



AGENDA ITEM EXECUTIVE SUMMARY

Title:	Recommendation to consider funding requests for 2013 Pride of the Fox Riverfest
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Presenter:	Brian Townsend
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Please check appropriate box:

X	Government Operations (1/22/13)		Government Services
	Planning & Development		City Council
	Public Hearing		

Estimated Cost:	\$30,000 or \$33,000	Budgeted:	YES		NO	
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If NO, please explain how item will be funded:

This is a request for the FY2013-14 budget, which is in the process of being prepared.

Executive Summary:

Pride of the Fox LLC (POFLLC) and the St. Charles Festival Committee (STCFC) have submitted proposals to plan, organize, and execute the 2013 Pride of the Fox Riverfest event.

The STCFC operated Riverfest for many years. The group is led by Mr. Tom Anderson as Chairman and Ms. Joy Meierhans as Executive Director. The organization has received commitments for board membership from several business representatives. The STCFC is requesting a one-time support grant from the City of \$15,000. This is in addition to the City's annual budget allocation of \$18,000. Approval of the request would require an allocation of \$33,000 in the City's FY13-14 budget.

POFLLC operated Riverfest from 2010-2012. The group is led by Ms. Julie Farris. The organization has also received commitments from several local residents and businesses. The STCFC is requesting that the City provide financial support in the amount of \$30,000 for which it would receive a set list of sponsor recognition benefits. The amount requested of \$30,000 includes the annual stipend/loan of \$18,000 that has been traditionally offered to the group producing RiverFest. Approval of the request would require an allocation of \$30,000 in the City's FY13-14 budget.

Attachments: *(please list)*

E-mail correspondence from Brian Townsend to Joy Meierhans and Julie Farris
 Request from St. Charles Festival Committee
 Request from Pride of the Fox LLC

Recommendation / Suggested Action *(briefly explain):*

Staff recommends that the Government Operations Committee consider the requests from the St. Charles Festival Committee and Pride of the Fox LLC and determine which entity will receive financial support for the 2013 event.

<i>For office use only:</i>	<i>Agenda Item Number:</i> 5a
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**Riverfest 2013**

Brian Townsend to: JM, jfarris0508

01/09/2013 01:20 PM

Cc: ddewitte, Christopher Minick, James Lamkin, Chris Aiston, Rita Tungare, Tina Nilles

Dear Joy and Julie:

As you already know, the discussion regarding the City's financial support for the 2013 Riverfest was postponed to the Government Operations Committee scheduled for Tuesday, January 22nd at 7:05 pm. The purpose of this e-mail is to let you know that you have an opportunity to provide additional written information to the members of the City Council for their consideration. The deadline for providing that information to me is Friday, January 11th at 12 noon. Additionally, you should be prepared to make a presentation to the committee regarding your request for City support and how that support will be utilized to provide an outstanding event that will benefit the St. Charles community.

In considering what information to present, I recommend that you focus on 3 specific areas:

1. economic - summarize what financial support you are requesting from the City and what form that support will take (city services, grant, sponsorship, loan, etc.)
2. benefits to the community - summarize how the event will benefit St. Charles residents and businesses. In addition, there is a specific interest in knowing how local/downtown businesses will benefit from the event.
3. organizational - summarize the structure of the entity that you represent, provide information regarding your organization's leadership, and demonstrate the organization's ability to plan, organize, and execute a successful event.

Finally, I recommend that you tell the members of the committee why you/your organization is best-suited to be the lead agency on Riverfest 2013.

Thank you for your interest and please let me know if you have any questions.

Sincerely yours,

Brian Townsend | City Administrator
2 E. Main Street, St. Charles, IL 60174-1984
phone: 630.377.4425 | fax: 630.377.4440 | www.stcharlesil.gov
btownsend@stcharlesil.gov

CITY OF ST CHARLES, ILLINOIS





**St. Charles Festival Committee
Proposal to Produce Pride of the Fox RiverFest
Submitted to St. Charles Government Operations Committee
January 11, 2013**

Background

In 1990, the St. Charles Chamber chose to discontinue producing the Pride of the Fox Festival. Not wanting to see this annual Celebration of Summer for St. Charles residents disappear, the City and a group of community leaders encouraged formation of the St. Charles Festival Committee (STCFC) to produce and manage the popular event, renamed Pride of the Fox RiverFest. What ensued under STCFC Chairman Tom S. Anderson and Executive Director Joy Meierhans was 20 years of successful operation as a highly anticipated and warmly welcomed social (non-commercial) event for local residents...unlike Scarecrow Fest, which is marketed to attract attendees from far and wide. After RF 2009, at the City's urging, an effort was made to have the Downtown Partnership run the event. When staff load precluded it, Partnership members Jon Olson and Julie Farris accepted responsibility as Pride of the Fox LLC (POFLLC), until they quit after last year's festival.

That's the past. Although the future cannot be predicted, clues can be found in the past. You now are being asked to choose between two organizations to produce RF – one with extensive event experience and a 20-year track record of financial responsibility and profitability, and the other with three years experience resulting in a \$15,000 shortfall followed by leadership resignations.

At the invitation of Mayor Don DeWitte, STCFC is here now to offer its professional leadership and to invite discussion about RiverFest's future with the following considerations:

Economics

As listed in Tom Anderson's January 2nd proposal to the City, STCFC requests continuation of the City's annual support of \$18,000 and 50% discount on its services fees, plus a \$15,000 grant to make up for the shortfall between the \$30,000 funds STCFC turned over to POFLLC after RF 2009 and the monies left after RF 2012.

