm to Table Dinner:

The Finery & Blacksmith Bar

- Total Eventbrite Sign Ups: **69**
- Total Eventbrite Views: **242**
- Actual Guests from Finery: **47**



Thank you,
Sammy's Bikes &
The Finery

Scarecrow Fest Survey

FY 2018



6

Motor Coach
Groups
Surveyed

76

Attendees
Residing in
Greater St.
Charles
Surveyed

348

Attendees
represented by
surveyed

241

Illinois
Attendees
Surveyed

1,053

Attendees
Represented
by Surveyed

80,000+

Estimated
People
Attended

69

Different Illinois
Communities
Identified

Thank you, St. Charles Library & Aurora
University Students

Conventions, Meetings, & Events Advertising FY 2018

New advertisements in top meeting publications geared towards conferences and conventions.

illinois
meetings + events

MIDWEST MEETINGS®

ILLINOIS
GREATER
ST. CHARLES
CONVENTION & VISITORS BUREAU

MEMORABLE MEETINGS
Inspire More
THAN OTHERS



SOME MEETINGS
Train Harder
THAN OTHERS

Meet You in St. Charles, IL

Sure, we have top-notch meeting facilities, the latest technology and big-city conveniences. But that's not why Greater St. Charles is one of the best places in northern Illinois to focus, train and get down to business. It's kayaking on the Fox River that pushes team building. It's our miles of trails that make for perfect meet and greets while you bike or run. It's hands-on cooking and art classes that foster new skills. And it's our small-town, midwestern ambience that has professionals wishing they could call us home. Our expert meetings planners, free parking and delicious farm-to-fork dishes are just added perks.

SEE IT. DO IT. LIVE IT.
visitstcharles.com/meetings
800-777-4373

THE GREATER ST. CHARLES
ACTIVELY AUTHENTIC

ILLINOIS
ARE YOU UP FOR
AMAZING?

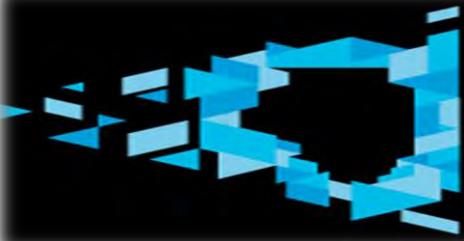
CORPORATE TRAINING | MEGA CONFERENCES | VIP RETREATS | TRADE SHOWS | TEAM BUILDING
AND EVERY MEETING IN BETWEEN

The Stella Awards

HONORING EXCELLENCE IN THE MEETINGS INDUSTRY

- Competed in 16 different categories against 300 other CVB's.
- Named a finalist in the Midwest/Regional Best CVB/DMO.





ILLINOIS GOVERNOR'S
**Conference
on Travel
& Tourism**

**THE POWER
OF PEOPLE AND
TRAVEL**

GSCCVB received the Excellence in Tourism Award for *(Category A) Best Visitors Publication* at the *Illinois Governor's Conference on Travel and Tourism*.

Scarecrow Fest was named one of the *Best Festivals in of Kane County* competing with over 100 festivals. *Scarecrow Fest* continues to be a top attraction.



State of the Industry

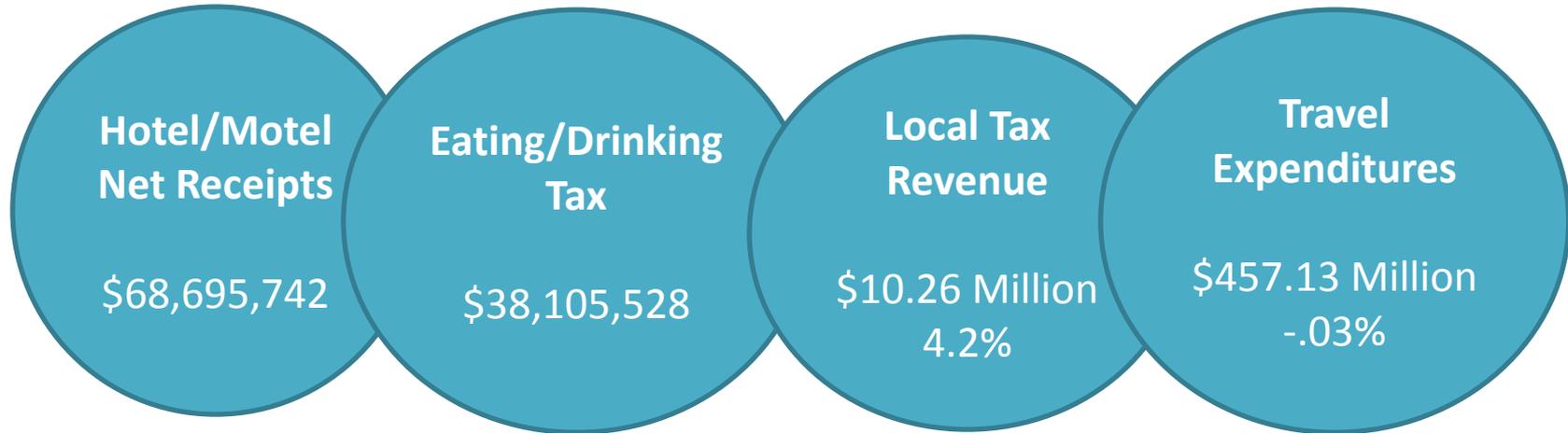
(Tourism Investment)

Illinois

- Every \$1 invested in Illinois tourism generates \$9 in economic impact
- Illinois welcomed 110 million domestic visitors (an additional one million visitors over 2015)
 - Of Illinois' 110 million domestic visitors, 17% were for business and 83% for leisure
 - In the past 10 years, domestic travel to Illinois has increased by 19 million visitors
- Domestic travelers spent nearly \$35.1 billion in Illinois during 2016, a 1.8% increase over 2015
 - In 2016, domestic travelers to Illinois generated \$2.6 billion in state and local tax revenue, an increase of \$122 million over 2015
- Length of stay per visitor increased by 3%, surpassing the US average of 2.4%



Kane County, IL



Smith Travel Research-Yearly Occupancy Report: Calendar YTD Fox River Valley including Elgin and Aurora 2016-2017

Occupancy

54.0%
-1.4

ADR

93.78%
1.14

RevPar

50.63%
-0.73

St. Charles, IL

2016-2017

Hotel/Motel
Net Receipts

\$42,880,346.91
62.42% of Kane
County

Eating/Drinking
Tax

\$6,430,404.07
16.8% of Kane
County



THE ROAD AHEAD

FY 2019



Distribution Centers

The GSCCVB has 18 distribution centers throughout the State of Illinois that are supplied with visitor guides and various pamphlets for businesses in the destination region.

1st Street Parking Garage

North & South Lobbies
St. Charles, IL 60174

Fox Valley Ice Arena

1996 S Kirk Rd
Geneva, IL 60134

Kane County Fairgrounds

525 Randall Rd
St Charles, IL 60174

Greater St. Charles Convention & Visitors Bureau

2 East Main Street
St. Charles, IL 60174

Cumberland Road Information Center

I-70 Rest Area-Westbound / Route 3
Marshall, IL 62441

DeKalb Oasis

2700 N. Crego Road
DeKalb, IL 60115

Fort Massac

Information Center

5402 Highway 45
South
Metropolis, IL 62960

Homestead

Information Center

I-55 Rest Area –
Northbound
Hamel, IL 60246

Mississippi Rapids

Information Center

I-80 Rest Area -
Eastbound
Rapids City, IL
61278

Old State Capital

Tourist Information Center

1 SW Old State
Capital Plaza
Springfield, IL 62701

Prairie View North Tourist Information Center

I-57 Rest Area - Northbound /
North of Peotone Entrance
Monee, IL 60449

Prairie View South Tourist Information Center

I-57 Rest Area-Southbound /
South of Monee Exit
Monee, IL 60449

Rend Lake North Information Center

80 N I-57 Rest Area Northbound
Whittington, IL 62897

Rend Lake South Information Center

I-57 Rest Area-Southbound
Whittington, IL 62897

Salt Kettle Information Center

I-74 Westbound
Oakwood, IL 61858

International Marketing Plan

FY 2019

Explore International markets already coming to Chicago and nearby suburbs for opportunities to visit or extend their overnight stay in the GSCCVB service area.

Strategies

- Host FAM for IL Office of Tourism's Agency to determine the level of opportunity with International Marketing
- Work with the Illinois Office of Tourism to be included on Travel Agent and International Fam tour stops

Group Tour, Agri-tourism, and Ecology-Marketing Plan

FY 2019

Provide group tour & travel experiences celebrating heritage, history, farming, and natural ecology.

Strategy 1: Promote programs to Illinois Universities and Colleges with organized itineraries

Strategy 2: Provide affordable tour and travel itineraries with organized trip itineraries offered the Boy Scouts, Girl Scouts, 4-H and other youth programs with educational content based within this segment.

Strategy 3: Establish energy, nature, and ecology itinerary programs.

Strategy 4: Utilize senior itinerary arts program with Elderhostel and Road Scholar offering photography, scenic painting and other activities.

Events-Marketing Plan

FY 2019

The GSCCVB recognizes the importance of connecting the destinations events with incoming tourist. This leisure segment influences 82% of the reason incoming social engagements flourish. Investments in this area will yield economic impact for all businesses, tourists, and stakeholders.

Strategy 1: List all local events, activities on the VisitStCharles.com website.

Strategy 2: Facilitate with the special events committee of the City of St. Charles all special events incoming to the St. Charles area requiring permits are made aware of the Greater St. Charles CVB and their services.

Strategy 3: Collaborate with Illinois Office of Tourism to promote events, activities and promotions in the GSCCVB service area at the state level on the www.enjoyillinois.com site.

Strategy 4: Partner with all destination stakeholders to carry the GSCCVB'S website link to secure greater occupancy in the service area.

Strategy 5: Distribute visitors guides

Destination Weddings-Marketing Plan

FY 2019

Strategy 1: Expand on the newly created and successful campaign “Say Yes” that encompasses all bridal themes and experiences found in one destination.

Strategy 2: In the new VisitStCharles.com website, include the “Say Yes in St. Charles” campaign dedicated to romance in venues in the Greater St. Charles and our service areas.

Strategy 3: The “Say Yes” campaign beginning January 2, 2019 to target newly & soon to be engaged.



Sports, Tournaments, & Events

FY 2019

The mission of the GSCCVB is to attract sporting events and tournaments that stimulate the tourism economic impact throughout our service area.

Strategy 1: Increase state, regional, and national tourism awareness in the GSCCVB brand of sports marketing for the service area by securing national sports events and tournaments.

Strategy 2: Target high-profile sporting events that utilize venues fitting the destinations profile.

Strategy 3: Develop a strong network of local and regional stakeholders to assist in capitalizing on increased sales opportunities.

Strategy 4: Use the platform of those events to gain more exposure by livestreaming major events happening in the Greater St. Charles area.

Strategy 5: Increase sales in amateur sports events held in the destination.



Conventions, Training Conferences, Trade Shows, & Expos-Marketing Plan FY 2019

The Tourism Development team will promote the Greater St. Charles area as a high tech, high quality destination in hosting conventions, training conferences, team building experiences, meetings, trade shows and expos.

Strategy 1: Develop and increase the Illinois Association, National Association, religious, government, fraternal, social, multicultural and sports conventions held in the destination.

Strategy 2: Increase convention sales from Illinois meetings and convention market to be one of our strongest producing market segments in the destination.

Strategy 3: Support destination in weak occupancy times through increased meetings, conventions, and expos through niche markets and special interest groups.

Strategy 4: Promote the destination for entrepreneurial expos that seek high tech surroundings dedicated to teambuilding and collaborating efforts.

Strategy 5: Provide visitor convention information to support city wide efforts.

Scarecrow Fest

FY 2019

To grow a renewed interest within the youth of the GSCCVB service area community in the heritage of the Scarecrow Fest. Foster community pride in a festival that was in the running for “one of the best festivals in Illinois” at the Illinois Governors Tourism conference as well as the Kane County Chronicle. We strive to strengthen relationships with festival goers by providing families sight-doing experiences.

Strategy 1: Create, Develop, Deploy and Secure a plan to strengthen overnight accommodations during Scarecrow Fest weekend. Allowing Fest goers to experience the destination longer.

Strategy 2: Demonstrations and Education for crowds related to our community, heritage and culture.

Strategy 3: Improve stakeholder/GSCCVB service area community involvement in event & contest.

Authentic-Marketing Plan

FY 2019



Authentic St. Charles is a sub-brand that focuses on farm-to-table foods, and other locally sourced and made items, reaffirming the authenticity of the area and its way of life, while giving local artisans and makers a way to promote their connection to St. Charles and its rich culture and atmosphere. Developing authentic videos and photos will be key to our success in marketing creative experiences to visitors. Painting a canvas of what it is like to visit and interact with the people and attractions of the Greater St. Charles area and share that story across all media.



Greater St. Charles Farm Tour

Destination Marketing Cooperative and Engagement-Marketing Plan

FY 2019

The GSCCVB seeks to engage and unify the destination in the pursuit of a higher tourism financial impact for the well-being of all, by developing a strategic destination cooperative that directly connects business to tourism.

- **Inform** the community and press of bureau campaigns, promotions, initiatives and events using all channels of media (newspaper, video, television, social sites).
- **Build** awareness and understanding amongst businesses, stakeholders, and tourism partners.
- **Connect** tourism partners growth for overall economic impact in businesses.
- Partner with Stakeholders in promotional opportunities that fit the mission.

