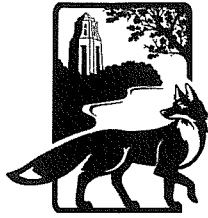


**AGENDA  
CITY OF ST. CHARLES  
GOVERNMENT OPERATIONS COMMITTEE  
ALD. BILL TURNER, CHAIR**

**MONDAY, JUNE 3, 2013  
IMMEDIATELY FOLLOWING CITY COUNCIL MEETING  
CITY COUNCIL CHAMBERS  
2 E. MAIN ST.**

- 1. Call to Order**
- 2. Roll Call**
- 3. Omnibus Vote**  
Recommendation to approve Funds Transfer Resolutions authorizing budgeted transfers for debt service payments and miscellaneous transfers.
- 4. Police Department**
  - a. Recommendation to approve a Resolution Authorizing the Mayor and City Clerk to Execute an Intergovernmental Agreement with the County of Kane for Animal Control Services.
- 5. Public Works Department**
  - a. Recommendation to amend the Intergovernmental Agreement with School District 303 regarding Red Gate Road/St. Charles North High School intersection improvements.
- 6. Finance Department**
  - a. Recommendation to approve an Ordinance Ascertaining Prevailing Wages in the City of St. Charles for Kane and DuPage Counties.
  - b. Recommendation to approve funding for the Downtown St. Charles Partnership for FY13/4.
  - c. Recommendation to approve funding for the Convention and Visitor's Bureau and approve a Resolution authorizing the Mayor to execute the agreement for FY13/14.
- 7. Executive Session**
  - Personnel
  - Pending Litigation
  - Probable or Imminent Litigation
  - Property Acquisition
  - Collective Bargaining
  - Review of Minutes of Executive Sessions
- 8. Additional Items**
- 9. Adjournment**



## AGENDA ITEM EXECUTIVE SUMMARY

Title: Recommendation to approve Funds Transfer Resolutions authorizing budgeted transfers for debt service payments and miscellaneous transfers

Presenter: Christopher A. Minick

*Please check appropriate box:*

X

Government Operations

Government Services

Planning & Development

City Council

Estimated Cost:

N/A

Budgeted:

YES

X

NO

If NO, please explain how item will be funded:

### Executive Summary:

During the fiscal year interfund transfers are sometimes necessary to fund activities/transactions in other funds. Most City revenues are recorded into the General Fund and transfers are periodically made to fund debt service payments, subsidize the activities of other funds or for a special use.

Funds Transfer Requests for Fiscal Year 12/13:

Transfer of funds from the General Fund to the Capital Project Fund 513 to cover Public Works & Fire projects.

Transfer of funds from the General Fund to the Electric Fund to cover Christmas lights and streetlight maintenance.

Transfer of funds from the Foreign Fire Fund to the General Fund to cover purchase for Fire Station furniture.

Transfer of funds to cover principal and interest payments for 2008C General Obligation Bonds.

Transfer of funds from the General Fund and Sewer Fund to the Motor Fuel Tax Fund for reimbursement of Non-MFT expenses.

Transfer of funds from the General Fund to the Refuse Fund for costs associated with April flooding.

**Attachments:** *(please list)*

### Funds Transfer Resolutions

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

Recommendation to approve Funds Transfer Resolutions authorizing budgeted transfers for debt service payments and miscellaneous transfers.

*For office use only:*

*Agenda Item Number:*

## **Funds Transfer Resolution**

No. \_\_\_\_\_

**BE IT RESOLVED** that the Finance Director and City Treasurer of the City of St. Charles be and are hereby authorized to make the budgeted transfer of:

**\$5,390.00**

**From Foreign Fire Fund 340 to General Fund 100 for FY 12/13.**

During FY 12/13 and as shown in the budget during that year.

\*\*\*\*\*

**THIS IS TO CERTIFY THAT THE ABOVE TRANSFER RESOLUTION** was adopted by the City Council of the City of St. Charles, Illinois, at the meeting held on the \_\_\_\_\_ day of \_\_\_\_\_, 2013.

\_\_\_\_\_  
Nancy L. Garrison, City Clerk

(SEAL)

## **Funds Transfer Resolution**

No. \_\_\_\_\_

**BE IT RESOLVED** that the Finance Director and City Treasurer of the City of St. Charles be and are hereby authorized to make the budgeted transfer of:

**\$238,522.50**

**From the General Fund to the 2008C G.O. Debt Service Fund 720 (Fire Station, Ladder Truck & Riverwall Projects) for Fiscal Year 2012/2013 as budgeted.**

During FY 12/13 and as shown in the budget during that year.

\*\*\*\*\*

**THIS IS TO CERTIFY THAT THE ABOVE TRANSFER RESOLUTION** was adopted by the City Council of the City of St. Charles, Illinois, at the meeting held on the \_\_\_\_\_ day of \_\_\_\_\_, 2013.

\_\_\_\_\_  
Nancy L. Garrison, City Clerk

(SEAL)

## **Funds Transfer Resolution**

No. \_\_\_\_\_

**BE IT RESOLVED** that the Finance Director and City Treasurer of the City of St. Charles be and are hereby authorized to make the budgeted transfer of:

**\$24,971.43**

**From Corporate Fund 100 to Fund 200 (Christmas Lights) for FY 12/13.**

During FY 12/13 and as shown in the budget during that year.

\*\*\*\*\*

**THIS IS TO CERTIFY THAT THE ABOVE TRANSFER RESOLUTION** was adopted by the City Council of the City of St. Charles, Illinois, at the meeting held on the \_\_\_\_\_ day of \_\_\_\_\_, 2013.