Benefits to Community

RF was conceived as a community event with participatory opportunities rather than as a commercial event. It was designed to be for residents of the Fox Valley, spotlighting St. Charles' many views and amenities (not to be spoiled by overnight camping along the 1st Street riverside).

(continued)

If redirection is being considered, STCFC is open to the desires of the community and welcomes input from Aldermen, City staff, businesses and residents. If the goal is to become more St. Charles-centric, we suggest working with the Downtown Partnership to create a month-long retail promotion to drive local people to the downtown stores prior to RF and culminate during RF weekend.

Regarding involvement by restaurants, reduced fees can be offered...but regular restaurants normally are not set up to prepare and sell food from a tent in questionable weather. They usually do not have the required equipment. Also, Kane County Health Department requirements are stringent, rightly so, but they often discourage restaurateurs from participating in festivals.

Organization

STCFC, an Illinois not-for-profit corporation, ran RF profitably for 20 years. When Mayor DeWitte learned Julie Farris and Jon Olson quit and were disbanding their organization, he called Joy Meierhans, a Certified Festival and Event Executive with 30 years experience in event management, to learn if she would again produce and manage RF. Tom Anderson agreed to serve as STCFC chairman, and put together a board made up of St. Charles community partners (Downtown Partnership, Chamber, Park District, Police Department and the business community).

STCFC is best suited to take RF into the future. It has demonstrated its event production experience and proven its ability to manage profitably over the long haul.

If any questions, please call Joy Meierhans at (630) 557-2575 or Tom Anderson at (630) 247-9592.

January 10, 2013

Julie M. Farris
716 S. 9th Ave
St. Charles, IL 60174

Brian Townsend
City Administrator
City of St. Charles
2 E. Main Street
St. Charles, IL 60174

Dear Mr. Townsend:

With regards to RiverFest 2013, I would like to submit the following proposal requesting the production rights and city sponsorship of this year's event.

RiverFest is a wonderful community festival showcasing and celebrating life in St. Charles. I have had the opportunity to be involved with the festival since 2008 when the decision was made to transfer production of RiverFest to the Downtown St. Charles Partnership.

To prepare for the transfer of the festival, a number of DSCB board members, myself included, volunteered for the 2008 planning committee and event. Shortly after the transfer and after planning of RiverFest 2009 had begun by our committee, a decision was made by the new staff and board of the DSCP to reverse the decision and not produce the event. To ensure the continued success and life of the event, the co-chair and I decided to create an Illinois Not-For-Profit called Pride of the Fox to produce the event.

Since that decision to create Pride of the Fox, our event group comprised of residents and business owners have strived to bring the community back into the "Community Festival". This has been done through numerous avenues including:

- Downtown merchants that have supported our mission and event due to the increase in communications and participation over the past 4 years. Each year, members of our team have walked the downtown providing each business with an information sheet about RiverFest, answering questions, and inviting them to participate in the event. We found that this approach was a welcome change and helped to improve the relationships with many disgruntled downtown businesses. Coupon pages have even been offered at no charge to the downtown businesses and were designed, produced and distributed by POTF. These coupon sheets were handed out with our programs and listed on our website. Downtown merchants also receive additional exposure and some even an increase of sales from the thousands of attendees over the 3 days. We have always strongly encouraged the downtown merchants to participate in the event and have come up with unique opportunities to promote their businesses. Also, many downtown restaurants are Food Sponsors for the Sponsor Tent where they receive a benefits package including marketing of their organization.
- Battle of the Bands competition which offered the winning group an opportunity (paid) to officially open the Harris Bank Main Stage the following year. This has enabled many local students the opportunity to showcase their skills for our community.
- Financial support for the Boy and Girl Scouts of America. We have worked with numerous troops providing free booth space allowing scouts the opportunity to earn funds for their organization.
- Financial support for the Fox Valley Robotics High School Team 2949. This incredible group of students has been ranked in the top 7% worldwide (2054 teams) for their robot building skills in the last two years. The students have an interactive booth to encourage others in math and science skills. Also worth mentioning is that the students built their robots in St. Charles at Genesis Automation.
- Providing the local based Knights of Columbus organization with a fundraiser opportunity providing their group with thousands of dollars each year. The KoC members have become an integral part of the preplanning of the last few years' events.

- For the 30th Birthday Bash last year, a local St. Charles day was celebrated on Sunday with all homegrown talent playing on the Main Stage.
- The Children's Stage in Lincoln Park has been revised to showcase all the best of local St. Charles talent including the dance schools, local authors, musicians and performers. We have even been able to showcase our local business with ice cream eating and burger eating contests.
- The creation of 2 music showcases including St. Charles Idol which showcased local talent from a wide range of contestants including an 8 year old and his mom. Teaming up with the Arcada Theater allowed us to offer contestants a rare opportunity to perform on that historic stage. It also gave us the opportunity to partner and showcase another St. Charles business.
- Teaming up with the Kane County Swat Team allowed the team to demonstrate their skills in an exciting, family friendly setting. It also allowed this underfunded team the opportunity to raise awareness and funds through a community event.
- After each festival, the team reviews the event from every aspect and has performed SWOT analysis to help plan for upcoming events and make improvements and changes as necessary. This system has enhanced the festival and the volunteers and residents feedback.

