

AGENDA
CITY OF ST. CHARLES
GOVERNMENT OPERATIONS COMMITTEE
ALD. TODD BANCROFT, CHAIR
TUESDAY, FEBRUARY 19, 2019
IMMEDIATELY FOLLOWING THE CITY COUNCIL MEETING
CITY COUNCIL CHAMBERS – 2 EAST MAIN STREET

- 1. Call to Order**
- 2. Roll Call**
- 3. Administrative**
 - a. City of St. Charles Fuel Tax Receipts, December, 2018 – Information Only
- 4. Omnibus Vote - None**

Items with an asterisk (*) are considered to be routine matters and will be enacted by one motion. There will be no separate discussion on these items unless a council member/citizen so requests, in which event the item will be removed from the consent agenda and considered in normal sequence on the agenda.
- 5. Police Department**
 - a. Recommendation to approve a new E1 Temporary Liquor License for the St. Charles Breakfast Rotary Club annual Tri-City Craft Brew Festival to take place at Lincoln Park in St. Charles on June 8, 2019 from 12:00 pm to 5:00 pm.
- 6. Finance Department**
 - *a. Budget Revisions - January 2019
 - b. Presentation from One St. Charles (Downtown St. Charles Partnership & the Greater St. Charles Convention and Visitors Bureau) for FY 2019-2020.
- 7. 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)
- 8. Additional Items from Mayor, Council, Staff, or Citizens.**
- 9. 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: 3a

Title:

City of St. Charles Fuel Tax Receipts December, 2018 – Information Only

Presenter:

Chris Minick, Director of Finance

Meeting: Government Operations Committee

Date: February 19, 2019

Proposed Cost: \$

Budgeted Amount: \$

Not Budgeted:

☐**Executive Summary** (*if not budgeted please explain*):**Attachments** (*please list*):

FY 18/19 City of St. Charles Local Fuel Tax Receipts


Recommendation/Suggested Action (*briefly explain*):

None – For Information Only

Fiscal Year 18-19**City of St. Charles
Local Fuel Tax Receipts**

LIABILITY PERIOD	PAYMENT RECEIVED	TOTAL REVENUE RECEIVED
May-18	June-18	\$ -
June-18	July-18	\$ -
July-18	August-18	\$ -
August-18	September-18	\$ -
September-18	October-18	\$ -
October-18	November-18	\$ -
November-18	December-18	\$ 42,212.80
December-18	January-19	\$ 42,956.97
January-19	February-19	\$ -
February-19	March-19	\$ -
March-19	April-19	\$ -
April-19	May-19	\$ -
TOTALS		\$ 85,169.77

The local fuel tax rate is two cents per gallon (\$0.02/gallon) and applies to motor fuel retail purchases within the City of St. Charles.

	AGENDA ITEM EXECUTIVE SUMMARY		Agenda Item number: 5a
	Title:	Recommendation to approve a new E1 Temporary Liquor License for the St. Charles Breakfast Rotary Club annual Tri-City Craft Brew Festival to take place at Lincoln Park in St. Charles on June 8, 2019 from 12:00 pm to 5:00 pm.	
	Presenter:	Chief Keegan, Police Chief	
Meeting: Government Operations Committee		Date: February 19, 2019	
Proposed Cost: \$1,148.62 (PD) \$374.28 (PW) \$1,522.90 (TOTAL)		Budgeted Amount: \$	Not Budgeted: <input checked="" type="checkbox"/>
Executive Summary (if not budgeted please explain): <p>The St. Charles Breakfast Rotary Club is requesting to host their third annual Tri-Cities Craft Brew Fest in Lincoln Park on June 8, 2019, from 12:00 pm to 5:00 pm and obtain an E-1 License (not-for-profit). Brew Avenue Events will manage this event again this year. An amplification license for a band to perform is also being requested for this event, as well as the closure of 5th Street, from Main St. (Rt. 64) to Cedar Street, to be closed for the set-up and duration of this event: 9 a.m. – 5 p.m.</p> <p>In addition to the aforementioned liquor license, amplification, and road closure requests, the event sponsor has been in contact with the Park District and secured the date in question for the event. All fees for any street closures, the use of barricades, City electric or City personnel will be absorbed by the Event sponsor. The sponsor has been instructed to be in contact with all the affected businesses in the immediate area as well as area residents.</p> <p>This is the third year for this event and no issues or complaints have been received regarding the past events. Due to the expected number of participants, approximately 1,500, two police officers will be required to work this event.</p> <p>Sale of a “punch pass”, credentialing the service of alcohol using a regulator (18 3-oz portions are allowed per punch pass) will be employed again this year. A small souvenir type cup will be distributed with the sale of the “punch pass.” This is an over age-21 event, expected to draw an adult crowd which should be dispersed well in advance of our evening dinner rush within the downtown area. The event officially begins at 1 p.m., however, VIP participants will be allowed to gain access to the event at noon.</p> <p>Local restaurants will be set-up along the park’s border on 5th Street for participants to purchase food from throughout the event.</p> <p><i>Pursuant to this item being presented at the Government Operations Committee meeting on February 19, 2019 to seek approval; it will be brought before the Liquor Control Commission at a meeting scheduled for 4:30 p.m., the same day, to process and move it forward to this Committee. This item will then continue on to the City Council meeting scheduled on March 4, 2019 for final approval.</i></p>			
Attachments (please list): E-1 Liquor Application, Special Events Application, Amplification Application			
Recommendation/Suggested Action (briefly explain): Recommendation to approve a proposal for a road closure, amplification, and a Class E1 Liquor License for St. Charles Breakfast Rotary Club to be held at Lincoln Park, St. Charles on June 8, 2019 from 12:00 pm to 5:00 pm.			

3rd Annual Tri-City Craft
Brew Festival
Saturday June 9th, 2018
GA: 1:00pm - 5:00pm
VIP: 12:00pm - 1:00pm



4, 2 W. Main St.