New Growth: LinkedIn

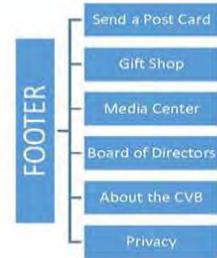


- Promotes our two largest meeting spaces, the MegaCenter at Pheasant Run Resort and Q Center.
- Gives insight to meetings and convention planners that we want them to experience our sight-doing team building experiences in conventions.
- Online “Book Now” option with convention service support.



New Growth: Website Layout Coming

St. Charles CVB New Website Map



Board of Directors

President

Tom Donahue
General Manager
Q Center

VP/Treasurer

Holly Cabel
Executive Director
St. Charles Park District

Secretary

France Langan
General Manager
Pheasant Run Resort

Director Ex Officio

Art Lemke, Alderman
City of St. Charles

Sue Henry

Owner
Mixology Salon Spa

Darius Grigaliunas

President
Baltria Vintage Auto Gallery

Joseph J. Klein

Attorney at Law
Klein, Daday, Aretos &
O'Donoghue

Rowena Salas

Owner
Hotel Baker

Ron Onesti

President and CEO
Onesti Entertainment



AGENDA ITEM EXECUTIVE SUMMARY

Agenda Item number: 7c

Title: Recommendation to Approve the Service Agreement and Funding for the History Center for FY 2018-2019

Presenter: Chris Minick, Finance Director

Meeting: Government Operations Committee

Date: April 2, 2018

Proposed Cost: \$ See Below

Budgeted Amount: \$ 35,000

Not Budgeted:

UPDATE FOR APRIL 2, 2018 GOC MEETING:

Representatives of the History Center (HC) are requesting to re-present the funding presentation made at the January 22, 2018 GOC. In that presentation the HC requested an increase in funding from the current level of \$31,500 to \$42,000 for FY 2018-2019. Additionally, the HC requested a commitment from the City that their funding level would incrementally increase until it reached \$50,000 in accordance with the schedule below. No direction was provided from the Committee at the January meeting.

At the City Council Budget Retreat in February, direction was given to restore the previous 10% funding cuts to outside civic organizations. This action would restore the HC's funding level to \$35,000 for FY 2018-2019. This level is \$7,000 less than the HC's Funding request.

Staff is seeking direction as to the Committee's formal recommendation for a funding level for the HC for the 2018-2019 funding year (\$35,000 or \$42,000). Staff has included a draft service agreement for FY 2018-2019 with the amount of funding left blank. After the Committee makes a recommendation for funding, Staff will fill in the appropriate amount and have the 2018-2019 Service Agreement available for formal consideration and possible approval at the April 16 City Council Meeting.

Per Council direction from the February Budget Retreat, funding in the amount of \$35,000 is currently included in the City's proposed 2018-2019 Budget draft.

AIES from January 22 GOC Meeting:

Executive Summary (if not budgeted please explain):

Representatives of the History Museum will appear before the Government Operations Committee and present results of operations for the past year and outline relevant activities planned for its upcoming year of operations, as is required for organizations that receive more than \$25,000 in City funding support (the funding presentation). This year, we are holding the funding presentation prior to the finalization of the budget. Budget discussions are currently occurring at the staff level and the proper funding level directed by City Council will be reflected in the budget presented for approval later this winter/spring.

Historically the History Center has received an allocation from the Hotel Motel Tax revenue stream in an amount between \$30,000 and \$35,000 annually. This level of funding has been consistent for many years. The allocation for the 2017-2018 City fiscal year is \$31,500. The History Center is seeking a funding increase to provide an ability to offer programs and services with small, incremental increases over a period of years:

- 2018-2019: \$42,000

- 2019-2020: \$44,000
- 2020-2021: \$46,000
- 2021-2022: \$48,000
- 2022-2023: \$50,000

The History Center has represented that the additional funding requested would free up time and resources to allow for additional tasks and programs to be undertaken. They will elaborate during the presentation. If the request is acceptable to the City Council, we would formally approve the \$42,000 for fiscal year 2018-2019 and the expectation would be that the funding level of \$44,000 would be approved in 2019 for the 2019-2020 funding allocation and so on, assuming results are satisfactory.

In the event that the increased funding is not approved, the History Museum requests that the \$31,500 funding allocation from the Hotel/Motel Tax line item be awarded to allow them to maintain the current programming and activity level

Attachments (*please list*):

History Center Funding Presentation

Recommendation/Suggested Action (*briefly explain*):

A Motion to Approve the Service Agreement and Funding for the History Museum for FY 2018-2019.

**AGREEMENT FOR SERVICES BETWEEN THE CITY OF ST. CHARLES AND
THE ST. CHARLES HISTORY MUSEUM**

WHEREAS, the City of St. Charles, hereinafter referred to as " City," is desirous of promoting and the rich history and culture of St. Charles; and,

WHEREAS, Chapter 3.32, "Municipal Hotel Operators' Occupation Tax," of the City of St. Charles, Illinois, Municipal Code (hereinafter referred to as "Hotel Tax Ordinance") provides for such activities in accordance with the limitations of the ordinance; and,

WHEREAS, the St. Charles History Museum, (hereinafter referred to as "the History Museum") an Illinois not-for-profit organization certified by the State of Illinois to collect, preserve, and present the history of the City of St. Charles and St. Charles Township, can provide research facilities, exhibits, and programs to residents and visitors to St. Charles.

NOW THEREFORE, IT IS HEREBY AGREED AS FOLLOWS:

- I. In consideration of the promises, terms and conditions set forth, the History Museum shall devote its energies to presenting the history of the Greater St. Charles area including, but not limited to, museum exhibits, satellite exhibits, public programs, school programs on site and in the classrooms, and participation in community festivals when feasible. Activities to include, but not limited to:
 - A. Maintaining permanent and rotating exhibits on various St. Charles history subjects at the History Museum and other locations in the community;
 - B. Offer public programs for residents and visitors by working with other community groups to bring in speakers and experts on various topics relating to local, state, and regional history and culture;
 - C. Work with teachers and principals to create and offer programs for CUSD 303 schools to supplement the local history unit and other relevant units;
 - D. Work with local festival and event coordinators to offer services including bus tour guides, and to coordinate possible exhibit opportunities;
 - E. Maintain and enhance existing relationships with St. Charles community stakeholder organizations including the Convention and Visitor's Bureau, Chamber of Commerce, Downtown Partnership, St. Charles Community Unit School District 303, Public Library, Park District, St. Charles Township, and the City;
 - F. Seek grants on all levels to assist in the funding of planned activities;

- G. Interface with other local, state and regional museum organizations to ensure best practices are being met;
 - H. Continue to assess the results of the History Museum's work and provide annual written reports to the City Council.
- II. In consideration of the foregoing services provided by the History Museum, City agrees to pay to the History Museum \$ [REDACTED] for the period beginning May 1, 2018 and ending April 30, 2019. Payment shall be made on a monthly basis, subject to deductions by City for collection costs.
- III. The History Museum will not enter into any relationship, contractual or otherwise, which will subject City to any liability. The History Museum, an independent contractor, receives funding from City to provide programs and exhibits highlighting the history of St. Charles and has no authority to bind City in any matter. The History Museum further agrees to indemnify and hold harmless the City from any and all liability, losses or damages, including reasonable attorney's fees, arising from the execution or implementation of this agreement.
- IV. The History Museum shall maintain records of all of its activities for a period of at least seven years, which records shall upon request be subject to inspection and copying by City or its designated agent at City's sole expense at any reasonable time or times during the operation of this agreement and for a period of three years thereafter.
- V. This agreement shall terminate on April 30, 2019, and the consideration therefore may be renewed by a written instrument executed by both parties.
- VI. The History Museum 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 shall be provided to City within thirty (30) days after the end of the month for which the statement is prepared. The History Museum shall comply with the terms and conditions of City's Policy Regarding Funding for External Agencies, as it exists on May 1, 2018.
- VII. The History Museum agrees that it will continue to identify, recruit, and appoint new and/or additional members to its Board of Directors to represent the entire community of the City of St. Charles. The History Museum also agrees to maintain its by-laws so as to restrict the duration and number of terms of office members of the Board of Directors may serve.

- VIII. Upon termination of this agreement, any funds paid to the History Museum and not used or otherwise subject to pending contract requirements of the History Museum shall be returned to the City.
- IX. 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.
- X. The foregoing is the entire agreement made by and between the parties hereto and has been examined by each of the said parties.
- XI. Any amendment to this agreement shall be effective only if evidenced by a written instrument executed by the parties hereto.

IN WITNESS WHEREOF, the undersigned have hereto set their hands and seals this _____ day of April, 2018.

ST. CHARLES HISTORY MUSEUM

CITY OF ST. CHARLES

By _____
President

Mayor

YOUR CITY. YOUR HISTORY. YOUR SENSE OF COMMUNITY.

ST. CHARLES HISTORY MUSEUM FUNDING PRESENTATION

Presented By: Alison Costanzo, Executive Director

01/22/2018



OUR MISSION

The Museum shall receive, examine, preserve, and display records, documents, textiles, and objects of historic value, which reflect or pertain to events and progress of the city and township of St. Charles from human occupation to the present date.

In pursuit of these purposes, the Museum shall exist for the educational and cultural enrichment of the City of St. Charles, the township, and community of the surrounding area.

OUR HISTORY: A LOOK BACK TO OUR BEGINNINGS

MARCH 17, 1926

AURORA BEACON-NEWS

PLAN HISTORICAL SOCIETY MUSEUM FOR ST. CHARLES

Kiwanis Club Committee Named to Seek Permanent Housing Place for Relics.

St. Charles, Ill., March 17.—St. Charles is to have a historical society. The first steps towards an organization were made at the meeting of the Kiwanis club last evening when President Thompson appointed H. G. Hempstead, Col. F. D. Whipp and Harold Colson to perfect such a society.

Frank Underwood, owner of an unusually fine collection of Indian relics addressed the club last evening and as 90 per cent of the relics he owns have been found within three miles of St. Charles an informal discussion of the creation of a place for collections that will eventually be given for a museum, followed his talk. St. Charles residents have been collecting relics for years and if there is not some local place for collections they may find their way out of the city.

The meeting in the Masonic hall, was one of the most interesting ever held by the club.

ELGIN COURIER

Kiwanis Club Meets

The regular meeting of the Kiwanis club was held last evening in Masonic hall at 6:30 o'clock. Mr. Frank Underwood was present at the meeting with his large collection of arrow heads, which he has found in this vicinity. He told all about the collection and where they had been found, many of them north of St. Charles, near and around Person's creek.

1926

LEGION TO START HISTORY SOCIETY AT ST. CHARLES

Dr. I. A. Langum Presents Post With Antiques to Start Collection.

St. Charles, Ill., Feb. 3.—Dr. I. A. Langum has presented the American Legion a number of gifts to start the historical museum in the Henry Baker memorial community house. Dr. Langum has been appointed by H. A. Wilkinson, commander of the Legion, chairman of a group of legionnaires in founding a St. Charles historical society.

The collection will be housed in cabinets on the third floor of the Henry Baker memorial community house. For some time the Legion has realized that there are many articles pertaining to the early history of St. Charles that should be placed in a collection.

Anyone having old papers, books, pictures or furniture of St. Charles from an early day is asked to give to this collection. It is hoped that within a short time the St. Charles Historical society may become affiliated with the national organization.

1928

COLSON HEADS NEW HISTORICAL SOCIETY

A meeting called last Thursday evening to form a local historical society drew out two scores of people to the library hall in spite of the counter-attractions of Caustin's fistic bill at the Community Center.

As president, the new organization unanimously chose Harold E. Colson after that gentleman tried in vain to nominate Frank M. Underwood, who declined the post but prompted his support to the project. J. H. Rockwell was elected secretary.

President Colson promised to announce his committees and their members in the near future. He has already collected an interesting series of pictures of old Main Street which was exhibited at the meeting.

In calling the gathering to order, George E. Thompson endorsed its purpose, saying that St. Charles' history was typical of the middle west and the preservation of its data and relics a worthy design; and an invitation was given to all in sympathy therewith to join and attend the meetings of the society.

1933

OUR HISTORY: A NEW HOME

CITY GIVEN MUNICIPAL BLDG. TITLE

With Building Ready Donors Hand Over Title At Once.

Col. E. J. Baker, recovering from his recent illness in Community Hospital, Geneva, sent word to Mayor Langum yesterday that inasmuch as the city was ready to move into the New Municipal Building he and Mr. and Mrs. L. J. Norris felt that the city should not wait for a formal dedication and that they would give the city title to the property at once. It was immediately arranged. Mayor Langum met Col. Baker and Mr. and Mrs. Norris in his room at the hospital this morning and the mayor accepted the deed in the name of the city.