\_\_\_\_\_  
Nancy L. Garrison, City Clerk

(SEAL)

## Funds Transfer Resolution

No. \_\_\_\_\_

**BE IT RESOLVED** that the Finance Director and City Treasurer of the City of St. Charles be and are hereby authorized to make the budgeted transfer of:

**\$215,079.93**

**From Corporate Fund 100 to Fund 200 (Street Light Maintenance) for FY 12/13.**

During FY 12/13 and as shown in the budget during that year.

\*\*\*\*\*

**THIS IS TO CERTIFY THAT THE ABOVE TRANSFER RESOLUTION** was adopted by the City Council of the City of St. Charles, Illinois, at the meeting held on the \_\_\_\_\_ day of \_\_\_\_\_, 2013.

\_\_\_\_\_  
Nancy L. Garrison, City Clerk

(SEAL)

## Funds Transfer Resolution

No. \_\_\_\_\_

**BE IT RESOLVED** that the Finance Director and City Treasurer of the City of St. Charles be and are hereby authorized to make the budgeted transfer of:

**\$60,000.00**

**From Corporate Fund 100 to Fund 230 (Refuse) for FY 12/13.**

During FY 12/13 and as shown in the budget during that year.

\*\*\*\*\*

**THIS IS TO CERTIFY THAT THE ABOVE TRANSFER RESOLUTION** was adopted by the City Council of the City of St. Charles, Illinois, at the meeting held on the \_\_\_\_\_ day of \_\_\_\_\_, 2013.

\_\_\_\_\_  
Nancy L. Garrison, City Clerk

(SEAL)

## Funds Transfer Resolution

No. \_\_\_\_\_

**BE IT RESOLVED** that the Finance Director and City Treasurer of the City of St. Charles be and are hereby authorized to make the budgeted transfer of:

**\$26,069.25**

**From Corporate Fund 100 to Motor Fuel Tax Fund 350 (Reimbursement of non-mft expenses) for FY 12/13.**

During FY 12/13 and as shown in the budget during that year.

\*\*\*\*\*

**THIS IS TO CERTIFY THAT THE ABOVE TRANSFER RESOLUTION** was adopted by the City Council of the City of St. Charles, Illinois, at the meeting held on the \_\_\_\_\_ day of \_\_\_\_\_, 2013.

\_\_\_\_\_  
Nancy L. Garrison, City Clerk

(SEAL)



## Funds Transfer Resolution

No. \_\_\_\_\_

**BE IT RESOLVED** that the Finance Director and City Treasurer of the City of St. Charles be and are hereby authorized to make the budgeted transfer of:

**\$965,200.00**

**From Corporate Fund 100 to Capital Project Fund 513 (Public Works & Fire Projects) for FY 12/13.**

During FY 12/13 and as shown in the budget during that year.

\*\*\*\*\*

**THIS IS TO CERTIFY THAT THE ABOVE TRANSFER RESOLUTION** was adopted by the City Council of the City of St. Charles, Illinois, at the meeting held on the \_\_\_\_\_ day of \_\_\_\_\_, 2013.

\_\_\_\_\_  
Nancy L. Garrison, City Clerk

(SEAL)

## **Funds Transfer Resolution**

**No.** \_\_\_\_\_

**BE IT RESOLVED** that the Finance Director and City Treasurer of the City of St. Charles be and are hereby authorized to make the budgeted transfer of:

**\$73,075.00**

**From Sewer Fund 220 to Motor Fuel Tax Fund 350 (Reimbursement of non-mft expenses) for FY 12/13.**

During FY 12/13 and as shown in the budget during that year.

\*\*\*\*\*

**THIS IS TO CERTIFY THAT THE ABOVE TRANSFER RESOLUTION** was adopted by the City Council of the City of St. Charles, Illinois, at the meeting held on the \_\_\_\_\_ day of \_\_\_\_\_, 2013.

\_\_\_\_\_  
Nancy L. Garrison, City Clerk

(SEAL)



## AGENDA ITEM EXECUTIVE SUMMARY

Title:	Recommendation to approve a Resolution Authorizing the Mayor and City Clerk to Execute an Intergovernmental Agreement with the County of Kane for Animal Control Services
Presenter:	Chief Lamkin

*Please check appropriate box:*

X	Government Operations		Government Services
	Planning & Development		City Council
	Public Hearing		

Estimated Cost:	\$N/A	Budgeted:	YES		NO	
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If NO, please explain how item will be funded:

### Executive Summary:

The Kane County Board has approved a new one-year contract for animal control services. The contract has a provision for two one-year renewal periods. The services provided are essentially the same as in the prior contract. The prior original contract was approved by City Council in 2008 and had similar renewal options, with a final expiration as of April 30, 2013. The Metro West Council of Government has been working with Kane County to negotiate the new contract which has been approved. There is a significant reduction in fees under the new contract. In FY 2012-13, the city spent \$2,600.00. In the 2013-14 budget, the Police Department has \$4,800.00 budgeted.

### Attachments: *(please list)*

Resolution; Agreement

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

Recommendation to approve a Resolution Authorizing the Mayor and City Clerk to Execute an Intergovernmental Agreement with the County of Kane for Animal Control Services.

<i>For office use only:</i>	<i>Agenda Item Number:</i> 4a
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**City of St. Charles, Illinois**  
**Resolution No. \_\_\_\_\_**

**A Resolution Authorizing the Mayor and City Clerk to Execute an  
Intergovernmental Agreement with the County of Kane  
for Animal Control Services**

**Presented & Passed by the  
City Council on \_\_\_\_\_**

WHEREAS, this Agreement allows the City to extend said contract term from April 30, 2013 with the option of two additional one year extensions, and;

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of St. Charles, Kane and DuPage Counties, Illinois, that the Mayor is authorized to execute an agreement for Animal Control Services with the County of Kane triggering the extension of the Agreement pursuant to Section 8 of the Agreement.