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

Permit No. 19-29446 Date of Meeting: _____ Revised date 06/06/2018

Name of the Event: Tri City Craft Brew Festival Date(s) of Event: 4/8/2019

Special Event Application – 90 Days

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

Special Event Application – 30 Days

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

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

Special Event Submittal Check List

- **Special Event Application**
 - ☐ Section 1 – Task List and Due Dates –90 day or 30 day submittal
 - ☐ Section 2 – General Information
 - ☐ Section 3 – Permits
 - ☐ Section 4 – Site Plan and/or Route Map
 - ☐ Section 5– Emergency Phone Tree and Contact
 - ☐ Section 6 – Emergency Crisis Management Procedures
 - ☐ Section 7 – Retail Merchants
 - ☒ Section 8 – St. Charles Police Department – Request for Police Services
 - ☐ Section 9 – Hold Harmless Agreement
 - ☐ Any outstanding funds owed to the City of St. Charles
- Application(s) for other permit(s) (See answers in Section 3)**
 - ☒ Loudspeaker/Amplifier License Application and Submittal Fee
 - ☒ \$5 per day
 - ☒ Class E Liquor License Application and Submittal Fee
 - ☒ \$50 per day – E-1 (Not-for-Profit)
 - ☐ \$100 per day – E-2 (Special Civic Event)
 - ☐ Carnival License Application and Submittal Fee
 - ☐ \$30 each – Rides
 - ☐ \$20 each – Amusement Stands, Food Stands, Entertainment Shows, Other

If your event takes place in downtown St. Charles you are to complete an application through the St. Charles Downtown Partnership.

Would you like to be contacted by the Convention and Visitor's Bureau to help with your event?
 (Finding event space, restaurants, caterers, suppliers, etc.)

Please mark Yes ☐ No ☐

If you marked yes please let the Convention and Visitor's Bureau know the best way to contact you:

Phone: _____ Email: _____

Received: _____ Fee Paid: \$ _____

Receipt # _____ Check # _____

SECTION 1 - TASK LIST AND DUE DATES

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

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

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

Task to be completed for Events that require 30 days (All items due to City unless noted)	Days Due Before Event	Due Date
Date of the Special Event	- N/A -	6/8/19
Submit Special Event Application	30 days	
Payment of any outstanding funds due to the City of St. Charles	At time of submittal	
Provide verification of organization legal status, i.e. NFP, Partnership, Corporation A copy of 501(C)3 document is to be submitted with application	At time of submittal	
Submit Raffle Permit Application (Kane & DuPage County)	At time of submittal	
Submit Outdoor Sales Permit Application	At time of submittal	
Submit Original Certificate of Insurance	21 days	
Submit copies of other required permits	At time of submittal	
Emergency Phone Tree	At time of submittal	
Emergency /Crisis Management Procedures	At time of submittal	
Submit Listing of Participating Retail Merchants/Applicable Food Vendors to Finance Department using Pre-Defined Form in Excel format	14 days	
Notify residents/business of special event	14 days	

City Services Requested:			Comments
Police	<u>(Yes)</u>	No	One Police Officer
Fire/EMS	Yes	No	
EMA	Yes	No	
Public Services	Yes	No	
Electric	Yes	No	
Water	Yes	No	
Other:	Yes	No	

SECTION 2 – GENERAL INFORMATION

Permit No.

19-29446Name of Event: TRI - CITY CRAFT BREW FESTIVALType of Event: ☐ Parade ☐ Walk/Run/Bike ☒ Festival ☐ OtherLocation of Event: LINCOLN PARKDate(s) of Event: JUNE 8, 2019 Hours of Event: NOON to 5pm Estimated Attendance: 1500Event Website: www.tricitycraftbrewfestival.comPurpose of the event: St. Charles Breakfast Rotary Club FundraiserName of sponsoring organization(s): St. Charles Breakfast Rotary ClubPlease list the organization's legal status (i.e. NFP, Partnership, and Corporation) : **A copy of the 501(C)3 document is to be submitted with application.**

(Documentation will need to be submitted providing status)

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

Contact person from sponsoring organization: TOM TARVISOrganizer address: [REDACTED]City: ST. CHARLES State: IL Zip: 60175Home Phone: [REDACTED] Cell Phone: [REDACTED] E-mail: [REDACTED]Second contact person (emergency): [REDACTED] Phone: [REDACTED]Is this an annual event? ☒ YES ☐ NO If yes, please provide event date(s) for next year: _____

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

I am not aware of any problems.What, if anything, are you doing to rectify the problem(s)?

SECTION 3 - PERMITS

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

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

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

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

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

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

Are you holding a raffle at your event? ☒ YES ☐ NO

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

Will you serve alcohol at your event? ☒ YES ☐ NO

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

Will there be amusement rides at the event? ☐ YES ☒ NO

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

Will you serve food at your event? ☒ YES ☐ NO

If yes, please indicate the number of vendors 10

Note: A list of food vendors must be submitted prior to the inspection of your event.

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

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

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

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

STREET	FROM	TO	DATES	TIMES
<u>N. 5th St.</u>	<u>main street</u>	<u>Cedar Street</u>	<u>6/8/19</u>	<u>9am - 5pm</u>
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

Does your event require the use of city sidewalks?

☐ YES

☒ NO

Does your event require temporary electric service?

☐ YES

☒ NO

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

Does your event require temporary water/hydrant meter? ?