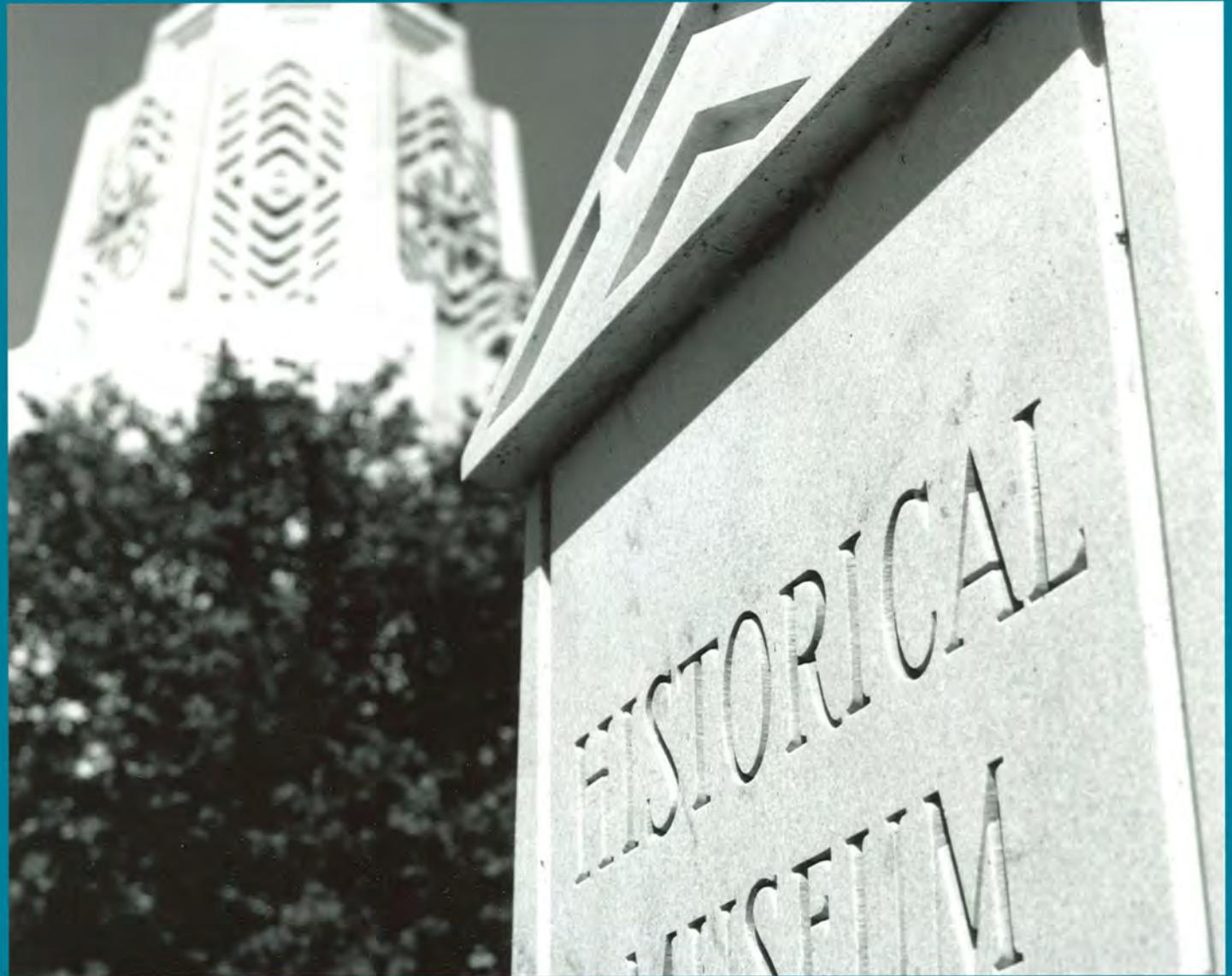
While there have been no definite plans made for a dedication ceremony, it has been the thought of many that the formal acceptance by the city be made at the first council meeting in the new building, with Col. and Mrs. Baker and Mr. and Mrs. Norris presenting the deed and appropriate acceptance. The council hall is large and would hold a large part of the group of St. Charles people who would like to be present. City officials and St. Charles people will no doubt desire some sort of ceremony at a later date when proper recognition can be given for this splendid gift.

For the past few weeks the Mayor and Councilmen have made frequent trips to Chicago buying the furnishings for the various municipal rooms, nine in all. In addition to the large Council room, the Council has an adjoining committee room. The large downstairs room on the south is being furnished for the City Clerk's office where light and water bills will be paid. Provision is also made for individual offices for the Mayor, City Attorney, Superintendent of Public Works, Tax Collector and Chief of Police.

The first meeting of the City Council in its new building will be held Monday evening, June 17. The City Clerk's office will begin collection of light and water bills in their new quarters June 16.

This new municipal building is outstanding in every way. Taking advantage of its location on the river bank its structure of Georgia marble and its architecture equalling Europe's palatial buildings, it is the outright gift from the donors. In addition to housing the municipal officials, provision is made for the many precious relics and historical collections for which pioneer St. Charlesites are noted. When arranged, the collection will be of wide interest.

The room given over to transportation facilities is ready for use.



1940

OUR HISTORY: A MOVE TO MAIN STREET

St. Charles nearing completion of new Heritage Center

Matt Leonard of Driessen Construction, left, works on renovation of the old gas station at 215 E. Main St. in St. Charles on Thursday while Ray Rodriguez, center, and Joshua Anderson of Signs of the Fox work on the new sign marking the building as the St. Charles History Museum.

Chronicle photo by Kathy Guyer



■ Museum, research facility, gift shop and more to open to local history buffs this fall.

By KATHY GUYER
Kane County Chronicle

ST. CHARLES — The transformation of the former Texaco gas station into a museum is nearing completion, and members of the St. Charles Heritage Center board and museum staff are preparing for the day they can move to their new home.

The view of the building at 215 E. Main St. has changed, with new additions, windows and a terrace area making it obvious the days of pumping gas and fixing flats at the prime Main Street location are over.

Part of the space under the roofed gas pump area has been enclosed to create a gift shop where visitors will enter.

Low brick walls create a nice outdoor pedestrian terrace with paver blocks and space for landscaping.

And another low wall in front of the

building replicates one that was removed years ago from the original gas station.

St. Charles Heritage Center board member Patty Thayer said the center tried to duplicate the original architecture and stone as much as possible when making additions or changes.

The former garage doors where people would pull their cars in for service now are window display cases.

"These will be available to community organizations on a rotating basis," Thayer said. She added the Heritage Center will give local groups a chance to promote programs while keeping the windows interesting for passersby.

The interior also is nearing completion.

Drywall and new floors have turned the once-greasy garage into a like-new building designed for showcasing St. Charles history.

Heating and ventilation also is new, an important aspect of the museum as artifacts will be stored in the basement

Please see **HERITAGE** page 6

2000

2001



A NEW DIRECTION

2015 - 2017

ACCOMPLISHMENTS



MOVING FORWARD



ACCOMPLISHMENTS

- Hired Professional Museum Staff
- New Brand
- Secured approximately \$80,000 in grants and gifts to update the permanent exhibit hall.
- \$40,000 in Estate Bequeathals
- Increased hours of part-time staff, working towards expanding to full time and adding additional staff.
- Expanded our community outreach, programs, and events.
- Enhanced our Social Media Presence
- Developed new partnerships for our fundraising activities.
- Branded and updated retail space to promote the City of St. Charles.
- Increased Museum attendance by 48% over the last three years.



St. CHARLES
HISTORY MUSEUM

COLLECT • PRESERVE • PRESENT

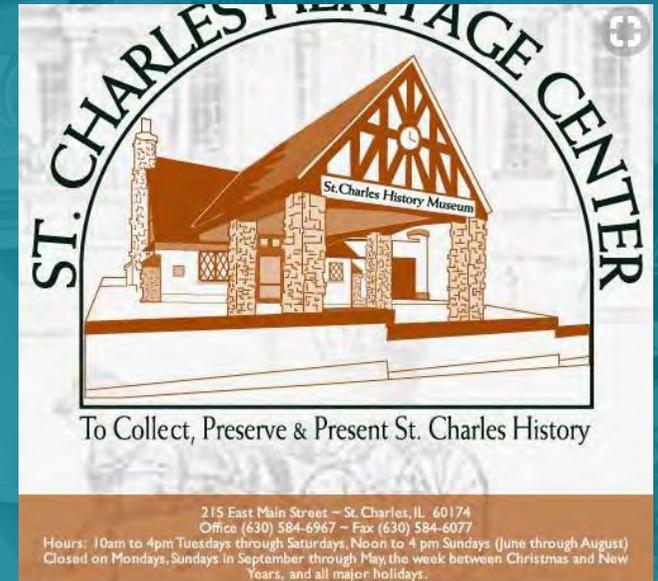
2018 STRATEGIC GOAL HIGHLIGHTS

- Develop event/meeting and facility policy.
- Promote nonprofit associations meeting usage at the Museum to increase community awareness.
- Improve, marketing, branding, and sales of the gift shop.
- Develop a scope of work for caring for the museum archive, textiles and object collections.
- Membership drive to increase donors and long term support for the Museum.
- Continue to develop educational programming and collaboration with outside organizations



NEW BRAND

- In 2015, the Executive Director and Board of Directors made the decision to rebrand.
- The goal to create a consistent message that would resonate with the public.
- Develop marketing material to promote the new brand and the Museum.
- In May 2015, the Museum launched its new website and brand to the public.
- October 2017, the Museum launched a secondary brand specifically to promote the Gift Shop and make it a unique destination.
- The Museum is currently working with Streng Marketing who is donating their services to create a new line of membership and bequeathment promotional material. (February 2018)



St. CHARLES
HISTORY MUSEUM

COLLECT • PRESERVE • PRESENT



THE CURIOUS FOX

GIFT SHOP

ONLINE PRESENCE

WEBSITE & SOCIAL MEDIA

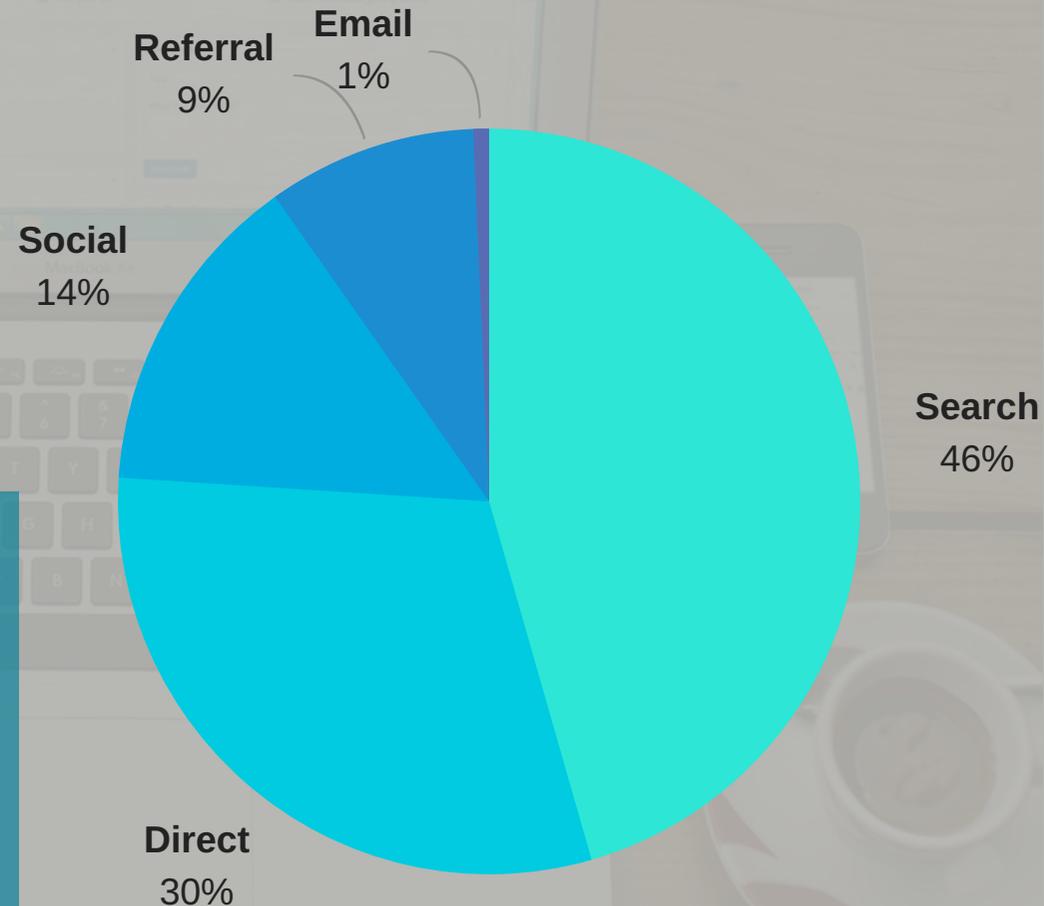
WEBSITE STATS 2015-2017

Unique Visitors - 24.7K

Visits - 29.1k

Page Views - 61.9k

WEBSITE SOURCES



SOCIAL MEDIA STATS 2015-2017



2015-1,368

2016-1,849 **77.5% Growth**

2017-2,422

4308% Growth

2015-13

2016-261

2017-573



EXHIBIT REDEVELOPMENT

2015-2017

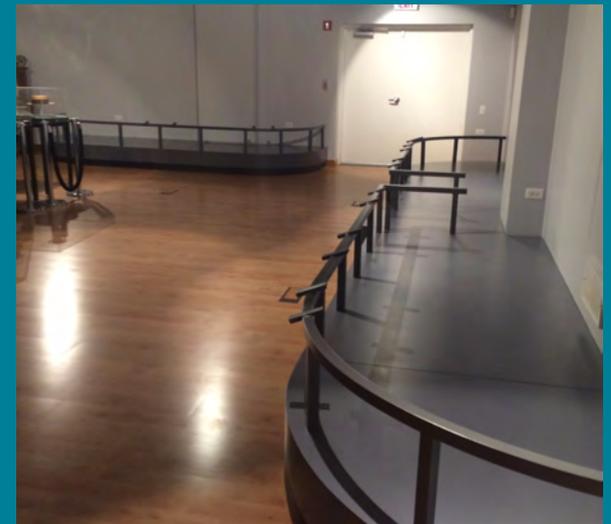


In 2015, it was clear that the Museum needed to redefine itself. The Museum needed to take a strategic approach grounded in a thorough understanding of the people who use museums and the role that our exhibitions and services play within the community.