This resolution shall be in full force and effect from and after its approval as provided by law.

PRESENTED to the City Council of the City of St. Charles, Illinois, this \_\_\_\_\_ day of \_\_\_\_\_ 2013.

PASSED by the City Council of the City of St. Charles, Illinois, this \_\_\_\_\_ day of \_\_\_\_\_ 2013.

APPROVED by the Mayor of the City of St. Charles, Illinois, this \_\_\_\_\_ day of \_\_\_\_\_ 2013.

\_\_\_\_\_  
Raymond Rogina, Mayor

ATTEST:

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

COUNCIL VOTE:

Ayes:

Nays:

Absent:

Abstain:

## AGREEMENT FOR ANIMAL CONTROL SERVICES

**THIS INTERGOVERNMENTAL AGREEMENT** is made and entered into this \_\_\_\_ day of April, 2013 by and between the **COUNTY OF KANE**, a body politic and corporate, and the \_\_\_\_\_, an Illinois municipal corporation.

WHEREAS, the County of Kane ("Kane County") is a body politic and corporate duly organized and existing under the Constitution and laws of the State of Illinois; and

WHEREAS, the \_\_\_\_\_ ("Municipality") is an Illinois municipal corporation; and

WHEREAS, Kane County pursuant to the Animal Control Act, 510 ILCS 5/1 et seq. (the "Act") has certain rights, duties and obligations with respect to rabies control and registration of dogs and cats on a county-wide basis, and also has primary responsibility for animal control activities within unincorporated Kane County; and

WHEREAS, the Municipality has the right, but not the obligation to control animal activities in its corporate limits, and has historically taken the primary responsibility for animal control activities within its corporate limits and desires to contract with the County to discharge these responsibilities; and

WHEREAS, pursuant to Kane County Board Ordinance 07-254, passed July 10, 2007, Kane County is ready, willing and able to contract with the municipalities of Kane County to provide them with animal control services, including but not limited to pick-up of animals running at large, sick or injured dogs and small, wild mammals such as skunks, raccoons, and bats and providing housing and adoption services for animals in its custody to the best of its ability; and

WHEREAS, the parties have a mutual interest in long term planning for animal control services in Kane County and intend to participate in such planning activities to be convened by the Metro West Council of Government, but desire to enter into an agreement for services while such planning is ongoing; and

WHEREAS, pursuant to Article VII Section 10 of the Constitution of the State of Illinois and Section 3 of the Illinois Intergovernmental Cooperation Act, 5 ILCS 220/3 (2006), units of local government are authorized and empowered to enter into agreements to obtain and share services and to exercise jointly or transfer any powers or functions not prohibited by law; and

WHEREAS, the Chairman of the Kane County Board has heretofore been authorized pursuant to Resolution 06-330 to enter into an intergovernmental agreement with the Municipality as herein provided;

NOW, THEREFORE the COUNTY OF KANE and the \_\_\_\_\_ do hereby agree as follows:

**Section 1. Incorporation of Recitals.** The facts and statements contained in the preamble to this Agreement are hereby incorporated herein as if fully set forth.

**Section 2. Pickup Service Provided.** The Kane County Animal Control Department will provide pickup service for stray dogs found within the limits of the Municipality, and for pickup of animals from locations where a forcible entry and detainer action results in an eviction conducted by the Kane County Sheriff, and shall transport them to the Facility or another County designated animal shelter for a service fee to be paid to the County as provided in Section 5-49(a) of the Kane County Code.

**Section 3. Complaint Calls – Response.** The Kane County Animal Control Department will respond to complaint calls, as provided in Section 5-49(a) of the Kane County Code, from the Municipality's police department (or appropriate Municipal officials if no police department exists), for barking dogs, dogs running at large and sick or injured wildlife outside of a building or structure within the limits of the Municipality and shall transport them to the Facility or another County designated animal shelter. The service fee to be paid to the County shall be that shown on Exhibit A. The County Board may pass a resolution which shall be binding on the Municipality upon 60 days notice to the Municipality, to increase said rates. Notwithstanding the above, all service fee increases are hereby capped at a maximum increase of 25% of the Base Rate in the first 12 month period of the agreement. During each subsequent 12 month period, all service fees are likewise capped at a maximum increase of 25% of the Base Rate. "Base Rate" is the amount specified by category of service in Exhibit A.

**Section 4. Vicious or Dangerous Dogs.** The Kane County Animal Control Department shall cooperate with the police department of the Municipality in responding to complaints relating to vicious or dangerous dogs. All complaints and proceedings shall be handled as provided in Sections 15 and 15.2 of the Act.

**Section 5. Invoices for Services.** Kane County shall invoice the Municipality for services provided at the end of each month and the Municipality shall remit payment to Kane County in full within thirty (30) days. The County invoice shall, at a minimum, specify the dates of service, particulars regarding the animal serviced and the types of services rendered. The County shall retain the right to limit, suspend, or terminate services to the Municipality if it shall omit to pay any fees within sixty (60) days of receipt of the County's invoice therefore. All fees for services shall be deposited by the County as set forth in Resolution 06-330.

**Section 6. Termination of prior Agreements.** Upon the effective date of this Agreement, any and all prior agreements between Kane County and the Municipality are hereby terminated and abrogated.

**Section 7. Fees and Charges to Individual Owners.** Nothing in this Agreement shall be construed to limit the right of Kane County or the municipality to increase or impose any fees or charges to individual owners as permitted or provided by law.