☐ YES

☒ NO

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

SECTION 4 - SITE PLAN AND/OR ROUTE MAP

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

please see attached

If applicable, the following must be included:

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

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

Section 5 – Emergency Phone Tree

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

Event Title Tri-City Craft Brew Festival Date(s) of Event 6/8/19

Emergency Contact Information

Primary Contact: Tom Tarvis Secondary Contact: Paula Schmidt

Title: Event Coordinator Title: Rotary Foundation President

Phone No: [REDACTED]

Tertiary Contact: _____ Operations Manager: Alessandro Vasquez

Title: _____ Title: Event Partner

Phone No: _____ Phone no.: 331-223-1202

Site Managers and miscellaneous contacts

Location: _____ Location: _____

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

Name: _____ Name: _____

Phone # _____ Phone #: _____

Location: _____ Location: _____

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

Name: _____ Name: _____

Phone # _____ Phone # _____

Location: _____ Location: _____

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

Name: _____ Name: _____

Phone #: _____ Phone # _____

Section 6– Emergency or Crisis Management Procedures

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

Emergency/Crisis Management Procedures

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

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

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

Additional Notes:

SECTION 7 – RETAIL MERCHANTS

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

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

Will your event include:

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

If no, no further action is necessary.

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

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

Signature: Thomas G. Tarris

Date: January 3, 2019

Name: Thomas G. Tarris

Title: Event Coordinator

SECTION 9 – INDEMNIFICATION/HOLD HARMLESS

In consideration of the City of St. Charles permitting the St. Charles Breakfast Rotary Club (name of organization) ("Organization") to conduct Tri-City Craft Beer Festival (name of event) ("Event"), the Organization recognizes, acknowledges and assumes any and all risks arising from or in any way related to the Event.

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

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

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

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

provisions contained herein.

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

St. Charles Breakfast Rotary Club
(Name of Organization)

January 9, 2019
(Date)

by Thomas A. Jarvis
Authorized Signatory

Signed and sworn to before me this 9th day of January, 2019.

C. Lee
Notary Public



All applications must be signed and notarized.

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

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

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



3rd Annual Tri-City Craft
Brew Festival
Saturday June 9th, 2018
GA: 1:00pm - 5:00pm
VIP: 12:00pm - 1:00pm



ST CHARLES BREAKFAST ROTARY

Sincerely,

Tamera Rippanda

Director, Exempt Organizations

Enclosure: Publication 4221-PC

Letter 947

SECTION 8 – St. Charles Police Department – Request for Police Services



ST. CHARLES POLICE DEPARTMENT

REQUEST FOR POLICE SERVICES

DATE SUBMITTED: _____

Individual Requesting Services _____

Tom Tarvis

Person/Organization to be Billed _____

Tom Tarvis / St. Charles Breakfast Rotary Club

Address _____

City/State/Zip Code _____

St. Charles, IL, 60175

St. Charles PD has the authority to determine the number of officers needed based on the circumstances and conditions of the event. I hereby agree to reimburse the City of St. Charles for all compensation paid to its officers for the services and at the rates described above.

Thomas S. Tarvis

Signature of Person Agreeing to Pay _____

Home Phone _____

Business Phone _____

Cell Phone _____

Signature _____

Thomas S. Tarvis

TYPE OF EVENT: _____

Brewfest

LOCATION: _____

Lincoln Park

DATE(S)	TIME(S)	NUMBER OF OFFICERS REQUESTED
<i>6/8/2019</i>	<i>NOON to 5pm</i>	<i>1</i>
	to	
	to	
	to	

HOURLY RATE – TIME & 1/2

NUMBER EXPECTED TO ATTEND *1500*

***** DO NOT WRITE BELOW THIS SPACE *****

APPROVED: _____ DISAPPROVED: _____ DATE: _____

Comments: _____

Approved By: _____

OFFICER SIGNUP SECTION

HOURLY RATE – TIME & 1/2

DATE	TIME	OFFICERS REQUESTED	NAME	NAME
	to			
	to			
	to			
	to			
	to			
	to			
	to			

☐ Billing to City of St. Charles

Verified by: _____ Date: _____

STCPD 145
REVISED 06.06.2018



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
06/08/2019

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Arthur J. Gallagher Risk Management Services, Inc. 2850 Golf Road Rolling Meadows IL 60008	CONTACT NAME: Ali Sulita	
	PHONE (A/C, No, Ext): 1-833-3ROTARY	FAX (A/C, No): 630-285-4062
INSURED All Active US Rotary Clubs & Districts ATTN: Risk Management Dept. 1560 Sherman Ave. Evanston, IL 60201-3698	E-MAIL ADDRESS: rotary@ajg.com	
	INSURER(S) AFFORDING COVERAGE	
	INSURER A: Lexington Insurance Company	
	INSURER B:	
	INSURER C:	
	INSURER D:	
INSURER E:		
INSURER F:		
NAIC # 19437		

COVERAGES**CERTIFICATE NUMBER:** 899307648**REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR <input checked="" type="checkbox"/> Liquor Liability Included GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC <input type="checkbox"/> OTHER:			015375594	7/1/2018	7/1/2019	EACH OCCURRENCE \$2,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$500,000 MED EXP (Any one person) \$ PERSONAL & ADV INJURY \$2,000,000 GENERAL AGGREGATE \$4,000,000 PRODUCTS - COMP/OP AGG \$4,000,000 \$
A	<input type="checkbox"/> AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input checked="" type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS ONLY			015375594	7/1/2018	7/1/2019	COMBINED SINGLE LIMIT (Ea accident) \$2,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
	<input type="checkbox"/> UMBRELLA LIAB <input type="checkbox"/> EXCESS LIAB DED <input type="checkbox"/> RETENTION \$	<input type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS-MADE		NOT APPLICABLE			EACH OCCURRENCE \$ AGGREGATE \$ \$
	<input type="checkbox"/> WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	<input type="checkbox"/> Y <input checked="" type="checkbox"/> N <input type="checkbox"/> N/A		NOT APPLICABLE			PER STATUTE <input type="checkbox"/> OTH-ER <input type="checkbox"/> E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

The Certificate holder is included as additional insured where required by written contract or permit subject to the terms and conditions of the general liability policy, but only to the extent bodily injury or property damage is caused in whole or in part by the acts or omissions of the insured.