By updating the permanent exhibit we are able to deliver better temporary exhibitions and programs. As well as promote and preserve the history of St. Charles.

SECURING GRANTS & GIFTS

- | | |
|--|------------------------------|
| 2015 | 2017 |
| \$8,000 Community Foundation of the Fox River Valley | \$3,500 Jack & Kathy Brens |
| \$52,500 Grand Victoria Riverboat Grant | \$3,500 Tom & Chris Anderson |
| 2016 | 2018 |
| \$10,000 Grand Victoria Riverboat Grant | 3,900 CAP Grant |
| \$3,700 Ralph and Ginnie Minard | (TBD April 2018) |
| \$3,500 Jane Peterson Trust | |



EVENTS, PROGRAMS & OUTREACH

EVENTS

- 40s Night at the Arcada
- Best of St. Charles Foodie Fest
- Family Fun Day
- Tri-Cities 50/50 Community Raffle

PROGRAMS

- Saturday Speaker Series
- Brown Bag Lunch-New 2018
- Mystery History Food Crawl
- Grave Reminders Cemetery Walk
- St. Charles Public Library Collaborative Programs
- Local History School Program- New 2018

OUTREACH

- St. Patrick's Day Parade
- Pride of the Fox/Festival of the Fox
- Scarecrow Fest
- Electric Parade-Holiday Hot Spot
- Pickle Scavenger Hunt



40S NIGHT AT CLUB ARCADIA

- Performance by Rosie and the Rivets
- Caricaturist
- Photo Booth
- Dance Lessons by Vargo Dance Studio
- 50s Night
March 22, 2018





Best of St. Charles Foodie Fest

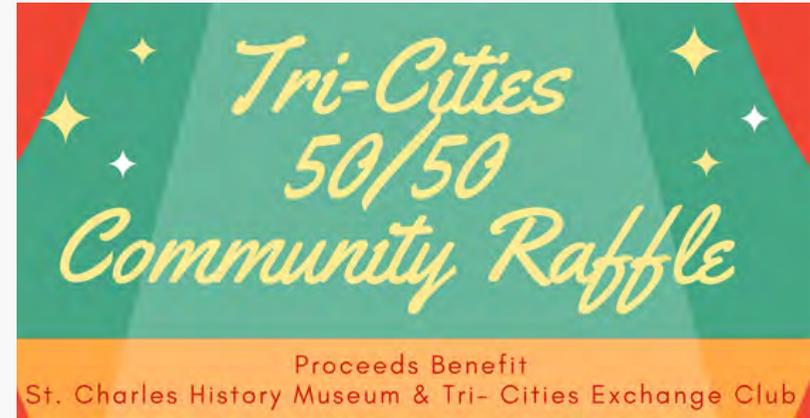
22 RESTAURANTS
300+ ATTENDEES



TRI-CITIES 50/50 COMMUNITY RAFFLE

WITH THE TRI-CITIES EXCHANGE CLUB

FINAL WINNINGS OVER \$10,000



**GRAVE
REMINDERS
CEMETERY WALK**

**Collaboration with
the St. Charles
Park District & St.
Charles East High
School Drama
Department**

North Cemetery



COMMUNITY EVENTS

St. Patrick's Day
Parade

Festival of Fox

Pickle Scavenger
Hunt

Scarecrow Fest

Electric Parade
Holiday Hot Spot



TEMPORARY EXHIBITIONS 2017

Game Changers: Sports in St. Charles

Head to Toe: Celebrating 100 Years of Fashion

GAME CHANGERS
SPORTS IN
ST. CHARLES

White
Wedding
Here comes the Bride...Not Dressed in White

The Victorian



Proposal
and wedding and marriage occurred
in the late 18th century. Some women married as
early as 12 and started families
within the first year of marriage.

It was not until the 19th century that women
began to wear long, flowing dresses and
high collars.

During the young up of the 19th and
19th century, the fashion of women's clothing
changed. Women began to wear
long, flowing dresses and high collars.

Women's fashions did not remain the same
in the 19th century. Women began to
wear long, flowing dresses and high collars.

The Engagement
Long engagements were also common
in the 19th century. Women began to
wear long, flowing dresses and high collars.



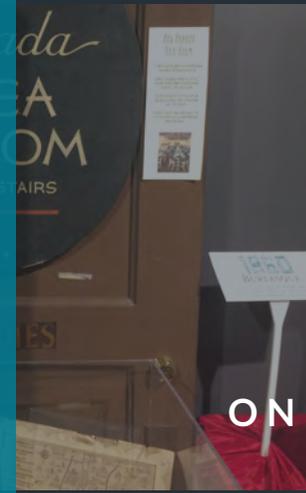
The Ring
The giving of an "engagement"
ring was a tradition that began in the
16th century. The ring was a symbol of
the couple's commitment to each other.



2015-2017

TEMPORARY EXHIBITIONS

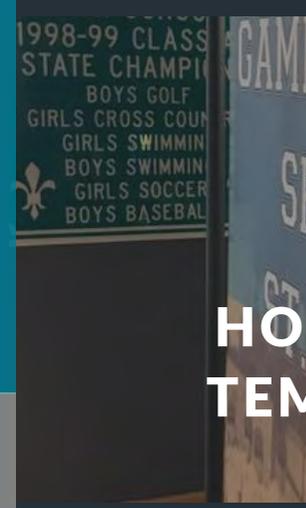
- *From the Start Lincolns Funeral*
- *It's A Big Dill*
- *A Look at Zook*
- *Whiskey Bend: Taverns, Trolleys & Temperance*
- *Sharing*
- *Garden Gods*
- *Baby it's Cold Outside: Womens Fashion Exhibit*
- *Industry*
- *Arcada: Celebrating 90 Years*
- *Game Changers: Sports in St. Charles*
- *Head to Toe: Celebrating 100 Years of Fashion*
- *Serving Gas to Perserving History- February 2018*



ON AVERAGE IT TAKES

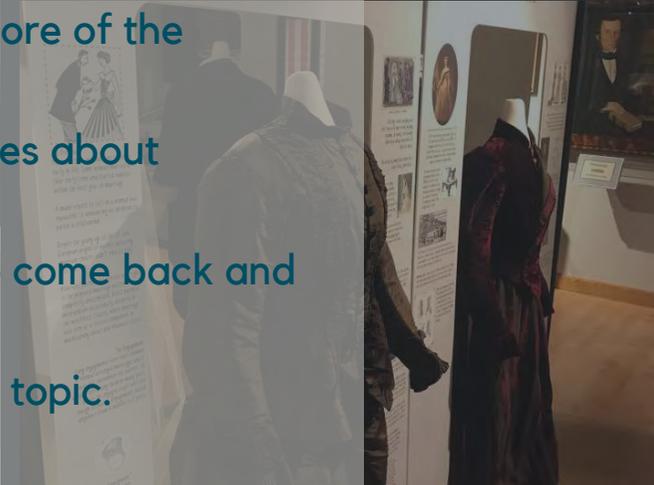
730

HOURS TO CREATE A TEMPORARY EXHIBIT



Why Create Temporary Exhibitions?

- Allows the Museum to rotate more of the collection out for exhibition.
- We can tell more in-depth stories about St. Charles.
- Creates a reason for visitors to come back and visit the Museum again.
- Brings in new visitors based on topic.



COMMUNITY PARTNERSHIPS

COMMUNITY ORGANIZATIONS

- The City of St. Charles
- St. Charles Park District
- St. Charles Public Library
- Downtown Partnership
- Chamber of Commerce
- Greater St. Charles Convention and Visitors Bureau
- Baker Community Center
- District 303
- Youth Baseball
- Pride of the Fox
- Boy Scout troop 1 & 13
- American in Bloom

LOCAL BUSINESS

Abby's
Alexanders
Arcada Theater & Club Arcada
Arcadium
All Things Art
Ave Two
Beardsley Barber Shop
Bespoke Dental Company
Blue Goose Market
Brunch Cafe
Button Man Printing
Charleston on the River
Chic Boutique
Crazy Fox
Colonial Café
Cooper's Hawk
Daves Slow Food
Day Spring Pediatrics Dentistry
Dick Pond Athletics

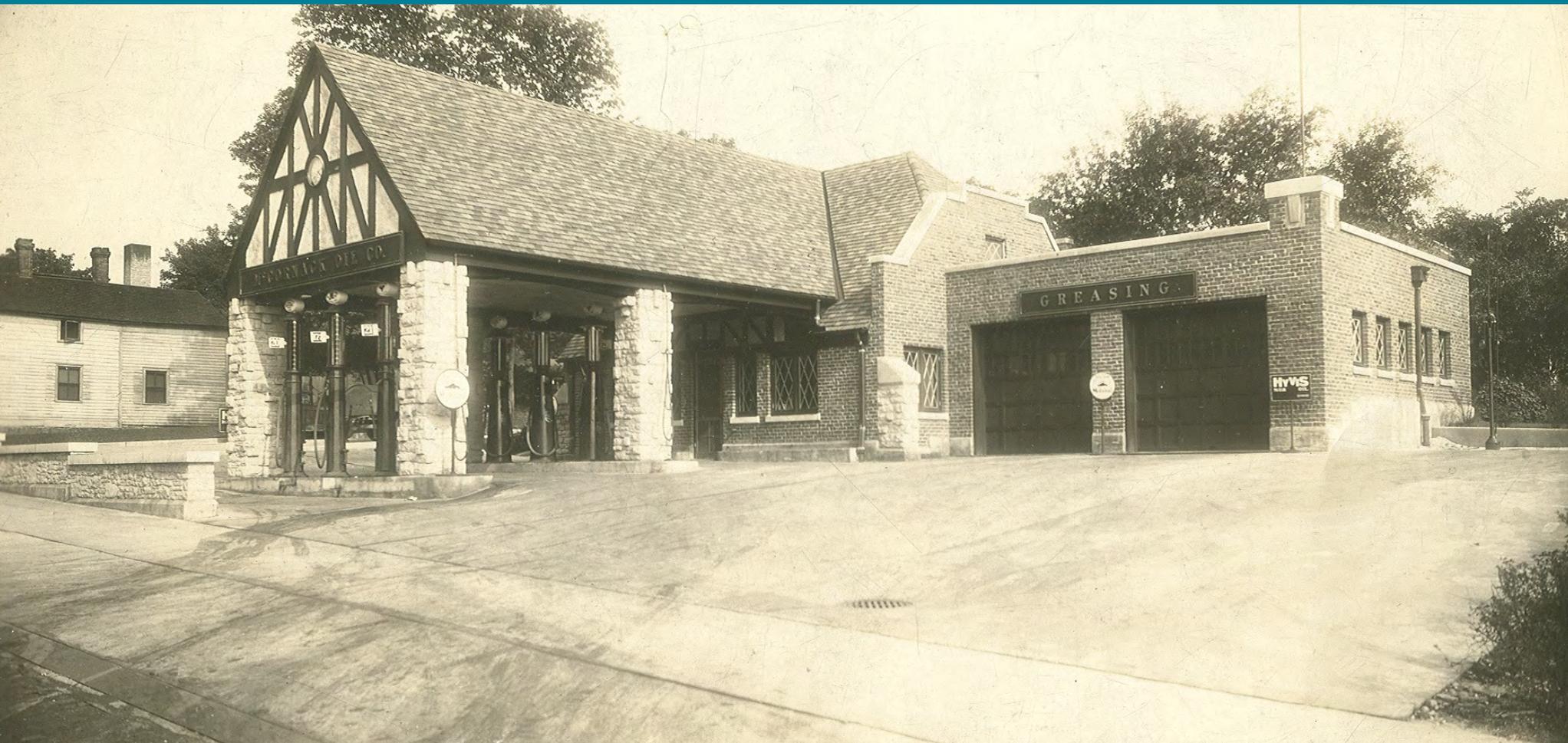
Dream Dance Academy
DRM
Edward Jones
El Puente
Fine Line Creative Dance Center
Forever Yogurt
Francesca's by the River
Ginger Root
Home Brew Shop
Hairy Ant
Hotel Baker
Jeans and Cute Top Shop
Joseph M Wiedemann & Sons
Jonny Qs BBQ
Kilwins
Kimmers

McDowell Remolding
McNally's
Mixology
Muscle Maker Grill
NeoNeri Landscapes
Norris Culture Arts Center
On the Boarder
Painted Vine
Paragon Flowers
Pheasant Run
Rivers Edges Crystals
Riverside Pizza
Two Wild Seeds
Vintage 53
West Valley Graphics