**Section 8. Effective Date; Termination.** This Agreement shall commence upon the affixing of the last signature of any officer required to sign this Agreement, which date shall be deemed the "Effective Date." This Agreement shall remain in full force and in effect until \_\_\_\_\_ with two one-year renewal options that shall be subject to the following condition: that the Municipality has been and is actively participating in animal control services and facility planning activities that are to be convened and coordinated by the Metro West Council of Governments, ("Metro West") .The Municipality shall notify the county in writing, not less than 60 days prior to the expiration date, of its intent to exercise each renewal option.

**Section 9. Additional Agreement.** The Parties agree to meet to work towards a long term solution to the regional issues of animal control. To that end, the County will assist the Municipality cooperatively with Metro West to participate in developing a plan to meet specific anticipated demand for animal control services due to municipal growth. Failure by the Municipality to participate in good faith in said meetings shall be a breach of the terms of this agreement by the Municipality.

**Section 10, Service Provision Subject to Shelter Capacity.**

The County shall reserve 30% of the animal shelter capacity for the exclusive use of the county for provision of services to residents of unincorporated Kane County and for its use for provision of County-wide animal bite investigation services. If, at any time, in the opinion of the Kane County Animal Control Administrator, animals in the shelter from the Municipality and other municipal contract-holders constitute more than 60% but less than 70% of total shelter capacity, the Administrator shall notify the Municipality as provided for in Section 12 of this Agreement. If, at that time, in the opinion of the Kane County Animal Control Administrator, animals in the shelter from the Municipality and other municipal contract-holders has reached 70% of the total shelter capacity, the Administrator shall notify the Municipality that Animal Control services for new additional animals are being suspended and for what time period they shall be suspended to the Municipality and to all other municipal contract-holders. In the event of service suspension, the County shall work with the Municipality to identify and obtain animal control services from other service providers in the geographic area, but it shall be the sole responsibility of the Municipality to secure such services for its residents during the service suspension period, and the County shall have no obligation, responsibility or liability to the Municipality for animal control services except as provided by other applicable law. Animal Control services shall be reinstated when the Animal Control Administrator determines that the unused shelter capacity has exceeded 30% for two consecutive weeks.

**Section 11. Indemnification.** The Municipality shall indemnify, defend and hold harmless Kane County and its officers, agents and employees of and from any and all claims, demands, suits at law or in equity, of any kind and manner, which in any way occur or arise in connection with Kane County's services or facilities provided pursuant to this Agreement, except as to claims of negligence, intentional, willful or wanton acts committed by the County and its officers agents and employees and/or to the extent prohibited by law or public policy. In the event of a claim being made by the County under this Section, the County shall be entitled to be defended by counsel of its own choosing, and the Municipality shall pay any reasonable attorneys' fees and expenses incurred by the County in connection therewith.

**Section 12 Notices.** Any notices permitted or required to be given under this Agreement shall be deemed given if sent by certified mail, return receipt requested, or by personal delivery to the person to who it is addressed, to the following:

If to Kane County:

County of Kane

Kane County Government Center

719 South Batavia Avenue - Building A - 2nd Floor

Geneva, IL 60134

Attention: County Board Chairman

With a copy to:

Animal Control Administrator

County of Kane

4060 Keslinger

Geneva, IL 60134

With a copy to:

States Attorney, Chief of the Civil Division

100 South Third Street, 4<sup>th</sup> Floor

Geneva, IL 50134



If to the Municipality:

Attention:

until notice of change of address is given in the manner provided. Notice by fax transmission or email communication shall not be sufficient unless required by an applicable statute.

**Section 13 Severability.** If any provision, clause or section of this Agreement shall be ruled or held invalid by any Court of competent jurisdiction, then and in such event such finding of invalidity shall not affect the remaining provisions of this Agreement which can be given effect without such invalid provisions and to that end to provisions of this Agreement are Severable.

**Section 14 Entire Agreement of the Parties.** This Agreement, and any ordinances or resolutions incorporated herein by reference or by operation of law constitutes the entire agreement of the parties and no modifications by course of conduct or oral agreement shall be valid unless reduced to writing and duly adopted by the Kane County Board and the Municipality.

**Section 15. Binding Effect; Successors' Assignment.** This Agreement shall be binding upon the respective parties hereto, and their lawful successors in interest, except that Kane County shall not assign performance of this Agreement to another unit of local government without the written consent of the Municipality.

**WHEREFORE**, the parties have caused this Agreement to be signed as of the date and year first above written.

**COUNTY OF KANE**

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

Christopher Lauzen

County Board Chairman

ATTEST: \_\_\_\_\_

John A. Cunningham

Kane County Clerk

**VILLAGE/CITY OF** \_\_\_\_\_

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

\_\_\_\_\_

President/Mayor

ATTEST: \_\_\_\_\_

Village/City Clerk

**Exhibit A**  
**Kane County Fee Schedule for Municipalities**

<b>Service</b>	<b>Fee</b>
<b>Pick up per animal</b>	<b>\$25</b>
<b>Pick up charge group of small animals (excluding ferrets, rabbits, exotic birds and reptiles) evictions only</b>	<b>\$30</b>
<b>Boarding per animal / per day/ Maximum charge \$70</b>	<b>\$10</b>
<b>Vaccination for distemper per animal</b>	<b>\$30</b>
<b>Euthanasia per dog/cat animal under 30 pounds</b>	<b>\$50</b>
<b>Euthanasia per dog/cat animal over 30 pounds</b>	<b>\$75</b>
<b>Rabies Observation (includes euthanasia fee) under 30 pounds</b>	<b>\$150</b>
<b>Rabies Observation (includes euthanasia fee) over 30 pounds</b>	<b>\$175</b>
<b>Specimen pick up</b>	<b>\$30</b>
<b>Specimen prep</b>	<b>\$50</b>
<b>Eviction cost comprise of pick up charges and boarding.</b>	<b>\$100.00</b>