CERTIFICATE HOLDER**CANCELLATION**

St. Charles Park District and City of St. Charles, 101 S. 2nd St., St. Charles, Illinois 60174

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

St. Charles Breakfast Rotary Club/Craft Brew Festival on 6/8/2019
at Lincoln Park, 450 W. Main St., St. Charles, Illinois 60174

AUTHORIZED REPRESENTATIVE

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For Office Use

Received:
Fee Paid: \$
Receipt #

NON-REFUNDABLE

CITY OF ST. CHARLES

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



CITY LIQUOR DEALER LICENSE APPLICATION
CLASS E1 – NOT-FOR-PROFIT LICENSE
CLASS E3 – KANE COUNTY FAIR

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

The undersigned hereby makes application for a Liquor Dealer License, Class E1 – Not-For-Profit License or E3 – Kane County Fair
Commencing Sat. 6/8/19 and ending Sat. 6/8/19
Time Starting NOON and ending 5:00 pm
Location of Event Lincoln Park 400 W. Main St.

Name of Business St. Charles Breakfast Rotary Club
Address of Business [REDACTED] Business Phone [REDACTED]
Is the Applicant a Not-For-Profit Organization: yes 501(c)(3)
Authorized Agent Tom Tarvi's Title Event Coordinator
Has Applicant had a Class E1 License in the previous 365 days? yes If YES, on what date: 6/9/18
Does Applicant have Dram Shop Insurance? yes If YES, attach evidence of insurance.

Requirements of a Class E1 / E3 – Not-For-Profit License

1. The Class E1 license fee is \$50.00 per day.
2. A minimum of three (3) liquor supervisors shall monitor liquor service during all times of operation. **Please provide a list of all supervisors with this application.**
3. Liquor supervisors shall be members of the organization holding the license.
4. Beer and/or Wine are the only alcoholic beverages to be sold.
5. Hours are restricted to 12 noon to 11:00 p.m.
6. Licensee must rope/fence off the licensed premises.
7. Are children/minors permitted in the licensed premises? YN
8. Each patron **must wear a wristband** after having identification checked for legal alcohol consumption age.
9. A sign limited beer and/or wine consumption to the roped off area must be conspicuously displayed at all times.
10. **Each server of alcohol must be BASSET certified – need copy of BASSET certification.**
11. A copy of site plan diagram to include roped area shall accompany this application.
12. All security/police resources needed shall be attached to this application with approval of the Chief of Police before final issuance by Liquor Commissioner.

Tom Tarvi's
Paula Schmidt
David Pietryla
Anna Koehler

Affidavit

State of Illinois)
County of Kane)

I/We, the undersigned, being first duly sworn, say that I/we have read the foregoing application and that the statements therein are true, complete, and correct and are upon my/our personal knowledge and information and are made for the purpose of inducing the City of St. Charles to issue the Liquor Dealer License, Class E1 to me/us for the location hereinbefore indicated; that I/we will not violate any of the laws of the United States, the State of Illinois or the City Ordinances of the City of St. Charles.

Signed: _____ Signed: _____
Sworn to before me this _____ day of _____, _____.
Notary Public _____

ENDORSEMENT OF THE LIQUOR CONTROL COMMISSIONER

Approved: _____ Date: _____ Chief of Police: _____
Approved: _____ Date: _____ Liquor Commissioner: _____

CITY OF ST. CHARLES
TWO EAST MAIN STREET
ST. CHARLES, ILLINOIS 60174-1984



DEPARTMENT: BUILDING & CODE ENFORCEMENT

PHONE: 630.377.4406

FAX: 630.443.4638

LOUDSPEAKER/AMPLIFIER LICENSE APPLICATION

Important: this application must be fully and accurately complete.

1. License term: FROM June 8, 2019 TO June 8, 2019 Number of Days 1
2. Applicant is: ☒ Corporation ☐ Partnership ☐ Individual
3. Applicant's Name St. Charles Breakfast Rotary Club Telephone # 630.762.6551
D/B/A Tri-City Craft Brewfest
Address [REDACTED] City/State/Zip St. Charles, IL 60175
4. Device Owner's Name Tom Turvis Telephone # [REDACTED]
Address 2702 Greenwood Ln. City/State/Zip St. Charles, IL 60175
5. Device(s) to be used, specific to power amplification (wattage) and output:
Guitar and DJ Speakers
6. Area where device(s) is/are to be used:
Lincoln Park Pavilion
7. Amplification system will be used for:
☒ Music
☐ Public Speaking
☐ Other (describe) _____
8. If used for music, what type (include name of artist/band if applicable):
Oldies, such as CCR, Beatles, Roy Orbison etc.

9. Time of day device(s) is/are to be used: noon - 5pm

By signing this application, the applicant agrees to all the provisions of Chapter 9.24 of the City of St. Charles Municipal Code.

Applicant Thomas L. Tawij
Signature

The fee for such a license will be \$5.00 per day, payable when the application is submitted for review. The city's police chief will reserve the right to review the application, and in conjunction with the Public Health and Safety Committee, either approve or deny the license request.

Approved: _____

Denied: _____

by: _____
Chief of Police

For Office Use

Date Received _____ Fee Paid _____ Receipt No. _____ Permit No. _____

**AGENDA ITEM EXECUTIVE SUMMARY**

Agenda Item number: *6a

Title: Budget Revisions for the City of St. Charles – January, 2019

Presenter: Chris Minick, Finance Director

Meeting: Government Operations Committee

Date: February 19, 2019

Proposed Cost: \$ -0-

Budgeted Amount:

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

January, 2019 listing of monthly budget revisions for the City of St. Charles.