Who We Serve

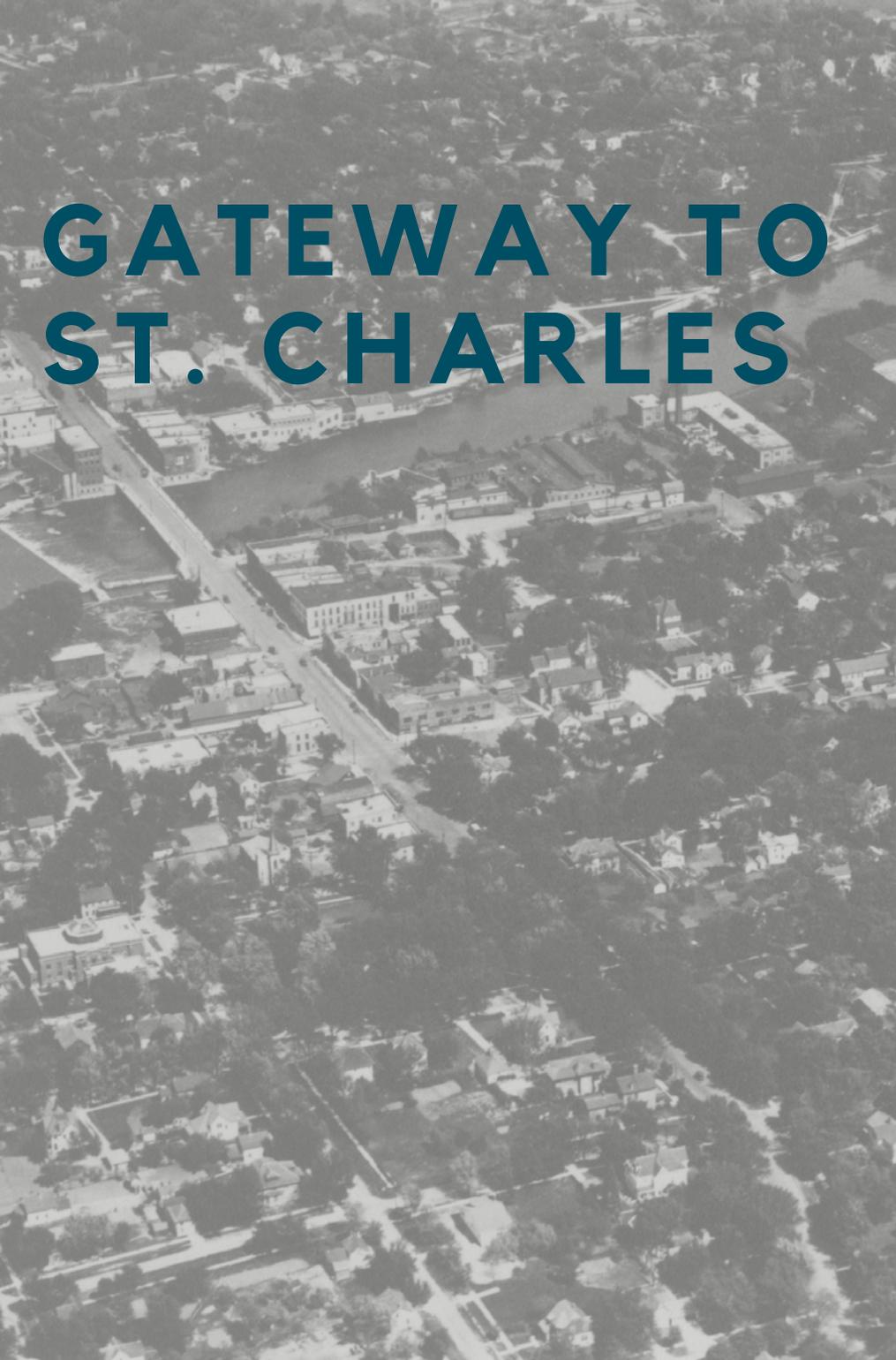
MORE THAN JUST OUR COMMUNITY



SURVEY RESULTS

To better understand how we are serving the St. Charles community we launched a survey and distributed through our social media sites.

The survey targeted those who live in St. Charles, they were asked a total of seven questions, and given the opportunity to leave feedback.



GATEWAY TO ST. CHARLES

WELCOME TO ST. CHARLES

- The Museum and Gift Shop are conveniently located on Main Street with extensive open hours and accessible parking.
- Many of those visiting from out of town and even locals treat the Museum as the information center or "Gateway to St. Charles."

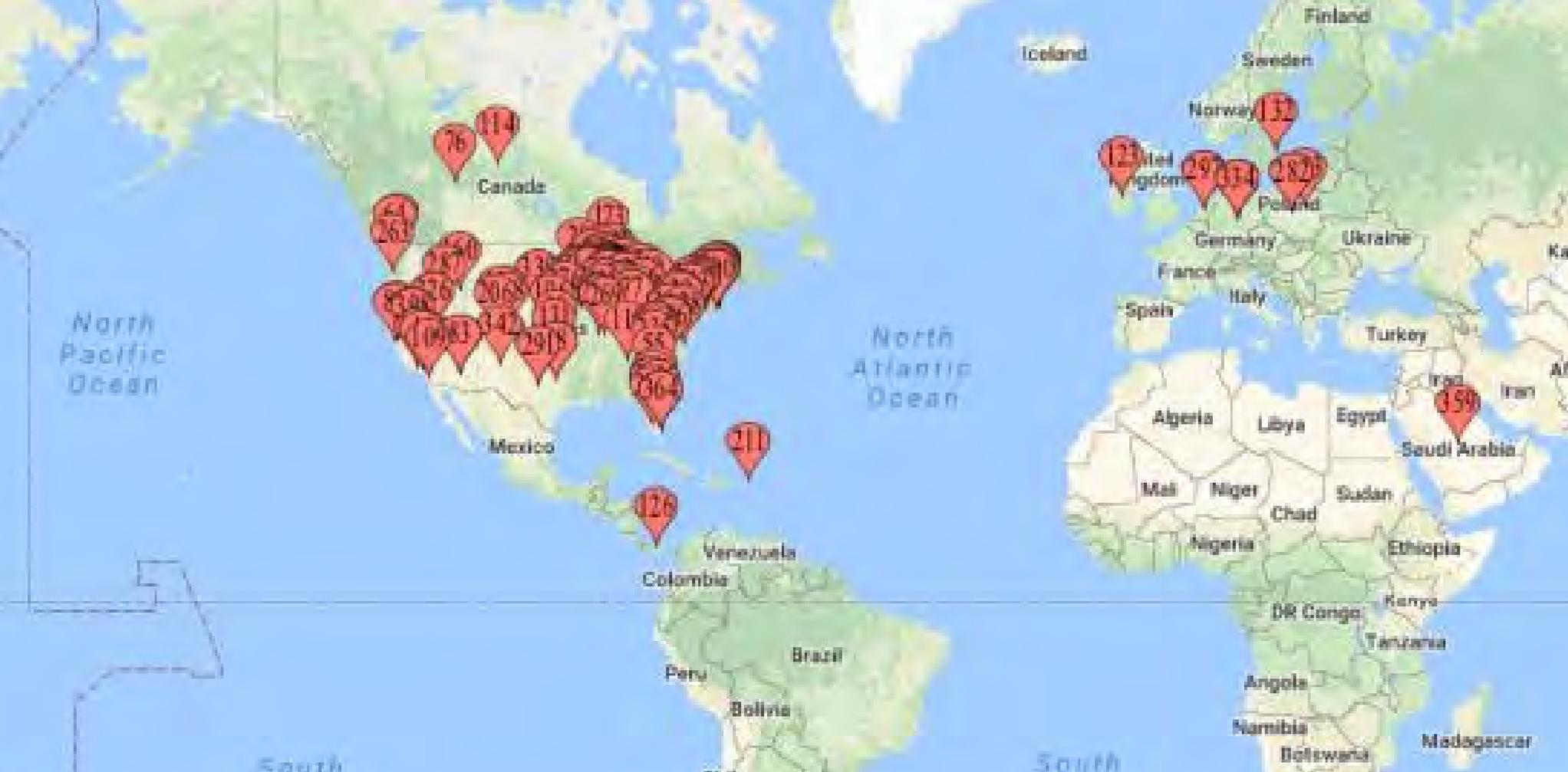
MEETING A NEED

- Early on it was clear that the Museum began to fill a need in the community.
- Staff took notice and began to listen to visitors needs and wants.
- Creating a destination for the community and those visiting.
- One Stop Shopping
- Uniquely St. Charles merchandise, work with local vendors and artisans.
- Created its own identity and social media presence.



THE CURIOUS FOX

GIFT SHOP



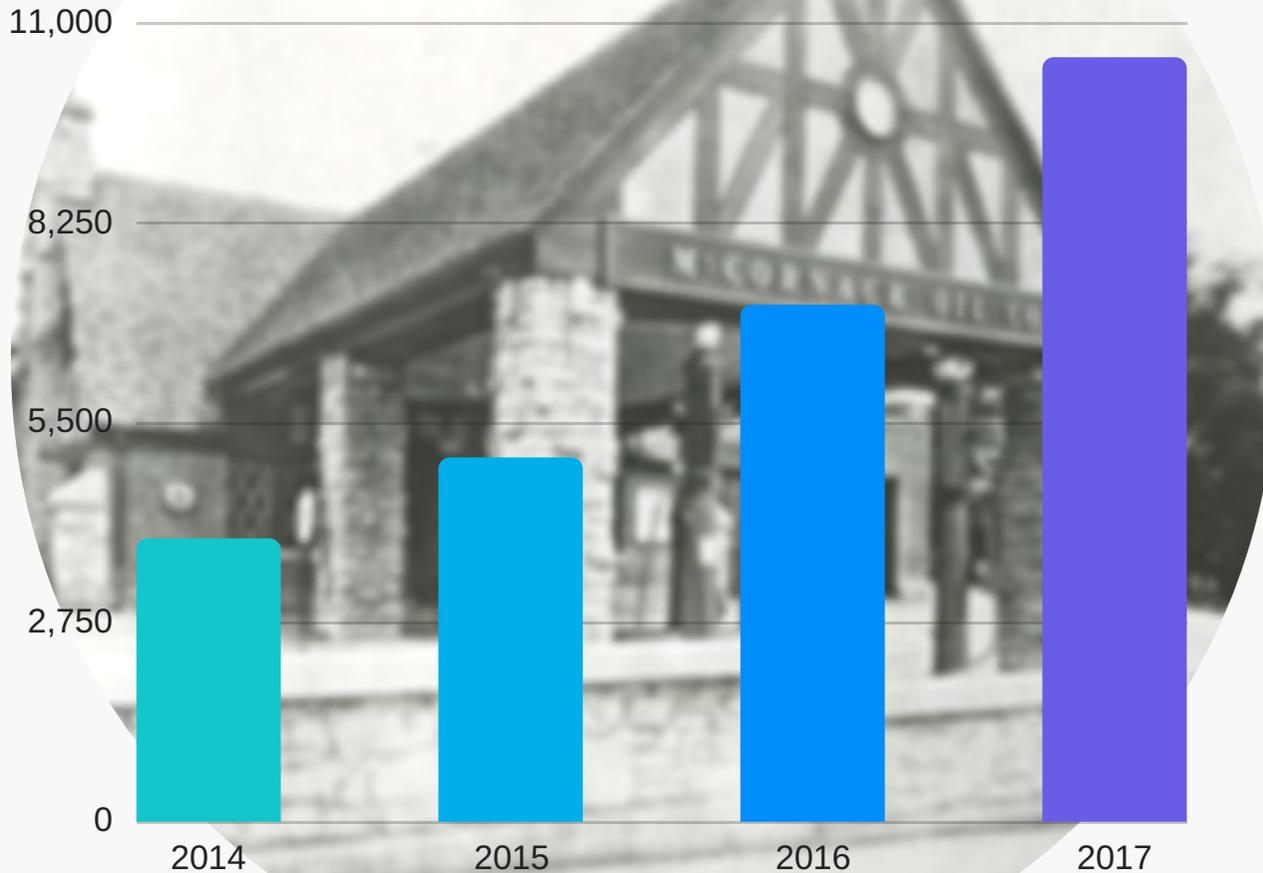
WHERE DO OUR VISITORS COME FROM...



ABOUT OUR VISITORS

- Glen Larson-Cincinnati
- Sue Murry-Grosse Pointe, MI
- Lucy & Matt Layer-D.C.
- Debbie Studdard- Phoenix, AZ
- Tiffany O'Dell & Barb Osland- Maryland "Very Nice"
- R. Gephartd Family- Savannah, GA
- Thomas Kelly- Mainsfield, TX
- Kathy Knold- Lakewood, CO "Love this place!"
- Pirkko Karvonon- Boyal Alberta, Canada "Excellent"
- Toms Christian Tours- Sun Prairie, WI "Enjoyed our visit with 54 guests"
- Lloyd & Carol Lathrop- Beaver Dam, WI "Very Nice"
- Lyndesay Adams- Emerald Hills, CA
- Montse Burillo- Panama Republic "Thank You"
- Paddy Heslin- Ireland "Wonderful Collection"
- Jan Edvinson- Oskarshamn, Sweden
- Brenda Lee Marero- Ohio
- Jenny Tyler- Idaho Falls, ID
- Carolyn Hahns- Dallas, TX "Beautiful way to know history"
- Rey Rivera- Purto Rico "Very Good"

A LOOK BACK 2014-2017 VISITOR SUMMARY



2014/2015 - 28%
2015/2016 - 41%
2016/2017 - 48%

**UPDATED
BRANDING**

**COMMUNITY
ENGAGEMENT**

**NEW EXHIBITS &
PROGRAMS**

HOW WE DO IT

STAF, BOARD OF DIRECTORES &
VOLUNTEERS



STAFF OVERVIEW

2014

- (1) Full-Time Director
- (1) 12 Hour a Week Part-Time Employee

2015

- (1) Full Time Executive Director
- (1) 12 Hours a Week Part-Time Employee
- (2) Stipend Interns

2016

- (1) Full Time Executive Director
- (1) 20 Hours a Week Part Time Curator & Marketing Coordinator

*Increased to 24 than to 28

- (1) Unpaid Intern

2017

- (1) Full Time Executive Director
- (1) 32 Hours a Week Part Time Curator & Marketing Coordinator
- (1) Unpaid Intern

2018

- (1) Full Time Executive Director
- (1) 35 Hours a Week Curator & Marketing Coordinator
- (1) Unpaid Intern





IT'S BECAUSE OF OUR VOLUNTEERS

The St. Charles History Museum volunteers currently help with the day to day operations at the Museum, assist with the collection, and exhibits as well as help at Museum events.