ST. CHARLES  
S I N C E 1 8 3 4

## AGENDA ITEM EXECUTIVE SUMMARY

Title:

Recommendation to Amend the Intergovernmental Agreement with School District 303 Regarding Red Gate Road/St. Charles North High School Intersection Improvements

Presenter:

Mark Koenen

*Please check appropriate box:*

X	Government Operations 06.03.13		Government Services
	Planning & Development		City Council
	Public Hearing		

Estimated Cost:	\$570,000	Budgeted:	YES	X	NO	
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If NO, please explain how item will be funded:

### Executive Summary:

Please see attached memo.

### Attachments: *(please list)*

Memo  
Minutes from the February 27, 2012 Government Services Committee meeting  
Minutes from the April 23, 2012 Government Services Committee meeting  
Minutes from the March 25, 2013 Government Services Committee meeting  
Intergovernmental agreement

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

Recommendation to amend the Intergovernmental Agreement with School District 303 regarding Red Gate Road/St. Charles North High School intersection improvements.

*For office use only:*

*Agenda Item Number: 5a*

## Engineering Office

Phone: (630) 377-4486

Fax: (630) 762-6922



# Memo

Date: May 31, 2013

To: Mayor Rogina, City Council and Brian Townsend

From: Mark Koenen

RE: Intergovernmental Agreement with School District 303

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The City Council's Government Services Committee has previously discussed questions regarding traffic on Red Gate Road on at least two occasions. Materials from the February 27, 2012 and April 23, 2012 meetings are attached to provide background information and to summarize the actions taken.

You will note that there was no direction given to proceed with installing a traffic signal at either the February 27<sup>th</sup> or April 23<sup>rd</sup> meetings. The warrants for installing a traffic signal at this location do not presently exist and are not expected to be satisfied for several years. For these reasons, a traffic signal was not incorporated into the original plans for Red Gate Road/Bridge or the modifications made in 2012. We recognize, however, that additional management of traffic at the Red Gate Road / St. Charles North High School intersection is necessary to promote motorist and pedestrian safety. This traffic management considers peak hour traffic (which may coincide with the beginning and end of the school day or during special District 303 events), the predominant east-west flow of traffic along Red Gate Road and historical motorist's behavior at the subject intersection.

School District 303 representatives believe that the intersection could be safer with the installation of a traffic signal and a right-turn lane into the parking lot. The signal would better control the movement of traffic at the intersection for both vehicles and pedestrians. The right-turn lane would facilitate access to North High School and through traffic at the intersection.

As a result of an offer to share in the cost of the improvements, staff from both organizations developed a plan, completed engineering, sought approval from the Illinois Department of Transportation, and negotiated an intergovernmental agreement that would share the construction cost of the project.

At the March 25, 2013 Government Services Committee meeting, there was a recommendation made to enter into an Intergovernmental Agreement with School District 303 regarding intersection improvements at Red Gate Road/St. Charles North High School. The proposed agreement would have School District 303 contribute \$250,000 towards the cost of the project. At a subsequent City Council meeting, that recommendation was approved.

On Thursday, May 30th, a committee of the District 303 Board of Education recommended the District financially support the intersection improvement project at a level of \$125,000. This financial contribution represents the approximate cost for construction and engineering related to the east bound right turn lane serving St. Charles North High School. The committee recommendation will be considered by the District 303 Board of Education at their meeting on June 10.

Based on prior discussions with District 303, City Council approval, and a desire to have the signal operating in time for the start of the 2013-14 school year, the City awarded a construction contract and work on the project has been initiated. The total cost of the project is estimated at \$570,000.

Staff recommends the Government Operations Committee direct staff to amend the intergovernmental agreement with District 303 establishing the District's financial contribution at \$125,000. Council consideration of this modified agreement would follow the June 10 School Board action.

**MINUTES  
CITY OF ST. CHARLES, IL  
GOVERNMENT SERVICES COMMITTEE MEETING  
MONDAY, FEBRUARY 27, 2012, 7:00 P.M.**

**Members Present:** Chairman Stellato, Vice-Chairman Turner, Aldr. Monken, Aldr. Carrignan, Aldr. Payleitner, Aldr. Rogina, Aldr. Martin, Aldr. Krieger, Aldr. Bessner, Aldr. Lewis,

**Also Present:** Mayor DeWitte, B. Townsend, M. Koenen, R. Gallas, J. Lamb, P. Suhr, G. Amburgey, T. Bruhl, Chief Lamkin, Chief Mullen, Chris Minick

**6.f. Discussion of Traffic Concerns Regarding Red Gate Road at St. Charles North High School**

**Aldr. Stellato:** This item was put on the agenda tonight at the request of the Homeowners Association from Reserve. I thought we would start by having Mark Koenen make his presentation and I know there are representatives from the Homeowners Association who want to speak afterwards. I would like to ask that after Mark is done, if you are going to come up and give testimony, please give us your name and address for the record before you speak.

**Mark Koenen presented:** I would like to provide background. There has been conversation taking place for 6 to 10 years that focused on traffic and speed on Red Gate Road and cut through traffic through the subdivision which is immediately north of St. Charles North High School known as Rivers Edge. To that effect, the issues we are going to talk about tonight are somewhat precipitated by the plans for the city to build the Red Gate Bridge, so this has been highlighted most recently, but these prompts have been around for a while and they still exist today.