Attachments *(please list):*

Budget Revisions –January, 2019

Recommendation/Suggested Action *(briefly explain)*

Budget Revisions for the City of St. Charles – January, 2019

CITY OF ST. CHARLES

Budget Revision Listing

January 2019

JE TYPE	JE #	BUDGET #	COMPANY	FISCAL YEAR	PERIOD	DATE	ACCT-UNIT	ACCOUNT	AMOUNT	DESCRIPTION
Budget Transfer	128	100	1000	2019	9	01/03/2019	800223	51300	\$ 80.00	Needed Funding
Budget Transfer	128	100	1000	2019	9	01/03/2019	800223	51304	\$ (80.00)	Needed Funding
128 Total									\$ -	
Budget Addition	129	100	1000	2019	9	01/04/2019	100110	54189	\$ 10,000.00	Eco Impact Study Funding
Budget Addition	129	100	1000	2019	9	01/04/2019	100900	31199	\$ (10,000.00)	Eco Impact Study Funding
129 Total									\$ -	
Budget Transfer	130	100	1000	2019	9	01/07/2019	100110	54189	\$ 1,000.00	Eco Impact Study Funding
Budget Transfer	130	100	1000	2019	9	01/07/2019	100110	54399	\$ (1,000.00)	Eco Impact Study Funding
130 Total									\$ -	
Budget Adjustment	131	100	1000	2019	9	01/07/2019	705800	49100	\$ (26,473.00)	Adj D/S Transfer
Budget Adjustment	131	100	1000	2019	9	01/07/2019	705800	49300	\$ 26,473.00	Adj D/S Transfer
Budget Adjustment	131	100	1000	2019	9	01/07/2019	100800	57003	\$ 26,473.00	Adj D/S Transfer
Budget Adjustment	131	100	1000	2019	9	01/07/2019	100900	31199	\$ (26,473.00)	Adj D/S Transfer
Budget Adjustment	131	100	1000	2019	9	01/07/2019	322800	57003	\$ (26,473.00)	Adj D/S Transfer
Budget Adjustment	131	100	1000	2019	9	01/07/2019	322900	31199	\$ 26,473.00	Adj D/S Transfer
Budget Adjustment	131	100	1000	2019	9	01/07/2019	710800	49100	\$ (11,674.00)	Adj D/S Transfer
Budget Adjustment	131	100	1000	2019	9	01/07/2019	710800	49300	\$ 11,674.00	Adj D/S Transfer
Budget Adjustment	131	100	1000	2019	9	01/07/2019	100800	57005	\$ 11,674.00	Adj D/S Transfer
Budget Adjustment	131	100	1000	2019	9	01/07/2019	100900	31199	\$ (11,674.00)	Adj D/S Transfer
Budget Adjustment	131	100	1000	2019	9	01/07/2019	306800	57005	\$ (11,674.00)	Adj D/S Transfer
Budget Adjustment	131	100	1000	2019	9	01/07/2019	306900	31199	\$ 11,674.00	Adj D/S Transfer
Budget Adjustment	131	100	1000	2019	9	01/07/2019	713800	49100	\$ 4,545.00	Adj D/S Transfer
Budget Adjustment	131	100	1000	2019	9	01/07/2019	713800	49300	\$ (4,545.00)	Adj D/S Transfer
Budget Adjustment	131	100	1000	2019	9	01/07/2019	100800	57004	\$ (4,545.00)	Adj D/S Transfer
Budget Adjustment	131	100	1000	2019	9	01/07/2019	100900	31199	\$ 4,545.00	Adj D/S Transfer
Budget Adjustment	131	100	1000	2019	9	01/07/2019	305800	57004	\$ (37,960.00)	Adj D/S Transfer
Budget Adjustment	131	100	1000	2019	9	01/07/2019	305900	31199	\$ 37,960.00	Adj D/S Transfer
Budget Adjustment	131	100	1000	2019	9	01/07/2019	308800	57004	\$ 42,505.00	Adj D/S Transfer
Budget Adjustment	131	100	1000	2019	9	01/07/2019	308900	31199	\$ (42,505.00)	Adj D/S Transfer
Budget Adjustment	131	100	1000	2019	9	01/07/2019	720800	49100	\$ 8,283.00	Adj D/S Transfer
Budget Adjustment	131	100	1000	2019	9	01/07/2019	720800	49500	\$ (8,283.00)	Adj D/S Transfer
Budget Adjustment	131	100	1000	2019	9	01/07/2019	100800	57103	\$ (8,283.00)	Adj D/S Transfer
Budget Adjustment	131	100	1000	2019	9	01/07/2019	100900	31199	\$ 8,283.00	Adj D/S Transfer
Budget Adjustment	131	100	1000	2019	9	01/07/2019	513800	57103	\$ 8,283.00	Adj D/S Transfer
Budget Adjustment	131	100	1000	2019	9	01/07/2019	513900	31199	\$ (8,283.00)	Adj D/S Transfer
Budget Adjustment	131	100	1000	2019	9	01/07/2019	100800	57308	\$ 31,455.00	Adj Levy Transfer
Budget Adjustment	131	100	1000	2019	9	01/07/2019	100900	31199	\$ (31,455.00)	Adj Levy Transfer

CITY OF ST. CHARLES

Budget Revision Listing

January 2019

[illegible]

CITY OF ST. CHARLES
Budget Revision Listing

January 2019

JE TYPE	JE #	BUDGET #	COMPANY	FISCAL YEAR	PERIOD	DATE	ACCT-UNIT	ACCOUNT	AMOUNT	DESCRIPTION
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The revisions shown herewith have been approved by the City Council, except as noted below.