6400+ VOLUNTEER HOURS

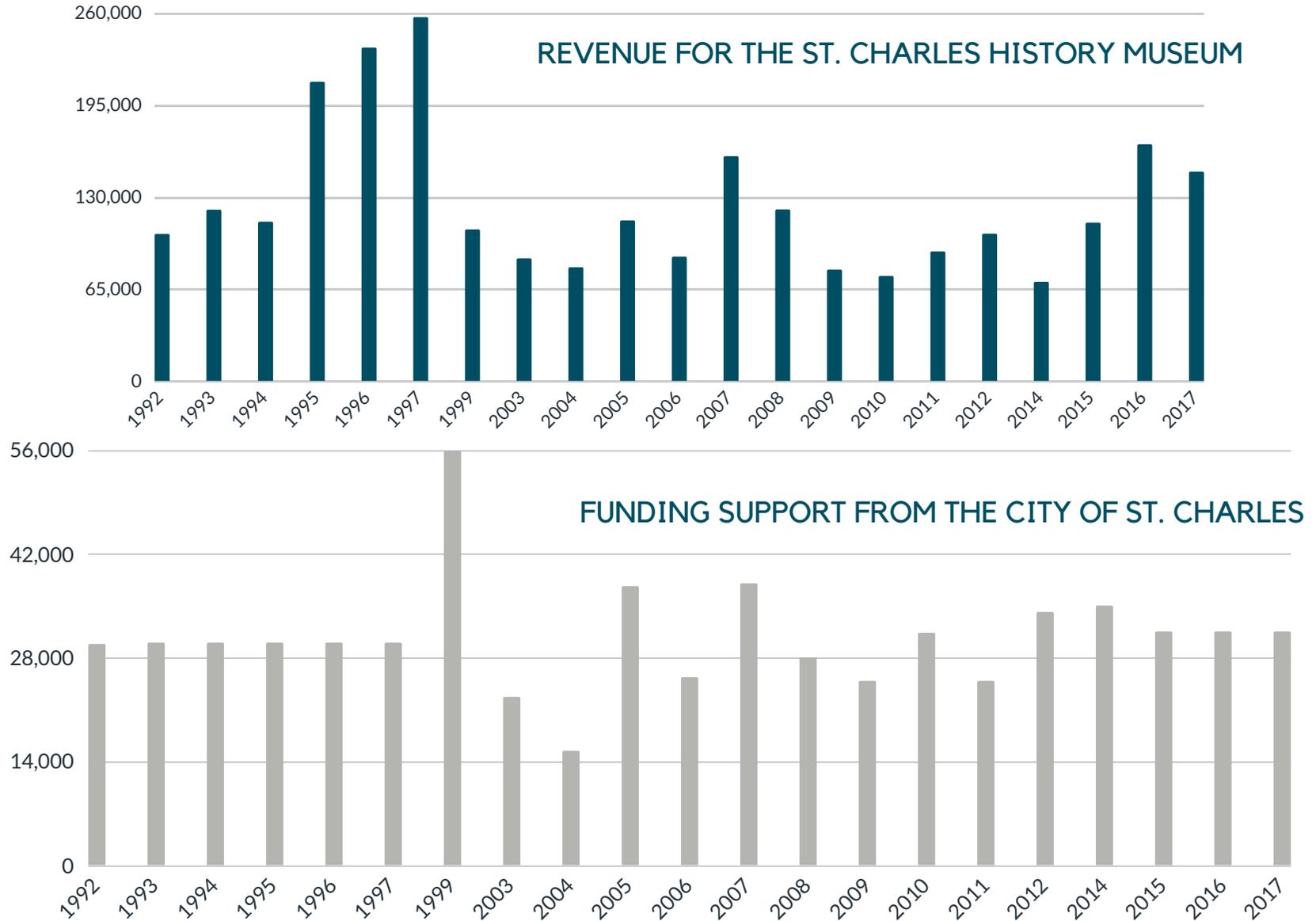


HOW ARE WE FUNDED?

A LOOK BACK AT THE
LAST 20 YEARS

AN OVERVIEW

OVER THE LAST 20 YEARS THE AVERAGE FUNDING SUPPORT RECEIVED BY THE MUSEUM HAS BEEN \$30,000.



REVENUE SOURCES

FUNDRAISING
9 MONTHS

CITY OF
ST. CHARLES
HOTEL MOTEL TAX &
MAINTENANCE OF THE
BUILDING

DONORS
MEMBERSHIP DUES
BEQUEATHALS
GIFT SHOP
DONATIONS
PROGRAMS
12 MONTHS

2018 TOTAL
PROJECTED REVENUE
\$137,810.00

75% OF THE MUSEUMS
REVENUE IS
GENERATED BY STAFF
& BOARD

OPERATING EXPENSES

OPERATING
& PAYROLL

UTILITIES
INSURANCE
OFFSITE STORAGE
STAFF DEVELOPMENT

FUNDRAISING
GIFT SHOP
TEMPORARY EXHIBITS
COLLECTION CARE
PROGRAMS

2018 TOTAL
PROJECTED EXPENSES
137,810.00

CURRENT FUNDING FROM THE HOTEL MOTEL TAX

2017 - 2018 PROPOSED CITY OF ST. CHARLES BUDGET

Estimated Revenue from
the Hotel Motel Tax
2017-2018

\$1,959,118

St. Charles History Museum
Budgeted Line Item \$31,500

1.6%

Out of the Total Revenue

FUNDING PROPOSAL

OPTION ONE

Increase the percentage received from the Hotel Motel Tax from 1.6% to 3.0%.

INCREASING OUR FUNDING AT THIS LEVEL WOULD ALLOW US TO DO THE FOLLOWING:

- Fully Fund the Executive Directors Position
- Increase Part-time Staff Hours to Full-time
- Fund Part-Time Museum Assistant Position
- Fund a Professional Collection Assessment
- Additional Staff Hours would be used to Increase Public Awareness of the Museum, and Gift Shop .
- 20% Increase in Visitor Attendance



OPTION TWO

Increase the current \$31,500 budget line item to \$42,000 in 2018 and increase by \$2,000 over the next five years to the total sum of \$50,000 and be renegotiated in 2024.

INCREASING OUR FUNDING AT THIS LEVEL WOULD ALLOW US TO DO THE FOLLOWING:

- Fully Fund the Executive Directors Position by 2023
- Increase Part-time Staff Hours to Full-time
- Fund a Professional Collection Assessment
- 10% Increase in Visitor Attendance

OPTION THREE

Continue funding at the current level of \$31,500.

INCREASING OUR FUNDING AT THIS LEVEL WOULD ALLOW US TO DO THE FOLLOWING:

- Sustain our Current Event, Program, and Outreach Efforts.
- Sustain Visitor Attendance



OUR MISSIONS

Heritage: A Cornerstone of City of St. Charles Mission

Heritage. It's one of the four main tenets of our Mission Statement. Honoring our history is a big part of who we are as a community.

We appreciate the time and effort of the Historic Preservation Commission's seven citizen volunteers in maintaining historic architecture in our City.

And if you really want to experience local history, be sure to take part in the events organized by the St. Charles History Museum. They bring an energy that makes St. Charles history spring to life.

=Sections of City of St. Charles Strategic Plan

St. Charles History Museum Mission

The Museum shall receive, examine, preserve, and display records, documents, textiles, and objects of historic value, which reflect or pertain to events and progress of the city and township of St. Charles from human occupation to the present date.

In pursuit of these purposes, the Museum shall exist for the educational and cultural enrichment of the City of St. Charles, the township, and community of the surrounding area.



St. CHARLES
HISTORY MUSEUM

COLLECT • PRESERVE • PRESENT



Thank You

East Main Street showing Arcada Building, St. Charles, Ill.

**AGENDA ITEM EXECUTIVE SUMMARY**

Agenda Item number: 7d

Title:	Seeking Direction and a Recommendation on the Implementation of a Locally Administered Gasoline Tax at the rate of \$.02 per Gallon
Presenter:	Chris Minick, Finance Director

Meeting: Government Operations Committee

Date: April 2, 2018

Proposed Cost: \$ -0-

Budgeted Amount: TBD

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

In accordance with recent discussions and Council direction, staff is presenting information and seeking feedback on the concept of implementing a new revenue source. Our focus is the local municipal gasoline tax to fund local roadway and transportation system capital projects. Staff will be making a brief presentation of the concept and particulars of the proposed tax and seeking input as to the acceptability of implementation of a local gasoline tax. If the concept is acceptable, staff would gather more data, refine the analysis, and present those results at a June Committee meeting.

As has been discussed at several recent Council retreat meetings and during the budget discussions, the City needs to increase its resources for funding capital maintenance and construction projects. Roadway improvements compete with other capital needs of the City and many projects have been bonded or deferred in response to other City capital needs. A recent presentation at a Government Services Committee highlighted the deficiency in the City's maintenance and capital spending on its roadways. Implementation of a gasoline tax would provide an additional, dedicated source of revenue for roadway maintenance and construction to begin to close that funding gap.

Staff has analyzed a potential implementation of a tax of \$.02 per gallon of fuel sold within City limits. It is estimated that this level of tax could generate as much as \$425,000 each year – each \$.01 of tax is estimated to bring in approximately \$212,000 annually. Please note that these are preliminary estimates and more analysis is necessary. It is not possible to know precisely how much will be generated as the Department of Revenue does not track and cannot provide the total number of gallons of gasoline sold within STC city limits.

Impact of this user tax is expected to be minimal. If a person purchases 20 gallons of gasoline to fuel a vehicle per week, the impact would be an additional 40 cents for the cost of the fill up. This would translate to \$20.80 per year. The tax would also apply to non-residents of the community as well if they purchase fuel within the City limits. Many neighboring communities and communities throughout the Chicago metropolitan area and Illinois have implemented this type of tax. A listing of several area communities imposing a local fuel tax is attached.

If the concept of a local fuel tax is acceptable, staff is recommending to come back in front of the Committee in June with a more formalized presentation and analysis. The City would also need to enact an ordinance that establishes this new revenue source and Staff is preliminarily targeting November 1, 2018 for implementation. This time frame would allow adequate time for the City and local fueling stations to develop and implement the proper tax returns and processing procedures to allow for precise tracking and payment of the tax. If directed to proceed, Staff would anticipate presentation of the Ordinance at the June Committee Meeting.

Attachments *(please list):*

- Listing of communities with local fuel tax and applicable rates
- Analysis of anticipated revenue

Recommendation/Suggested Action *(briefly explain):*

Seeking Direction and a Recommendation on the Implementation of a Locally Administered Gasoline Tax at the rate of \$.02 per Gallon

City of St Charles
Local Gas Tax Analysis
June 1, 2017

Batavia Analysis:

Average Monthly Revenue in Batavia	\$	35,000.00
Number of stations in Batavia		7
Average Local Fuel Tax Revenue generated per station in Batavia	\$	5,000.00
Tax Rate per Gallon in Batavia	\$	<u>0.02</u>
 Average Gallons sold monthly per station in Batavia		 <u><u>250,000</u></u>

St. Charles Analysis:

Number of stations in STC		9
Number of gallons pumped in STC monthly based on above		2,250,000
Potential rate per gallon in STC	\$	<u>0.01</u>
 Potential monthly revenue in STC	\$	 22,500
 Potential Annual Revenue per \$.01/gallon	\$	 <u><u>270,000</u></u>

Notes:

1. Analysis is intended to be a "range of magnitude" estimate of the potential revenue that the City of STC could realize from the imposition of a locally administered motor fuel tax .

2. The amounts applicable to Batavia were obtained as a result of a telephone conversation with Batavia Finance Director Peggy Colby. Batavia's rate was \$0.02 per gallon of fuel sold in the City limits until February of 2017 when it was increased to \$0.03 per gallon. The rate was subsequently increased to \$.04 per gallon as of January 1, 2018. Amounts above were based on the time frame when the tax was \$.02 per gallon. Amounts are reflective of City of Batavia's experience. It is possible that the amounts applicable to STC could vary significantly from those amounts reflected herein.

3. For illustrative purposes and ease of amending calculations, staff has assumed a hypothetical tax rate of \$0.01 per gallon of gasoline sold within the City of STC. Staff is not recommending the imposition of the tax nor recommending a specific tax rate.

4. While we acknowledge that there is the potential for the fuel tax to generate \$270,000 per \$.01 of tax imposed, Finance staff in other municipalities have reported anecdotally that they did not receive all of the revenue that they projected. For conservatism's sake and because we do not know how much fuel STC stations sell as compared to stations in Batavia, we have chosen to reflect potential budgeted revenue at \$212,500 (approximately 80% of the amount projected above) per \$.01 of tax. The actual revenue generated will depend upon the number of gallons of fuel actually sold at the stations within the City limits.