Since 2009, it has been a vision of our organization to produce a community friendly event planned and produced by its residents. With backing from the Pride of the Fox board, I have been able to lead a group of up to 150 volunteers who believed in that same mission. These dedicated groups of volunteers come from every area of St. Charles. We are even lucky to have some people from other communities that support POTF and volunteer for our events. Below is a listing of our slate of volunteer board members:

Kevin Call	President, Resident
Julie Farris	Executive Director, Resident
Ed Bessner	City of St Charles
Darlene Riebe	Resident
Sue McDowell	McDowell Remodeling
Pat Hofstetter	CPR Printing
Jan Wilson	Hair Capers, Resident
Lt. Erik Mahon	St. Charles Police Department
Judy Stallman	Valley Lock, Resident

When created, the POTF board had members from other organizations in town including the Chamber of Commerce, the Downtown St. Charles Partnership and the St. Charles Convention and Visitors Bureau. Numerous circumstances including changes in staffing caused us to lose board members from these groups. Representation is welcome and wanted and offers to join our board will be forth coming to all three organizations.

Under the POTF leadership and guidance, we have been able to accomplish the following:

- Successfully plan and produce 3 festivals and 1 community parade with mini festival.
- Provided an entertaining and successful 30th Birthday Bash.
- Built a volunteer base of up to 150 local volunteers.
- Created mutually respectful relationships with many city service employees.
- Reduced the Main Stage hours on Sunday by an hour to be friendlier to the surrounding neighborhoods.
- Produced a "problem free" Main Stage by working closely with the Police Department in pre-event brainstorming sessions and diligent self-policing by the POTF team.
- Increased local sponsorship of RiverFest to include 70 businesses which 58 were St. Charles companies (2012 stats).

January 10, 2013

Page 3

The Pride of the Fox team has a proven track record with this event for the last 4 years. We have planned family friendly events that bring in positive media coverage and financial benefits for our community. The vision since the beginning has been for one organization in town to produce/consult the events in St. Charles. It was our understanding that the Downtown St. Charles Partnership was chosen for that role last fall. Our decision to retire from the event was based on that information. When it became clear that the festival was not being produced by the DSCP, many of our volunteers approached me to once again lead them in producing the "Community Festival". Those residents along with the knowledge that the DSCP is not producing RiverFest is what made me decide to request the continued support from the Mayor, City Council and the city staff. It was never our desire to retire from RiverFest; our decision was made to support our City Council's quest to streamline organizations. Since the restructuring has not occurred, we respectfully ask that you continue to support our organization and its vision to produce the "Community Festival" planned by its residents.

The attached proposal would make the City of St. Charles the "Presented By" Sponsor for RiverFest. Due to the delayed planning and sponsorship recruitment, we are requesting the city provide financial support for which they would receive a set list of benefits included with this package. The amount requested of \$30,000 includes the annual stipend/loan of \$18,000 that has been traditionally offered to the group producing RiverFest. The benefits offered can be tailored to best match the City's marketing plan. Also included in this request is the traditional 50% discount offered to not-for-profits for city services.

I welcome any questions, comments and concerns with this proposal. I remind you again why I started on this event quest and hope that your confidence in my skills will mean that you and the Aldermen will consider funding my event group and this community festival.

Sincerely,

Julie

Julie M. Farris
Event Planner

Enclosures

Cc:

Hon. Daniel Stellato
Hon. Jon Monken
Hon. Rita Anne Payleitner
Hon. Clifford X. Carrignan
Hon. Ray Rogina
Hon. William Turner
Hon. James E. Martin
Hon. Jo Krieger
Hon. Ed Bessner
Hon. Maureen Lewis

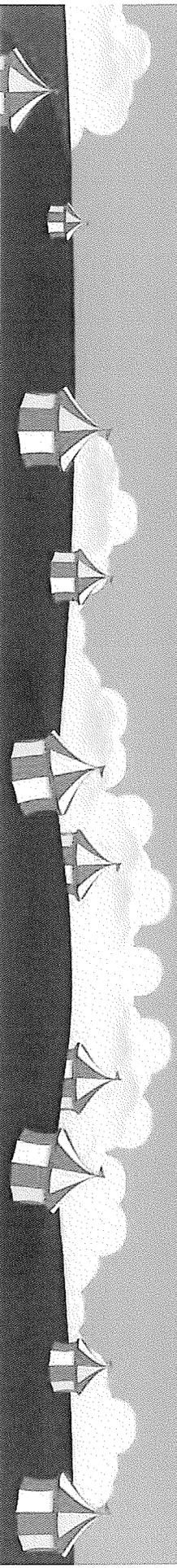


SPONSORSHIP PROPOSAL

RiverFest 2013

June 7th 8th & 9th 2013

Saint Charles, Illinois





31st Annual RIVELFEST

• Dates: June 7th, 8th & 9th, 2013

• 30,000 to 50,000 people

• Times:

expected to attend from all
across the Chicagoland area

Friday June 7th

11AM to 6PM

MAIN STAGE - 6PM to 11PM

• 5 venues throughout downtown
St. Charles

Saturday June 8th

11AM to 6PM

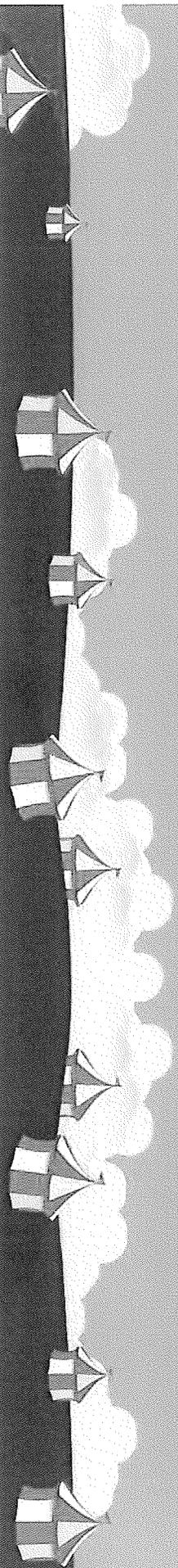
MAIN STAGE - 12PM to 11PM

• Cost to attend: Free to public

Sunday June 9th

11AM to 6PM

MAIN STAGE - 12PM to 10PM

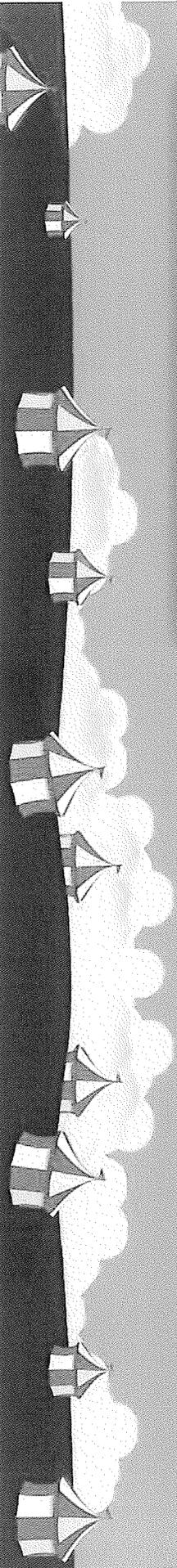




5 Venues of Family Fun



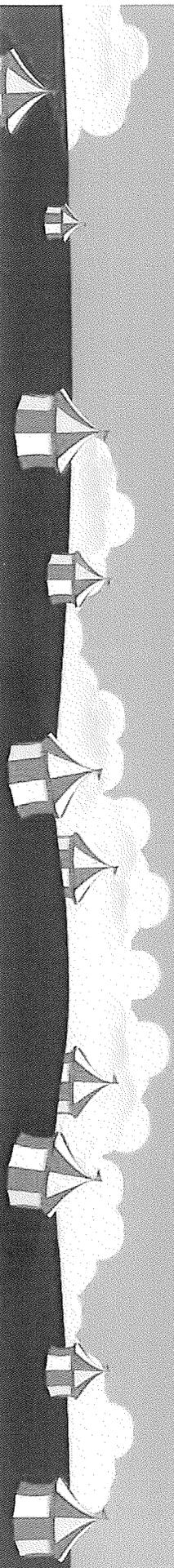
- Live Music
- Sanctioned Dragon Boat Racing
- Water Ski Show
- 40 Ton Fantasy Sand Sculpture
- Children's Venue with live entertainment
- Kane County Swat Team Demo
- Dog Agility Shows & Pet Boutique
- Food and Beverage (Public)
- Craft Show





Highlights & Milestones

- Provided the community with an entertaining, safe and successful 30th Birthday Bash.
- Over 70 businesses sponsored the event (58 were STC businesses).
- Festival Guide was printed as an insert in the Neighbors of St Charles Magazine with a distribution of 25,000 delivered to the St Charles residents.
- Teaming up with the Kane County SWAT Team allowed the officers to demonstrate their skills in an exciting, family friendly setting. It also allowed this underfunded team the opportunity to raise awareness and funds through a community event.

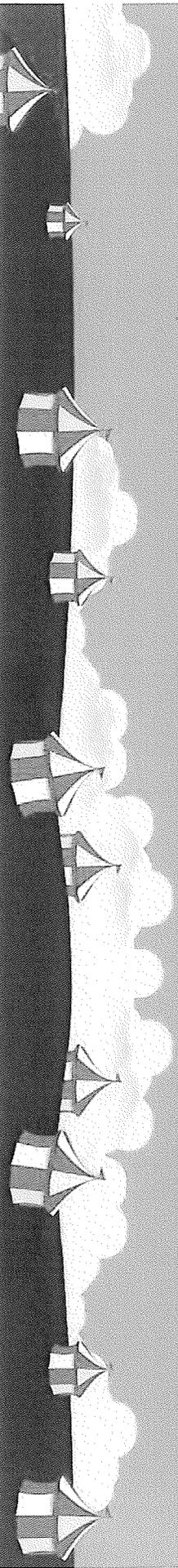




Highlights & Milestones

(cont.)

- Three million+ marketing impressions were captured surrounding the festival for the last 2 years.
- Professional video was created by Comcast videographer and played on Comcast through the On Demand channel.
- Built a volunteer base of up to 150 local volunteers.
- Reduced the Main Stage hours on Sunday by an hour to be friendlier to the surrounding neighborhoods.