Power Point presentation by Mark Koenen.

In your packet this evening, there is a letter from the traffic engineer represented by the firm of KOLA. For your information, the City of St. Charles is familiar with KLOA. They have been before you, the Planning Commission and Staff presenting proposals for private improvements and they do have a good reputation. Having said that, they went through all the alternatives we offered and they basically came back and said the striping makes sense, the proposal for the right turn lane along Red Gate Road for entrance into the high school makes sense, and the traffic signal is a good improvement to put at the intersection of the high school and Red Gate Road. To that effect, they acknowledged that we can't do it now because we don't meet traffic warrant. But they

did go so far as to look at projected traffic that was done in conjunction with the Red Gate Bridge Proposal. They recited that they felt in the year 2030, traffic warrant would be met for a traffic signal at this location. They also made an additional recommendation; they felt that between now and the time that a traffic signal could be installed that the City would consider some sort of police assistance at the intersection of the high school and Red Gate Road to facilitate movement of vehicles and pedestrians. This is another part of the conversation that the city and the school district need to entertain. That's a dialog that has been initiated, but has not developed sufficiently.

Resume Power Point presentation.

**Aldr. Turner:** For a point of reference; when there was a right turn lane constructed on Campton Hills eastbound by Peck Road – wasn't that a joint venture between the Park District and us when they opened the aquatic park? Or did they pay for that by themselves?

**Mr. Koenen:** In terms of whether they built it or it was built by the developer, I would have to check the plan.

**Aldr. Turner:** I thought I remembered somewhere that it was a joint venture between the city and the Park District, but I know we didn't pay for the whole thing.

**Mr. Koenen:** We did some work out there last summer with crosswalks, and the park district and the city shared in that expense, but that, I believe, was at Springfield and Peck Road.

**Aldr. Turner:** I just wanted to make sure that in the past we have shared the cost with another taxing body on a situation like this.

**Aldr. Rogina:** On the four way stop signs; the \$9,200 expenditure. You indicated to put a stop sign there, warrants would be required.

**Mr. Koenen:** They would be required, and they are not warranted today.

**Aldr. Bessner:** Is this unique to this school, in regards to congestion, traffic concerns, etc.? I'm in a situation where I take my daughter to Wredling and when I turn on Foxwood and turn onto to Red Haw Lane, that's always backed up in the morning. I just don't know if this is just the way it is, or if this is something we can actually fix?

**Mr. Koenen:** I think whenever you have a common start time at any kind of public facility with any kind of major activity, you'll have congestion. You don't build a roadway for that peak condition, so you are always going to have congestion. I do



remember a time when there wasn't a traffic signal at Fox Chase and Dunham and there was not a traffic signal at Kirk and the entrance to St. Charles East on the east side of the school; those signals were built after the fact when warrant was met for a traffic signal. They had to wait for traffic volumes to get to the point where signals could be installed.

**Aldr. Bessner:** Are we getting calls about concerns in other schools?

**Mr. Koenen:** No. I am not receiving any calls.

**Chairman Stellato:** We will take comments from the audience now. Anyone wishing to speak, please come up and give us your name and address for the record.

**Joe Segobiano:** My name is Joe Segobiano and I live at 4155 Meadowview Road. I am the president of the Rivers Edge HOA. To address your point, St. Charles East has five points of entrance and they are all full entrances and one is signalized. St. Charles North has one point of full entrance. Also, that site was intended to be a middle school and not a high school so there is a big difference.

I would like to read a prepared report and then take questions. First, we'd like to thank you on behalf of the Rivers Edge HOA for giving us the opportunity tonight. We are not here to discuss the bridge, I think that has been a misconception. That is not what we are here for. What we are here for is to discuss the operation and safety of the intersection at Red Gate Road and River Ridge, and the entrance to the high school. We are most concerned about the impact of the additional traffic. One thing that Mr. Koenen left out was what the project volumes are, and I will speak to that tonight.

What we are requesting tonight is that the city commit to putting these in part of the bridge scope. With all due respect, I don't think we can go with a handshake in saying that we'll get around to the warrants when they meet it. I think we need to have a commitment from the city to make these improvements, and as part of the Red Gate Road Bridge Scope.

I was before the Mayor in 2008 and I met with him, along with our board. We discussed these safety issues at that time. I was before the Committee in November 2010 to discuss these issues again, and I'm back here over a year later and we still have no commitment from the city. One of the things we noticed early on is that the Red Gate Road Bridge report did not include this intersection. Because it did not include this intersection, we requested information from the city's data on the intersection. We did not receive that data. We requested it in March, and again in April 2011. In July 2011, we informed staff that because we had not received the data, we were going to retain our own engineer to help us come to some conclusions. We retained KLOA who is a very well respected engineering firm in Chicagoland. We met with the city on August 12, 2011 to review the alternatives developed by the city. At that time, we asked again

for additional information. We had not received any information from the city with regard to the current counts of that intersection or what the projected volumes were. The engineer did receive an internal draft; the warrant study on August 16. The accounts were from April 4 and April 5. Our engineer reviewed that document and requested additional information from the city because "the report was inadequate and incomplete". Our engineer came back to us in November having not received any information again and asked if we would like him to go out and conduct counts at that intersection. We did proceed and approve him to go ahead and conduct the counts. The completed report from KLOA was delivered to Alderman Rogina and staff on January 24, 2012.