City of St Charles
Municipalities with Local Gasoline/Fuel Taxes and the Rates
March, 2018

City of St Charles Suggested	2.00	cents per gallon
Naperville	4.00	cents per gallon
Elgin	4.00	cents per gallon
Aurora	4.00	cents per gallon
Batavia	4.00	cents per gallon
Warrenville	4.00	cents per gallon
Plainfield	4.00	cents per gallon
Oswego	4.00	cents per gallon
Rolling Meadows	4.00	cents per gallon
Mount Prospect	4.00	cents per gallon
Schaumburg	3.00	cents per gallon
Hoffman Estates	2.50	cents per gallon
Bloomingtondale	2.00	cents per gallon
Elmhurst	1.50	cents per gallon
Downers Grove	1.50	cents per gallon



AGENDA ITEM EXECUTIVE SUMMARY

Agenda Item number: 8a

Title: Recommendation to Approve a Corridor Improvement Grant for 423 S. Second Street (Ryan Corcoran – Corcoran Commercial Real Estate)

Presenter: Rita Tungare

Meeting: Government Operations Committee

Date: April 2, 2018

Proposed Cost: \$8,050.00

Budgeted Amount: \$20,000
(CIC Program Budget)

Not Budgeted:

Executive Summary (if not budgeted please explain):

Ryan Corcoran, representing Corcoran Commercial Real Estate, has purchased the property located at 423 S. Second Street, to occupy as their new office location. The applicant is proposing to install new landscape and hardscape features along S. Second (Rt. 31) and Prairie Street to add more visual interest and soften the building’s appearance from these public right-of-ways.

This item was discussed at the 3/12/2018 Planning & Development Committee Meeting and continued. At that meeting, the Committee requested additional information regarding how this property relates to the program’s definition of a corridor and which street frontages are considered eligible.

Eligibility:

Per Section 12.40.020 “Definitions”, Eligible Properties are defined as follows:

“Properties located with the corporate limits of the City of St. Charles and have frontage on Main Street (Route 64), Randall Road, Lincoln Highway (Route 38), Kirk Road, are located in the Downtown Special Service Area (SSA-1B), located in a public right-of-way adjoining and Eligible Property, or in one of the Key Gateway areas identified in Exhibit A”.

*To see the Corridor Program Description listed on the City’s website, please follow this link:

<https://www.stcharlesil.gov/sites/default/files/documents/Corridor%20Improvement%20Program%20Description.pdf>

As this property is entirely located in the SSA-1B, staff and the Commission determined that the areas visible along Prairie and S. Second Streets are eligible.

The applicant has identified highly visible areas along Prairie and S. Second Streets to install new landscape features that will add aesthetic value to the SSA-1B corridor and soften the appearance of this property. The following lists describe the improvements to each area. The attached revised Contractors Cost is broken down by landscaping area to highlight the locations and items considered as eligible improvements. (Staff has included exhibits that show the landscaping locations on an aerial photo, existing view from the adjoining street, and rendering of proposed conditions):

Area 1 (along Prairie Street)

- Cost of Improvements for Area 1 - \$5,500.00 (City’s portion \$2,750.00)
(New decorative boulders, plant materials, granite chip ground cover)

Area 2 (Pergola Area)

- Cost of Area 2 improvements - \$10,600 (City’s portion \$5,300.00)
 - Screening wall made up of:
 - 6 rectangular planter boxes and each filled with perennial grasses
 - Brick corner column base
 - Asphalt removal (in eligible Area 2 location only)
 - The wooden pergola structure shown and any landscape elements not visible from Rt. 31 are not eligible for grant funding and not included in the proposed grant amount.

The Corridor Improvement Commission reviewed the design and grant proposal at their 3/7/2018 meeting, and recommended approval of the grant. The vote was 5-Aye to 0-Nay. The total cost of the proposed eligible improvements is \$16,100.00 and the City’s share of the total project cost will be a maximum of \$8,050.00.

Attachments *(please list):*

Contractors Estimate, Plan, and Aerial Photograph Location Exhibits
Draft Corridor Improvement Commission Resolution 2-2018
Draft Corridor Improvement Grant Agreement

Recommendation/Suggested Action *(briefly explain):*

Recommendation to approve a Corridor Improvement Grant for 423 S. Second Street (Ryan Corcoran – Corcoran Commercial Real Estate)



B&L Landscape Contractors LLC
 25 S 13th Ave
 St. Charles, IL 60174
 630-377-2700

Estimate

Date	Estimate #
3/19/2018	467

Name / Address
Ryan Corcoran Complex Management 409 Illinois Ave. Suite 1D St. Charles, IL 60174

Project
423 S 2nd Street

Item	Description	Price	Qty	Total
01	Area 1 -Install New Plantings (1) Rivers Purple Weeping Beech / 2.5-3" (6) Low Growing Blue Juniper / 5 gal. (1) Knock Out Rose / 3 gal. (50) Burgundy Bunny Dwarf Fountain Grass / 1 gal. -Granite Chips Decorative Gravel Mulch (All Planting Areas) -Landscape Fabric Under All Gravel Mulch Areas -Decorative Boulder Accents (8-10 Tons)	5,500.00	1	5,500.00
01	Area 2 Cut & Remove Asphalt as required	4,000.00	1	4,000.00
01	Install Unilock Brussels Dimensional Pillar w/Ledgestone Pillar Cap for Pergola -Note: Paver Color - TBD	2,750.00	1	2,750.00
01	Patio Planters: -Supply & Install (6) Toscana 39" Rectangular Planter w/ Planting Media -Install (12) Shenandoah Grasses Note: No Warranty on Plant Material in Planters	3,850.00	1	3,850.00
01	Area 3 -Install New Plantings (1) Weeping Norway Spruce / 4-5 ft. (2) Knock Out Rose / 3 gal. (20) Burgundy Bunny Dwarf Fountain Grass / 1 gal. -Granite Chips Decorative Gravel Mulch (All Planting Areas) -Landscape Fabric Under All Gravel Mulch Areas -Decorative Boulder Accents (2-4 Tons)	2,000.00	1	2,000.00
		Grant Eligible Total:		\$16,100.00
		Total		\$18,100.00

Not part of grant proposal

2 - KNOCK OUT ROSE

1 - WEEPING NORWAY SPRUCE

Area 2

BURGUNDY BUNNY DWF. FTN. GRASS

BRICK PILLAR W/ CAP

2 - GREEN MTN. BOXWOOD / PLANTERS

PERGULA TYPE

BRICK PAVER PATIO AREA

KNOCK OUT ROSE

BURGUNDY BUNNY DWF. FTN. GRASS

BURGUNDY BUNNY DWF. FTN. GRASS

PLANTER W/ ANNUAL ACCENT

6 - LOW GROWING BLUE JUNIPER

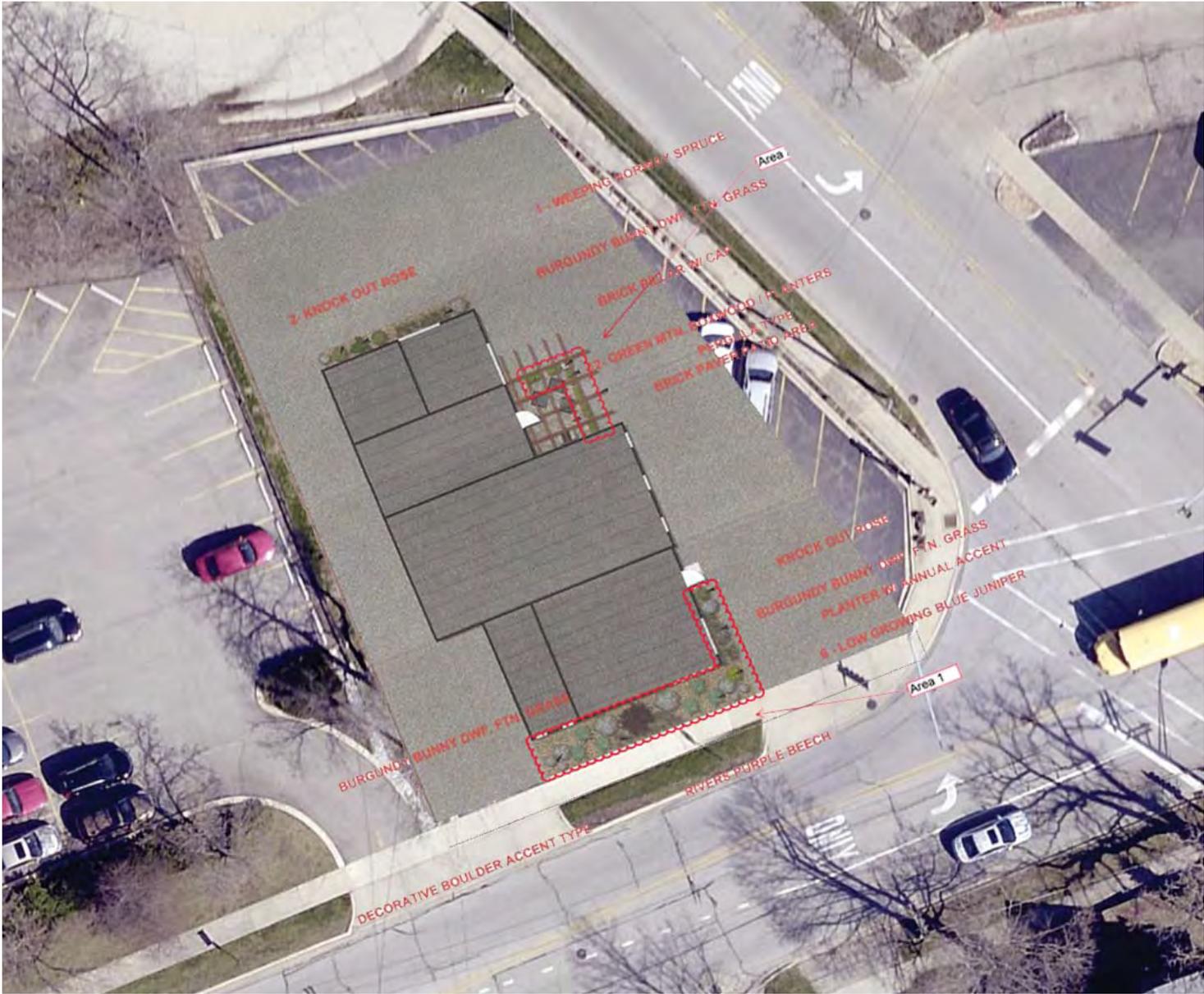
DECORATIVE BOULDER ACCENT TYPE

RIVERS PURPLE BEECH

Area 1

CORCORAN OFFICE
CONCEPT LANDSCAPE PLAN
FEBRUARY - 2018
B&L LANDSCAPING / MP

Corridor Improvement Grant Proposal 423 S. Second Street- Plan Overlaid on Aerial Photo



Corridor Improvement Grant Proposal 423 S. Second Street- Area 1 Aerial Photo Location, Existing Condition, and Proposed Rendering

Existing Conditions



Proposed Rendering



Aerial Photo Location



Corridor Improvement Grant Proposal 423 S. Second Street- Area 2 Aerial Photo Location, Existing Condition, and Proposed Rendering

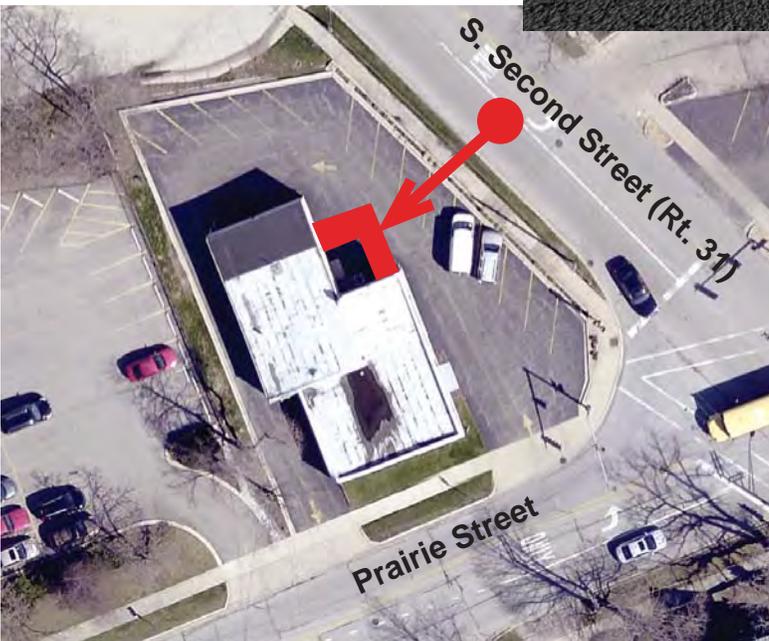
Existing Conditions



Proposed Rendering



Aerial Photo Location



City of St. Charles, Illinois

Corridor Improvement Commission Resolution No. 2-2018

A Resolution Recommending Approval of a Corridor Improvement Grant Application

423 S. Second Street

Ryan Corcoran (Corcoran Commercial Real Estate)

WHEREAS, it is the responsibility of the St. Charles Corridor Improvement Commission to review applications for the Corridor Improvement Grant Program; and

WHEREAS, the Corridor Improvement Commission has reviewed the following Corridor Improvement proposal for: 423 S Second Street; and

WHEREAS, the Corridor Improvement Commission finds approval of said Corridor Improvement proposal to be in the best interest of the City of St. Charles and provided the applicant complies with the specific conditions listed in Exhibit "A" attached hereto:

NOW THEREFORE, be it resolved by the St. Charles Corridor Improvement Commission to recommend to the City Council approval of the Corridor Improvement application listed above with the conditions listed in Exhibit "A".