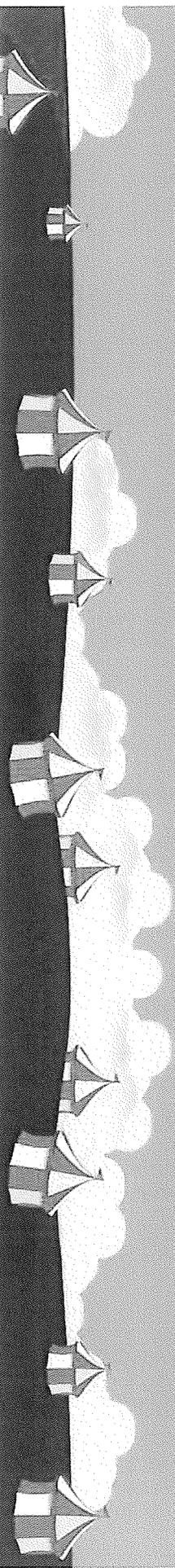


Benefits of Sponsorship

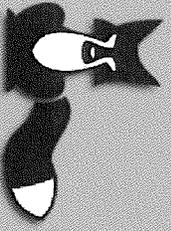
- Access to the festival's marketing, promotion and PR campaigns, including printed media, television and radio.
- Access to network the City of St. Charles at the festival in a prominent location
- Entertainment value for your residents, employees and clients
- Exclusive access to VIP tent including seating for concerts, food and drinks
- Branding on "all" festival media including posters, radio and newspapers
- All sponsorship packages can be tailored to maximize the advantages in order to meet your corporate objectives



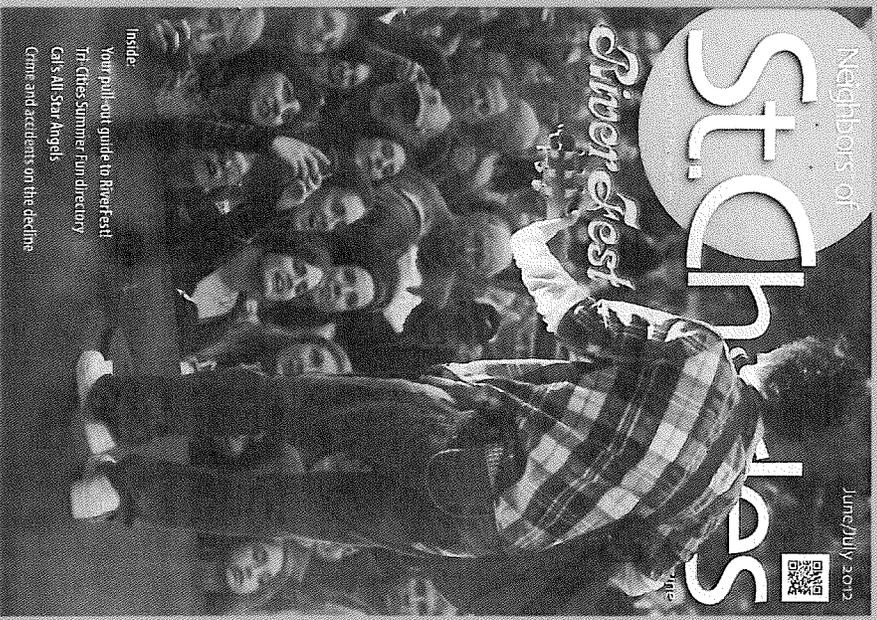
Exposure to thousands of festival attendees.



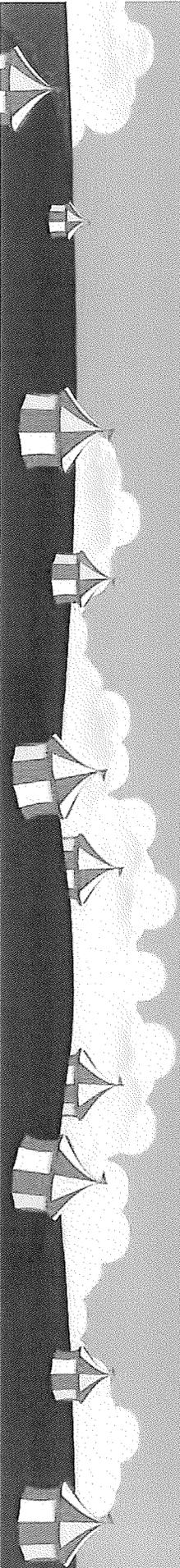
\$30,000



Presented by ^{the} SPOONS



- The City of St. Charles positioned with the event, (First Tier Logo Placement) in all marketing including posters, brochures, local newspaper ads, radio ads, social media, event premiums, etc.
- Recognition on www.prideofthefox.com, (First Tier Logo Placement with link)

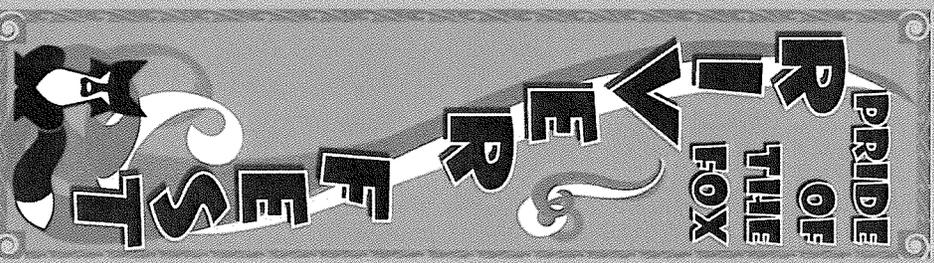


\$30,000

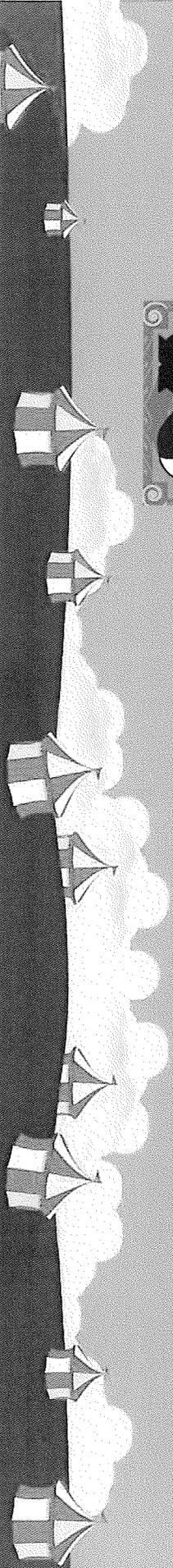


Presented by SPOONSOFT

(cont.)