I want to clarify the report. The purpose of the report was to focus on the intersection of Red Gate Road and Rivers Ridge High School entrance. The report examines the operation of the intersection. The operation refers to the ability of traffic to efficiently flow through the intersection and the management of the flow so that the intersection is safe. The report evaluates existing operations and future operations after the opening of the bridge.

Manual counts were taken at the intersection from 6:00 to 9:00 a.m. and from 2:00 to 6:00 p.m. on Friday, November 11, 2011. Peak for Red Gate Road was 597 cars between 6:30 and 7:30 a.m. and 273 between 4:15 and 5:15 p.m. Peak for Rivers Ridge High School entrance was 250 between the a.m. hours and 342 in the p.m. peak. Cars that made a turning movement onto or from Red Gate Road was 723 cars within an hour. That's one car every five seconds making a turning movement in that intersection. The p.m. peak was 451 cars or 1 car every 8 seconds. Pedestrian traffic was 13 during the a.m. peak and 29 during the p.m. peak. There were 59 buses during the a.m. peak and 51 during the p.m. peak. 70% of the southbound traffic on River Ridge goes into the school in the a.m. peak hour. That is 100% due to cut through traffic that still exists. It comes off of Rt. 31, comes through the neighborhood and comes out on River Ridge.

According to the report, the short westbound left turn and lack of eastbound right turn causes vehicles to block through traffic on Red Gate Road. Then our report looked at the projections; the report we received from the city did not. The report took the same projections that were used in the Red Gate Road bridge report and assumed the projections to be accurate. The glaring concern here is the through traffic. According to the Red Gate Road Bridge report, the through traffic on Red Gate will increase from 75 vehicles to 439 vehicles during the a.m. peak. During the p.m. peak it will increase from 114 vehicles to 400 vehicles. That means on Red Gate Road, a.m. peak will be 961 vehicles, which we believe will be much sooner than 2030 and 961 will warrant signals. The p.m. peak will be 559. One of our concerns is the projected traffic from the bridge report and the accuracy of the projections. The report indicates an increase of traffic on Red Gate Road from 4800 average daily trips for the 2030 no build scenario to 11,100 average daily trips for the 2030 build scenario.

This represents an increase of 130% on Red Gate Road, yet the increase in p.m. according to the Red Gate Road Bridge report is from 540 on the 2030 no build to 610 for the 2030 build which is only 12% increase. Yet they are saying the average daily trips are going to increase 130%, but yet the peak traffic is only going to increase 12%. It gets worse for the a.m. The a.m. 2030 no build was 710, 760 for the build, so there is only an increase of 7% of peak traffic, although there is going to be 130% in average daily trips.

Also, please note in the KLOA a.m. peak report, it's already at 597. The city's report was at approximately 300. What the report suggested and not too far from what Mark said, there is the initial three lane cross with the left turn lane into the school for westbound. Eastbound left turn onto River Ridge, the eastbound right turn lane into the school, a traffic signal when warranted, and we do agree 100% that it's not warranted at this time. However, we feel it can be put in the plans that when the number is warranted, it will be installed. The next option is the traffic officer. This comes straight from KLOA; "traffic cop during the a.m. p.m. peak upon opening of the bridge to assist in the movement of the traffic. Because of the several hundred movements that take place in the center section every morning and afternoon, it is recommended a traffic cop be placed at this intersection". Without this, traffic will be trying to flow through the intersection while other vehicles are attempting to make a turn. We feel these improvements could have been, and still can be easily incorporated into the bridge plans. With this in mind, we forwarded the report to staff so it can be placed on the Council agenda. Mr. Townsend did respond to the report. We thought the report did not adequately address the concerns and we expressed this to Mr. Townsend. I then notified Aldr. Rogina, who said that he and Aldr. Turner agree with Mr. Townsend. At that point, we requested to be put on the agenda and Aldr. Stellato agreed and placed us on the agenda this evening.

Based on the data collected and conclusions we have provided we request the city respect the safety of the residents and commit to these improvements as part of the bridge scope. You have the authority and it appears you have the funds to do so. We ask you do the right thing and make sure the conditions of the intersection are safe.

**Aldr. Rogina:** I assume your homeowners association has also entered into a dialog with School District 303?

**Mr. Segobiano:** We feel very strongly that these issues should have been taken care of. According to Mr. Townsend, that lane should have been put in as part of the school improvement. It wasn't, the city didn't have a chance to review those plans. We do not have an issue with the School District.

**Aldr. Rogina:** So you are suggesting the School District has no liability?

**Mr. Segobiano:** That's between you guys and the school. We aren't saying they are not responsible, but we are saying that our responsibility as tax payers is to the City of St. Charles.

**Aldr. Rogina:** If we entered into conversations with the School District, you don't want any part of that?

**Mr. Segobiano:** As long as our traffic report is represented, no.

**Aldr. Rogina:** You don't want to be actively involved?

**Mr. Segobiano:** As long as the traffic report is represented, no. What we are concerned about is this bridge is going to begin construction again in March and we are just now addressing these issues, even though they were raised four years ago. These are life safety issues. I think that's our biggest frustration. This could have been easily taken care of with the school district when the bridge was being discussed five or more years ago.

**Chairman Stellato:** Is there anyone else in the audience who wants to make any statements or comments? No? Okay. It sounds to me like we've accepted a lot of testimony tonight. Joe, I would like to get a copy of your prepared statement if you have a chance to send it over to us so we can look through that. We've got a lot of choices to consider. Mark, you mentioned that we have begun discussion with the school district, or where does that stand right now with our ongoing talks with the school?

**Mr. Koenen:** Brian Townsend has had a conversation with the school superintendent and Jim Bernahl and I have had conversations with John Baird who is our primary contact for operational issues. Chief Lamkin has had conversations with John Baird as well. So conversations have been initiated, yes.