_____ Chairman, Government Operations Committee	_____ Date
--	---------------

_____ Vice Chairman, Government Operations Committee	_____ Date
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_____ Finance Director	_____ Date
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Exceptions:

**AGENDA ITEM EXECUTIVE SUMMARY**

Agenda Item number: 6b

Title:

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

Presenter:

Mark Koenen/Jenn Sawicki/Chris Woelffer/Tom Donahue

Meeting: Government Operations Committee

Date: February 19, 2019

Proposed Cost: \$749,600

Budgeted Amount: \$TBD

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

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

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

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

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


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

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

ONE ST CHARLES

Merging Lanes





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

Positive Board Support



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



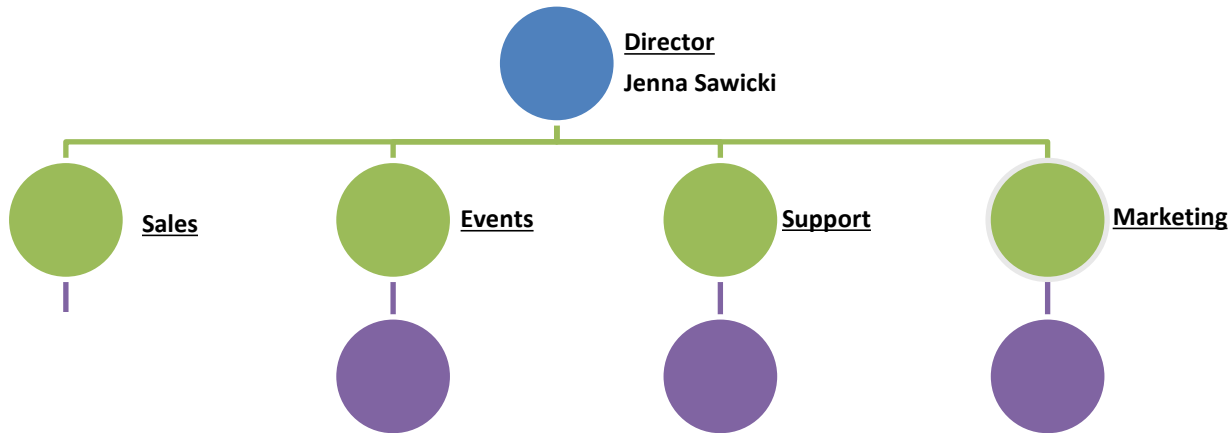
Chris Woelffer – President, STC Capital Bank
Paul Lencioni – Vice President, Blue Goose Market
Anna Meltzer – Treasurer, Dayspring Pediatric Dentistry
Mike Corbett – Secretary, Edward Jones Investments
John Hughes – Past President, St. Charles Resident
Steve Martin – First State Bank
Jill Card – Jeans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

Stakeholders

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



Staff Organization Chart



Michelle Cianferri
Laura Purdy
Lynne Schwartz
Alyssa Feulner

Zena Rayford
Nate Wendt
John Balek

Committees Organization Chart

501(c) (3)
Board of Directors



Executive
Director



One St Charles Committees:

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



Event Committees:

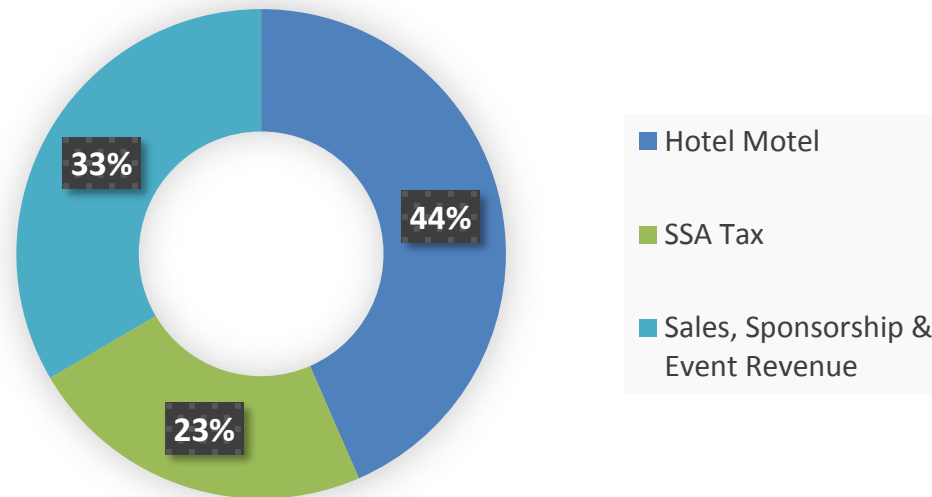
- Fine Art Show
- Parade Committee
- Jazz Weekend Committee **New**
- Scarecrow Fest Committee **New**

Annual Investment:

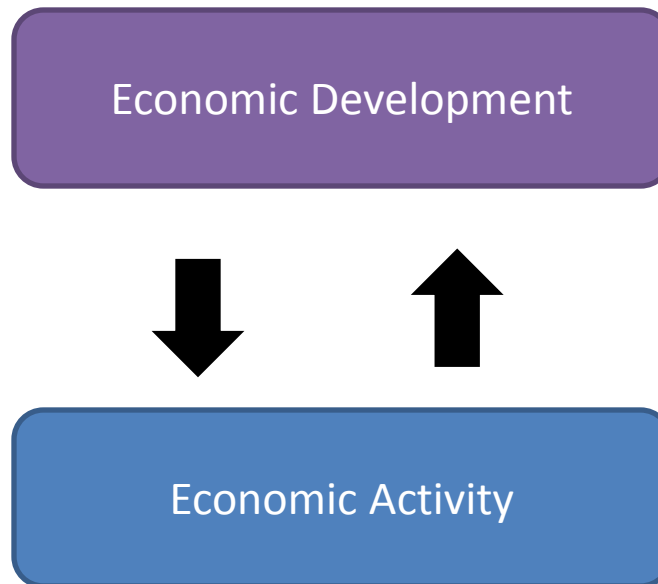
SSA & Hotel Motel Tax Funding

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

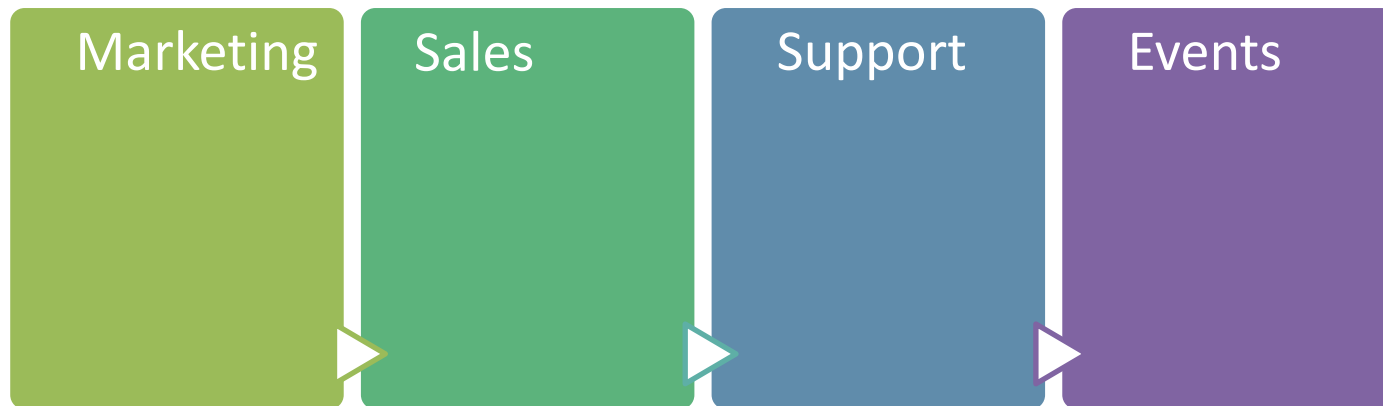
Operating Budget



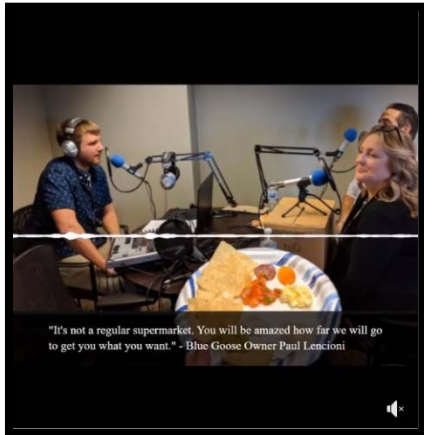
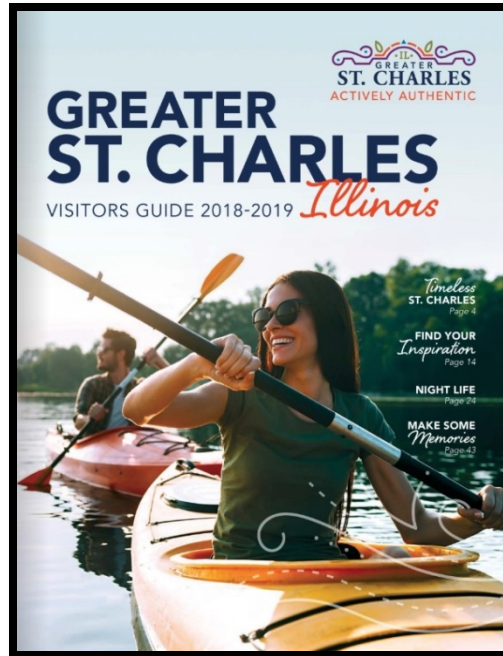
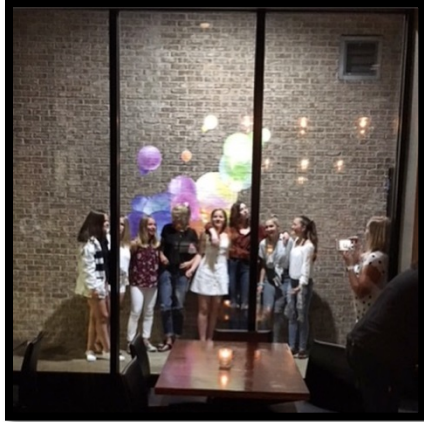
Economic development, sometimes used as a synonym for **economic growth**, can be defined as efforts that seek to improve the economic well-being and quality of life for a community by creating and/or retaining jobs, supporting or growing incomes and the tax base.



Breakdown of Programming



Marketing



Programs/ Activities/ Deliverables:

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

Branding



Sales

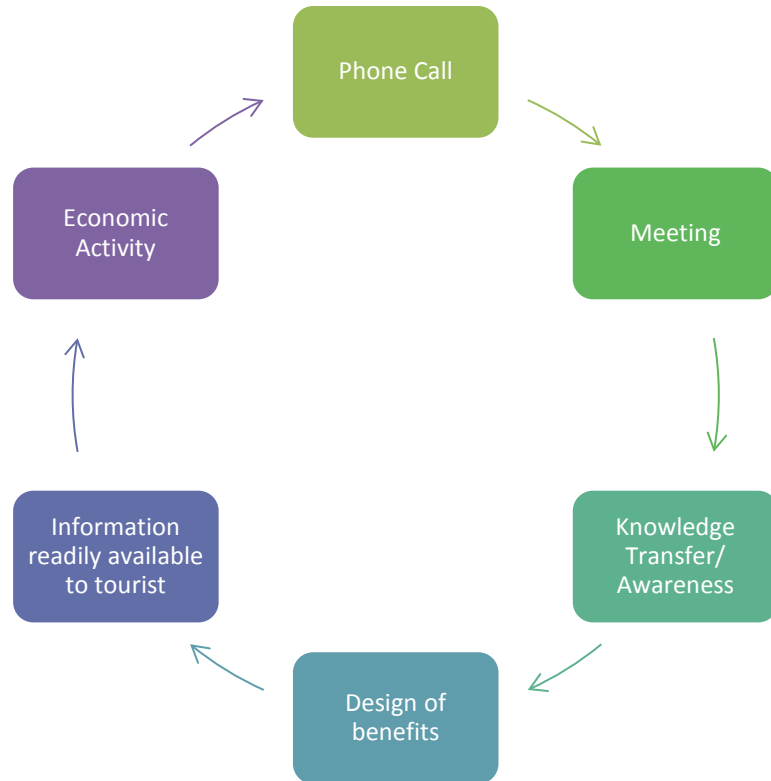


Programs/Activities/ Deliverables:

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

Sales

Conference Follow-up Example:



Support



Programs/ Activities/ Deliverables:

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

Support


Volunteer Programing:



we LOVE our
VOLUNTEERS

Support

Employee Discount Card



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

***BOOST MORALE,
BOOST BUSINESS***

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

Events



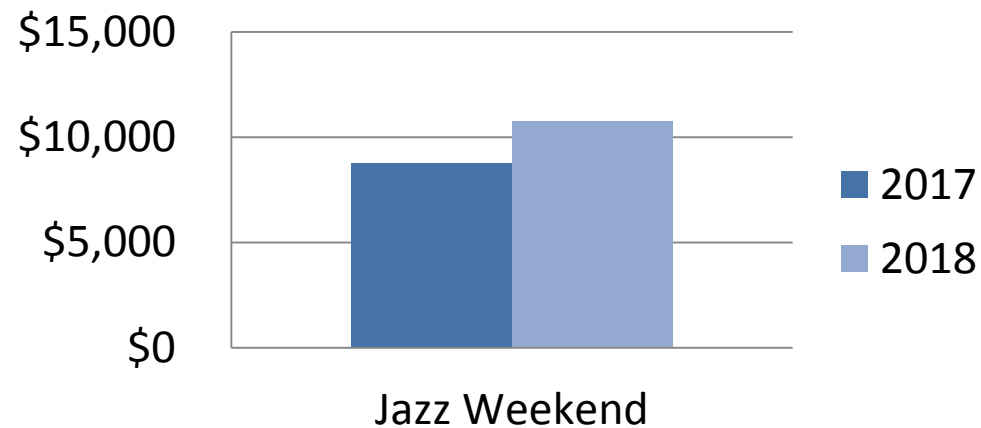
Programs/Activities/ Deliverables:

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

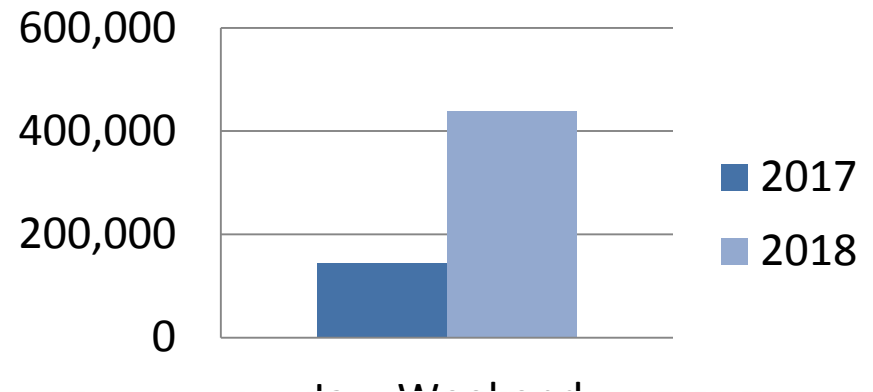
Events



Sponsorship Dollars

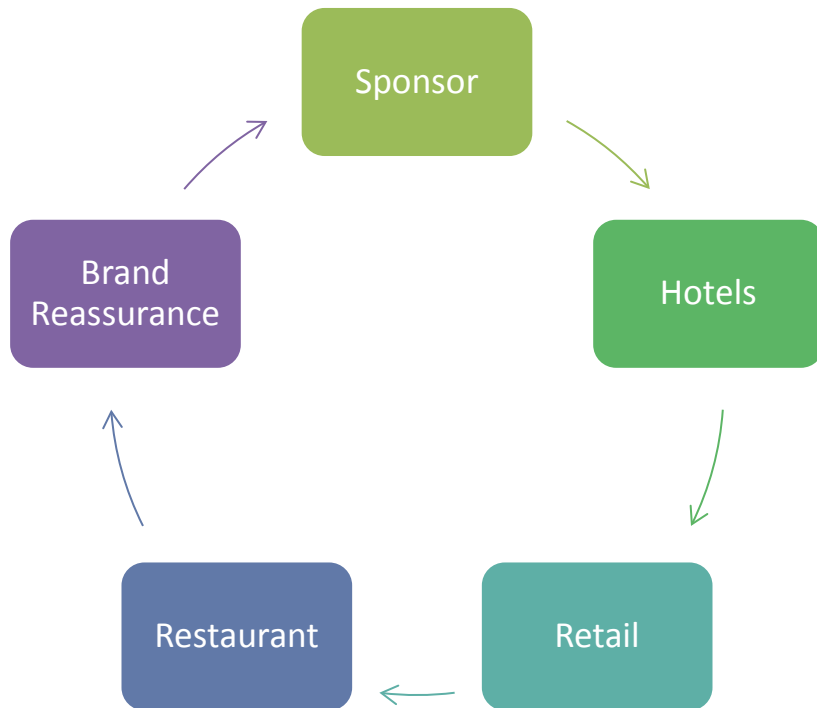


Advertising Impressions



Events

Jazz Weekend Example



Events

Future Scarecrow Festival

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



Our Goal:

To Drive Commerce to St Charles

Accountability

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

ONE ST CHARLES

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

ONE ST CHARLES

Questions?