- The City of St. Charles will be listed on 6 light pole banners on Main Street for the months of May and June.
- The City of St. Charles will be announced throughout the festival at various venues by event emcees for a minimum of ten (10) stage announcements.

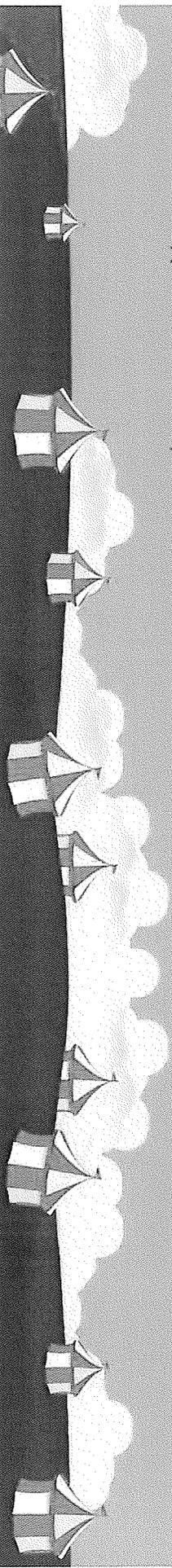




Presenting Sponsor

The City of St. Charles will RECEIVE the following:

- Recognition in all media including Kane County Chronicle, Chicago Tribune, Daily Herald, Elburn Herald, 95.9fm and Y103.9.
- Top recognition on our website www.prideofthefox.com as the Presenting Sponsor.
- Recognition on Facebook page with 10 posts regarding the Sponsorship.
- Top recognition on the Festival Program (35,000).
- 1 City Banner will be placed at the Main Stage for the entire festival. (Main Street visibility of approx. 15,000 vehicles daily.)
- 1 City Banner will be displayed at Plaza Green for the entire festival.
- 1 City Banner will be displayed at Pottawatomie Park for the entire festival.
- 1 City Banner will be displayed at the RiverFest Carnival for the entire festival.
- 1 City Banner will be displayed at the Municipal Center for the entire festival.
- The City of St. Charles will be listed on 6 light pole banners on Main Street for the months of May and June. Main Street visibility of approx. 15,000 vehicles daily.
- The City of St. Charles will receive a free boat entry in the Dragon Boat Races.
- The City of St. Charles will be announced throughout the festival at various venues by event emcees for a minimum of 30 announcements.
- The City of St. Charles will receive 50 weekend passes and 50 day passes for the Dragons Lair (sponsorship tent) which includes food, drinks and exclusive seating for the entertainment.
- The City of St. Charles will receive a 10' x 20' tent to market your company services.
- A press release will be sent out announcing the sponsorship.
- A St Charles Chamber of Commerce E-Blast will be sent out announcing the sponsorship of RiverFest.
- MOVIE NIGHT UNDER THE STARS on Friday, June 7th will be a PG movie (TBD) that will be played for the community on a portable outdoor movie screen with a projector. The ability to play an Infomercial before the movie starts and a representative will have the opportunity to address the public if desired.
- All other opportunities as they become available.