Roll Call Vote:

Ayes: English, Hauser, Potts, Nelson, and Shimkus.

Nays: None

Abstain: None

Absent: ~~Senneker and Spill~~
PASSED this 7th day of March, 2018.

Chairman

EXHIBIT A

REVIEW COMMENTS

1. Follow plan as presented. Any changes must be reviewed and approved by the Corridor Improvement Commission

City of St. Charles
CORRIDOR IMPROVEMENT AGREEMENT

423 S. Second Street
Ryan Corcoran (Corcoran Commercial Real Estate)

THIS AGREEMENT, entered into this 19th day of March 2018, as authorized by Resolution No. _____ and approved by the City Council on March 19th, 2018, between the City of St. Charles, Illinois (hereinafter referred to as "CITY") and the following designated APPLICANT, to wit:

APPLICANT Name: **Ryan Corcoran, Corcoran Commercial Real Estate**

Address of Property to be Improved: **423 S. Second Street**

PIN Number(s): **09-34-131-019**

Property Owner's Name: **Ryan Corcoran, Corcoran Commercial Real Estate**

WITNESSETH:

WHEREAS, the CITY has established a **Corridor Improvement Program** to provide matching grants for landscaping and related improvements within the Randall Road, Main Street, Kirk Road, Lincoln Hwy, Special Service Tax District SSA-1B, and Specified Gateway corridors of the CITY; and

WHEREAS, Ryan Corcoran, APPLICANT(S), desires to install landscaping and related improvements to the above-described property that are eligible for reimbursement under the Corridor Improvement Program; and

WHEREAS, said Corridor Improvement Program is administered by the CITY with the advice of the Corridor Improvement Commission and is funded from the general fund for the purposes of improving the aesthetics of the commercial corridors of the CITY and preventing blight and deterioration; and

WHEREAS, the above-described property for which the APPLICANT seeks a grant is located within the area eligible for participation in the Corridor Improvement Program.

NOW, THEREFORE, in consideration of the mutual covenants and agreements obtained

herein, the CITY and the APPLICANT do hereby agree as follows:

SECTION 1: The APPLICANT understands and agrees that only the cost of eligible improvements located east of the right-of-way on parcels with the following PIN(s) 09-34-131-019 and landscape design fees associated with those improvements, shall be considered reimbursable as shown in Exhibit II and Exhibit III. The CITY will reimburse the APPLICANT up to \$9,050.00 of the cost of materials to install landscaping and related improvements in accordance with the approved plans, specifications and cost estimates attached hereto as Exhibit “II” (the “Improvements”), but in no event more than the maximum amounts as defined below:

Landscape Improvements Cost: \$16,100.00	City’s Share @ 50% up to a maximum of \$8,050.00
Total Project Cost: \$16,100.00	City’s Share up to a maximum of \$8,050.00

Labor by the APPLICANT (“sweat equity”) is not a reimbursable expense. All Improvements shall be installed in accordance with Exhibit I, subject to minor revisions as may be approved by a representative of the Corridor Improvement Commission due to availability of landscape plants, field conditions not known at the time of design, and similar circumstances beyond the APPLICANT’s control.

SECTION 2: The Director of Community & Economic Development, or designee, shall inspect the Improvements installed pursuant to this Agreement. Such inspection shall not replace any required permit inspections by the CITY. All work that is not in conformance with the approved plans and specifications shall be remedied by the APPLICANT and deficient or improper work shall be replaced and made to comply with the approved plans and specifications and the terms of this Agreement.

SECTION 3: Upon completion of the Improvements and upon their final inspection and approval by the Director of Community & Economic Development, or designee, the APPLICANT shall submit to the CITY a properly executed and notarized contractor statement showing the full cost of the Improvements as well as each separate component amount due to the contractor and each

and every subcontractor involved in furnishing labor, materials or equipment in the work. In addition, the APPLICANT shall submit to the CITY proof of payment of the contract cost pursuant to the contractor's statement and final lien waivers from all contractors and subcontractors. The CITY shall, within thirty (30) days of receipt of the contractor's statement, proof of payment and lien waivers, the landscape architect's statement, and "before" and "after" pictures of the property, reimburse the APPLICANT for the 50% of the actual construction and materials cost or the maximum amount specified in this Agreement, whichever is less, and for 75% of the landscape designer's fee or the maximum amount specified in this Agreement, whichever is less.

At its sole discretion, CITY may reimburse APPLICANT in two payments. The first reimbursement may be made only

- 1) upon completion of Improvements representing 40% or more of the maximum reimbursement specified in Section 1 hereof and,
- 2) upon receipt by CITY of the landscape designer's invoices, contractor's statements, proof of payment and notarized final lien waivers for the completed Improvements and,
- 3) upon a determination by the Director of Community & Economic Development, or designee, that the remainder of the Improvements are expected to be delayed for thirty days or more following completion of the initial work due to weather, availability of materials, or other circumstances beyond the control of the APPLICANT. The second, final reimbursement payment shall be made by CITY only upon submittal of all necessary documents as described herein.

SECTION 4: All Improvements must be completed within 270 days after the approval of this Agreement by the City Council, unless otherwise authorized by the CITY. Extensions may be approved by the Director of Community Development, prior to the expiration of the said 270 days. Projects which have not received an extension and have not been completed within 270 days will not receive funding.

SECTION 5: If the APPLICANT or his contractor fails to complete the Improvements provided for herein in conformity with the approved plans and specifications and the terms of this Agreement, then upon written notice being given by the Director of Community & Economic Development to the APPLICANT, by certified mail to the address listed above, this Agreement shall

terminate and the financial obligation on the part of the CITY shall cease and become null and void.

SECTION 6: Upon completion of the Improvements pursuant to this Agreement and for a period of five (5) years thereafter, the APPLICANT shall be responsible for properly maintaining such Improvements in finished form and without change or alteration thereto, as provided in this Agreement, and for the said period of five (5) years following completion of the construction thereof, the APPLICANT shall not enter into any Agreement or contract or take any other steps to alter, change or remove such Improvements, or the approved design thereof, nor shall APPLICANT undertake any other changes, by contract or otherwise, to the Improvements provided for in this Agreement unless such changes are first approved by the Corridor Improvement Commission. Such approval shall not be unreasonably withheld if the proposed changes do not substantially alter the original design concept of the Improvements as specified in the plans, design drawings and specifications approved pursuant to this Agreement.

If within the 5-year maintenance period plant materials are damaged by automobiles, wildlife, acts of nature, or stolen or any other cause, the APPLICANT shall install and pay for replacements.

OWNER agrees to provide regular maintenance of the property for a minimum of five years following completion of construction in a condition that is weed free, properly edged and mulched as specified in the original design, and maintained with the same type and quantity of plant material initially installed, unless a modification to the plan is approved by the Corridor Improvement Commission.

In the event of inadequate maintenance, the CITY shall give the owner reasonable notice of conditions to be corrected. In the event that substandard maintenance still exists after thirty (30) days, OWNER shall repay the CITY all grant funds received pursuant to this Agreement and pay all costs and fees, including attorney fees, of any legal action taken to enforce the maintenance of the Improvements.

SECTION 7: The APPLICANT covenants and agrees to indemnify and hold harmless the CITY and its officials, officers, employees and agents from and against, any and all losses, claims, damages, liabilities or expenses, of every conceivable kind, character and nature whatsoever arising

out of, resulting from or in any way connected with directly or indirectly with the Corridor Improvement(s) which are the subject of this Agreement, including but not limited to actions arising from the Prevailing Wage Act (820 ILCS 30/0.01 et seq.) The APPLICANT further covenants and agrees to pay for or reimburse the CITY and its officials, officers, employees and agents for any and all costs, reasonable attorneys' fees, liabilities or expenses incurred in connection with investigating, defending against or otherwise in connection with any such losses, claims, damages, liabilities, or causes of action. The CITY shall have the right to select legal counsel and to approve any settlement in connection with such losses, claims, damages, liabilities, or causes of action. The provisions of this section shall survive the completion of said Corridor improvement(s).

SECTION 8: Nothing herein is intended to limit, restrict or prohibit the APPLICANT from undertaking any other work in or about the subject premises, which is unrelated to the Improvements provided for in this Agreement.

SECTION 9: This Agreement shall be binding upon the CITY and upon the APPLICANT and its successors and assigns with respect to the property on which the Improvements are installed, for a period of five (5) years from and after the date of completion and approval of the Corridor improvement provided for herein. It shall be the responsibility of the APPLICANT to inform subsequent owners and lessees of the provisions of this Agreement.

IN WITNESS THEREOF, the parties hereto have executed this Agreement on the date first appearing above.

APPLICANT

PROPERTY OWNER
(if different from APPLICANT)

CITY OF ST. CHARLES: _____

Mayor

ATTEST: _____

City Clerk

Applicant contact information:

Phone: _____

Fax: _____

Email: _____

Property Owner's information, if different than applicant:

Phone: _____

Fax: _____

Email: _____

Exhibit I

The Corridor Improvement Grant Program will reimburse property owners for design consultant fees according to which of the three grant programs the property owner has applied for:

Corridor & Downtown Grants

Corridor Grants are chosen each year by the Corridor Improvement Commission and approved by the City Council. The grant recipient will pay for the first 25% of the design cost and the grant would pay up to a cap amount based upon linear footage of the property along the Corridor Roadway (Main, Kirk, Lincoln Highway, or Randall, SSA1B); as noted in the chart below:

Grant Funding for Design of Corridor Grants		
Linear Footage of Property on a Corridor Roadway (Main, Kirk, Randall, SSA1B)	Owner Pays	Commission will Pay
< 200 feet	First 25% of Total design Costs	Up to \$2,000
201 – 500 feet	First 25% of Total design Cost	Up to \$3,000
501 + feet	First 25% of Total design Cost	Up to \$4,000

Four Season Grants

The Corridor Improvement Program does not pay for design services. These grants provide up to \$1,000 for soil, labor, plant materials and mulch.



B&L Landscape Contractors LLC
 25 S 13th Ave
 St. Charles, IL 60174
 630-377-2700

Estimate

Date	Estimate #
3/19/2018	467

Name / Address
Ryan Corcoran Complex Management 409 Illinois Ave. Suite 1D St. Charles, IL 60174

Project
423 S 2nd Street

Item	Description	Price	Qty	Total
01	Area 1 -Install New Plantings (1) Rivers Purple Weeping Beech / 2.5-3" (6) Low Growing Blue Juniper / 5 gal. (1) Knock Out Rose / 3 gal. (50) Burgundy Bunny Dwarf Fountain Grass / 1 gal. -Granite Chips Decorative Gravel Mulch (All Planting Areas) -Landscape Fabric Under All Gravel Mulch Areas -Decorative Boulder Accents (8-10 Tons)	5,500.00	1	5,500.00
01	Area 2 Cut & Remove Asphalt as required	4,000.00	1	4,000.00
01	Install Unilock Brussels Dimensional Pillar w/Ledgestone Pillar Cap for Pergola -Note: Paver Color - TBD	2,750.00	1	2,750.00
01	Patio Planters: -Supply & Install (6) Toscana 39" Rectangular Planter w/ Planting Media -Install (12) Shenandoah Grasses Note: No Warranty on Plant Material in Planters	3,850.00	1	3,850.00
01	Area 3 -Install New Plantings (1) Weeping Norway Spruce / 4-5 ft. (2) Knock Out Rose / 3 gal. (20) Burgundy Bunny Dwarf Fountain Grass / 1 gal. -Granite Chips Decorative Gravel Mulch (All Planting Areas) -Landscape Fabric Under All Gravel Mulch Areas -Decorative Boulder Accents (2-4 Tons)	2,000.00	1	2,000.00
		Grant Eligible Total:		\$16,100.00
		Total		\$18,100.00

Not part of grant proposal

Exhibit III

2 - KNOCK OUT ROSE

1 - WEEPING NORWAY SPRUCE

Area 2

BURGUNDY BUNNY DWF. FTN. GRASS

BRICK PILLAR W/ CAP

2 - GREEN MTN. BOXWOOD / PLANTERS

PERGULA TYPE

BRICK PAVER PATIO AREA

KNOCK OUT ROSE

BURGUNDY BUNNY DWF. FTN. GRASS

BURGUNDY BUNNY DWF. FTN. GRASS

PLANTER W/ ANNUAL ACCENT

6 - LOW GROWING BLUE JUNIPER

DECORATIVE BOULDER ACCENT TYPE

RIVERS PURPLE BEECH

Area 1

CORCORAN OFFICE
CONCEPT LANDSCAPE PLAN
FEBRUARY - 2018
B&L LANDSCAPING / MP

Exhibit IV
Agreement to Engage in Maintenance for Five Years

OWNER agrees to maintain the property in a condition substantially similar to the condition prevalent when final inspection is made by the City's Landscape Architect Consultant and approval is granted by the City's Community & Economic Development Director for a period of at least five (5) years. The property will remain weed free, properly edged and mulched, as specified in the original design, and maintained at a minimum with the same type and quantity of plan material initially installed unless a modification to the plan is brought to and agreed upon by the Commission.

In the event of substandard maintenance, the CITY shall give the owner reasonable notice of conditions to be corrected within thirty (30) days. In the event that substandard maintenance still exists, OWNER agrees to repay the CITY the monies initially allocated to the OWNER by the CITY and to pay all costs and fees, including attorney fees, of any legal action taken to enforce this maintenance agreement.