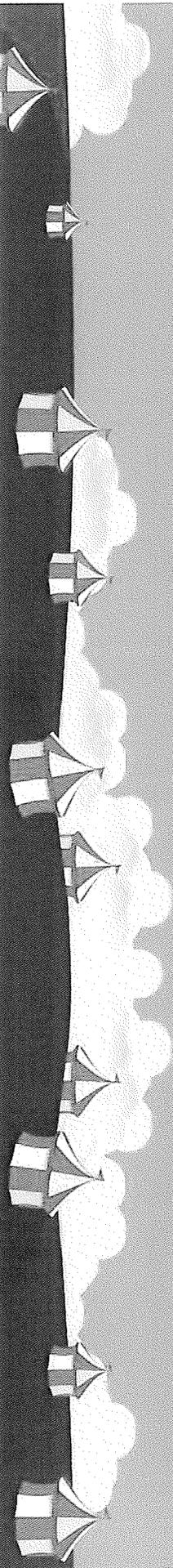




Presenting Sponsor

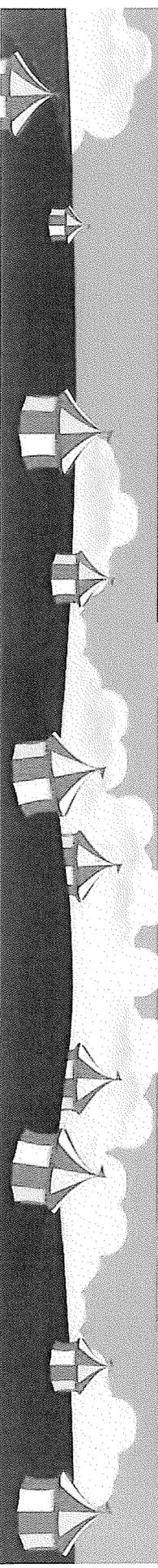
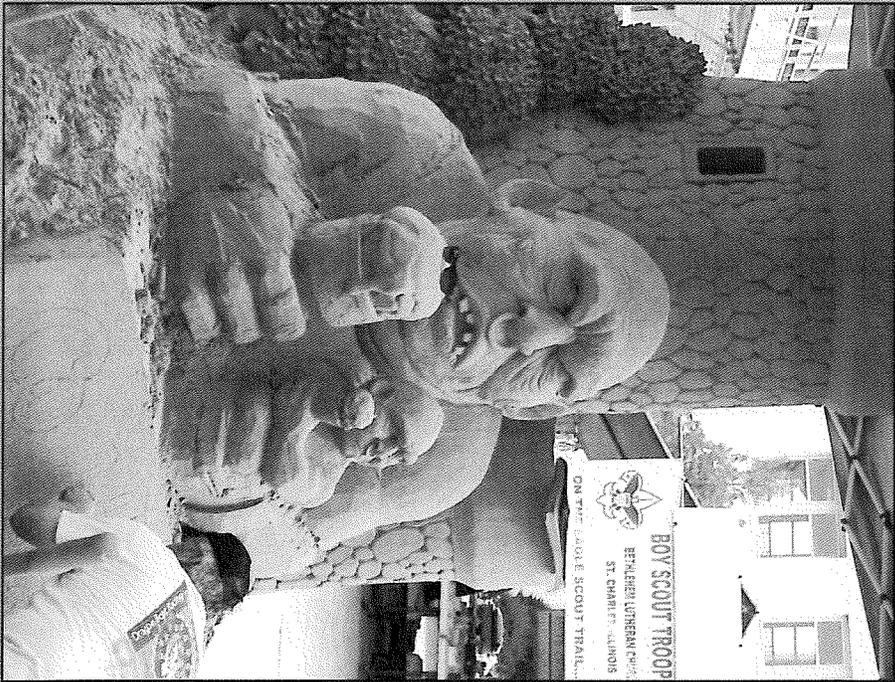
The City of St. Charles will PROVIDE the following:

- 6 banners to be shipped/dropped off at St. Charles office by May 27, 2013.
- 2 volunteers to help throughout the weekend (with logo attired clothing to further promote the city).
- 3 Volunteer Raffle Prizes
- 300 – 500 promo giveaway items to be handed out at various venues throughout weekend (TO BE DISTRIBUTED BY RIVERFEST STAFF), to be shipped/dropped off at St. Charles office by May 27, 2013.
- Digital company logo to be used in promotional materials.
- A Financial Commitment of \$30,000.00 and 50% discount of city services.



Community Festivals

Unite our Residents

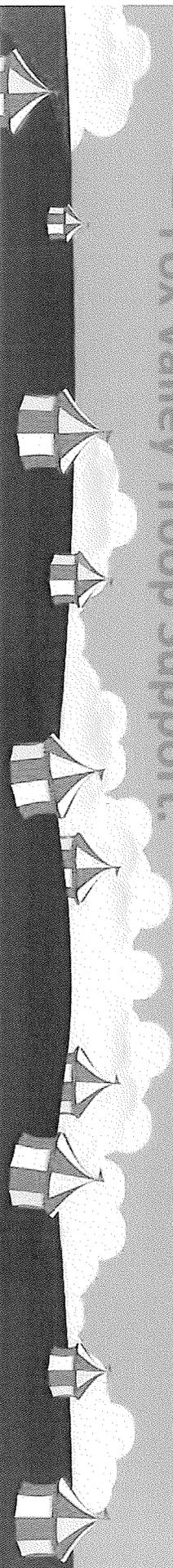




Festival PRODUCE'S

- Pride of the Fox, Inc. is a not-for-profit organization that provides St. Charles residents and visitors with year-round family style entertainment, by producing and promoting free festivals and city-wide holiday celebrations.

- RiverFest is proud to support:
 - The Knights of Columbus
 - Boy and Girl Scouts of America
 - Fox Valley Robotics High School Team 2949
 - Fox Valley Troop Support.



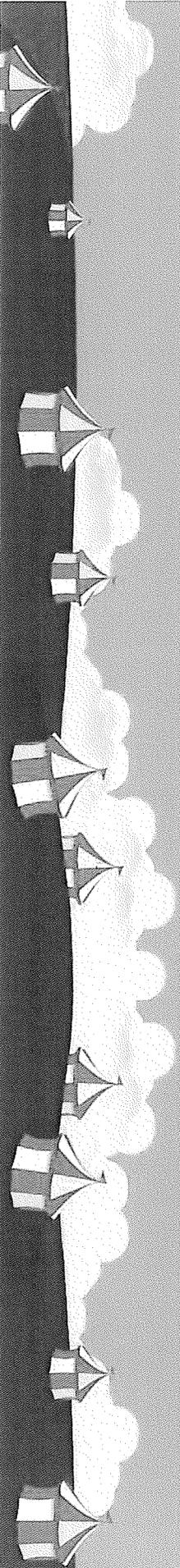
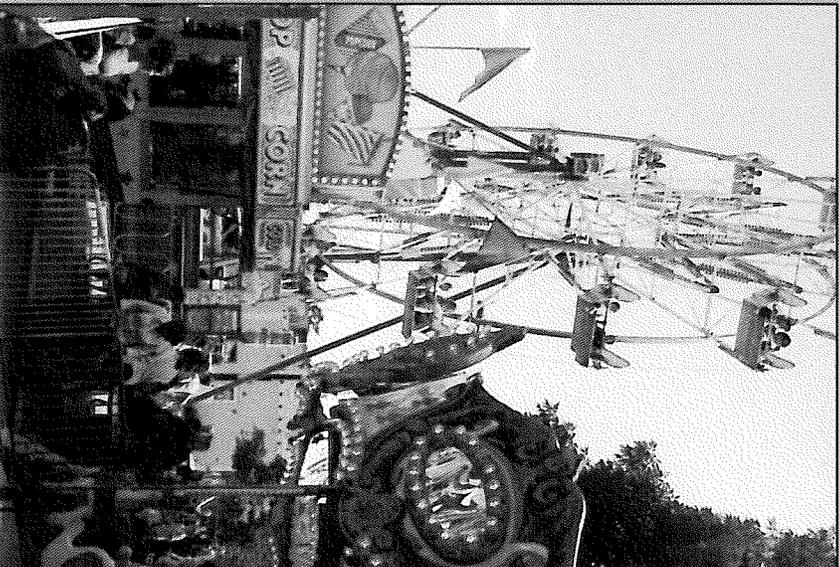


Contact Information

Julie Farris, Executive Director

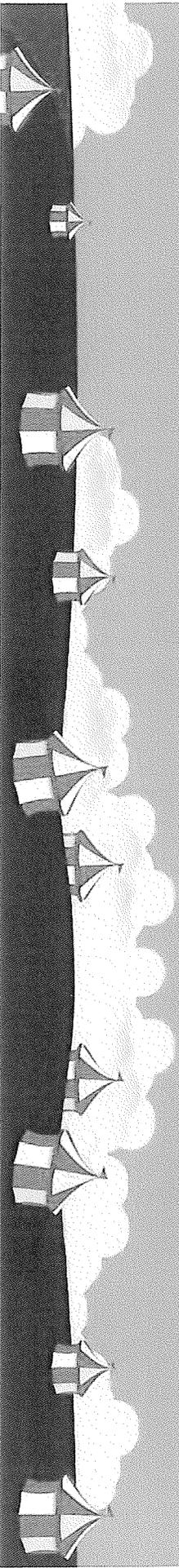
jfarris0508@yahoo.com

630-809-7901





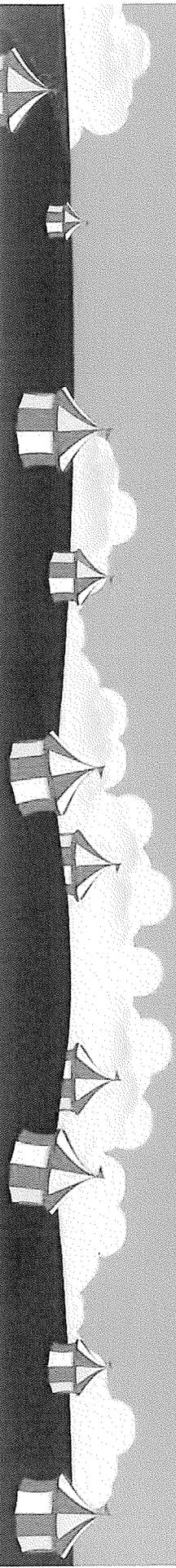
APPENDIX B - Volunteegels





It Takes a Community

- 150+ volunteers to produce RiverFest each year.
- Residents, Business Owners and fans of St. Charles work for 10+ months to produce the festival.
- Hundreds of St. Charles students are impacted financially by their groups participation in RiverFest.





Board Members

Kevin Call

President, Resident

Julie Farris

Executive Director, Resident

Ed Bessner

City of St Charles, Resident

Darlene Riebe

Resident

Sue McDowell

McDowell Remodeling

Pat Hofstetter

CPR Printing

Jan Wilson

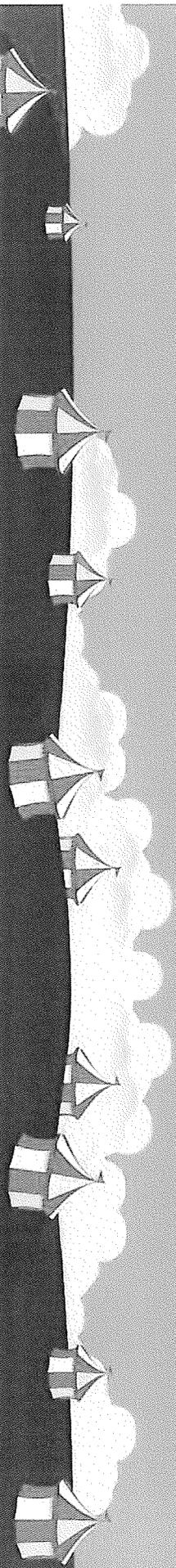
Hair Capers, Resident

Lt. Erik Mahon

St. Charles Police Department

Judy Stallman

Valley Lock, Resident





Volunteers

- RiverFest volunteers range in age from 8 to 70 years old!
- RiverFest volunteers represent our community.
- RiverFest volunteers specialize in event planning, project management, financial, and marketing along with many other business specialties.