**Aldr. Carrignan:** In looking at these costs, are they directly tied to the bridge? If they, can we put them in the bond as part of the improvements?

**Mr. Koenen:** I have not seen the draft of the bond. I have suggestions, though. Option 1 is already in the proposal, so that's finished. Options 2 & 4 which totals \$12,000 is something we can do right now, this summer. Option 3 is something that can be done with the school's cooperation, perhaps this summer. Same with Option 6. But Options 8, 9 and 10 aren't on the table because Option 10 is already completed, and Options 8 & 9 we don't meet warrant for. The big ticket item is Option 3.

**Aldr. Carrignan:** Are these bondable if we go in that direction?

**Mr. Minick:** Right now we are putting together some of the documents for the bonding. The issue would be the timing. Assuming Option 3 could be done fairly soon, we would not run the risk of any IRS regulations regarding the expenditure of the bond proceeds.

**Aldr. Carrignan:** Take Options 1, 2, 3 and 4. Those are all bondable?

**Mr. Minick:** I believe they would be as improvements to the infrastructure and roadway if deemed necessary.

**Aldr. Carrignan:** The others are warrant driven. Mark, I have a question relative to warrants regarding stop signs vs. signalization. What is the order of magnitude larger from a stop sign to a signal?

**Mr. Koenen:** The Police Department does stop signs, and Engineering does signals. For the signal, the warrant that was looked at by KLOA where they used the 2030 traffic volumes was based on peak hour delay. Typical warrants for a traffic signal, you have so many cars that go through an intersection for 8 hours of a 24 hour duration on the major leg and 8 hours on the minor leg.

In this particular location, aside from St. Charles North High School, there are not a lot of hours per day where there is heavy traffic on the minor legs of the intersection. Where you are going to meet warrant is probably in peak hour, which is what KLOA did for 2030 traffic.

**Chief Lamkin:** We do warrants for stop signs the same way.

**Mr. Koenen:** The disadvantage of stop signs is they are up there 24 hours/day, 7 days a week, so everyone is going to have to stop every time they go through.

**Aldr. Turner:** When you meet a warrant, it's over an 8 hour time frame, not 2 or 3 hours?

**Chief Lamkin:** It's all over an 8 hour time frame.

**Aldr. Rogina:** Bill made a good point before about the sharing of costs with other government agencies, and while I understand where Aldr. Carrignan is coming from and would support that, I think it's imperative given what Mr. Koenen has outlined, the fact that there is a right-of-way issue here, there is property owned by the school district here; to me this is the first step. I would certainly invite the HOA to participate. If they chose not to, that's their business. I'm ready to make a motion now to direct staff to continue with plans for discussion with District 303 representatives and report back to this committee at a future date. In fact, I will make that motion.

**Aldr. Carrignan:** I'll second.

**Aldr. Stellato:** Thank you for the motion, Ray, but just as point of order, the March GSC is cancelled, so it will have to come to another Committee so we don't lose any time here, either Planning & Development or Government Operations.

I would also like to add on to the motion, besides directing staff to do that, I'd like to direct staff to find out the bonding options for being able to finance these improvements.

**Aldr. Carrignan:** I agree.

**Aldr. Stellato:** Do you want to pick a date for the next meeting?

**Aldr. Carrignan:** Can you have it ready by the 12<sup>th</sup>?

**Mr. Koenen:** I think the 12<sup>th</sup> might be tight because I don't know what the school district schedules are, either. The 19<sup>th</sup> might be better, I know we are tentatively planned for a budget meeting that night.

**Aldr. Stellato:** We'll give it a shot for the 19<sup>th</sup>. So for anyone in the audience, it looks like we'll have more information on March 19<sup>th</sup>. We'll be working on two parallel paths; one is financing the project, second is discussions with the school district and how to move forward on these recommendations.

No further discussion.

Motioned by Aldr. Rogina, seconded by Aldr. Carrignan. Approved unanimously by voice vote. **Motion carried.**

**MINUTES  
CITY OF ST. CHARLES, IL  
GOVERNMENT SERVICES COMMITTEE MEETING  
MONDAY, APRIL 23, 2012, 7:05 P.M.**

**Members Present:** Chairman Stellato, Vice-Chairman Turner, Aldr. Monken, Aldr. Payleitner, Aldr. Rogina, Aldr. Martin, Aldr. Krieger, Aldr. Bessner, Aldr. Lewis

**Members Absent:** Aldr. Carrignan

**Also Present:** Mayor DeWitte, M. Koenen, R. Gallas, J. Lamb, P. Suhr, G. Amburgey, T. Bruhl, Chris Minick

**5.d. Recommendation of Improvements to Address Present Traffic Impacts along Red Gate Road at St. Charles North High School (Red Gate Bridge)**

**Mark Koenen presented.** This is an extension from a conversation that we had at the February Government Services Committee meeting. At that time, we were speaking about traffic entrance and exists from St. Charles North High School as well as the Rivers Edge Subdivision on the north side of Red Gate Road. The direction from the Committee at the February meeting was for City Staff to work with D303 representatives toward a solution in terms of how we can enhance access into the high school today as well as in the future.

Brian Townsend has been meeting with the Superintendent from D303, and this is where we are at this point. I should describe this as a “one step at a time” proposal. The first step would be to add left turn lanes on Red Gate Road as you approach St. Charles North High School or as you approach the entrance into Rivers Edge Subdivision. There is a left turn lane there for those proceeding westbound and proceeding south into the high school, and it’s basically striped out on the opposite side, but we would freshen up those markings and add a bonafide left turn lane for east and northbound movements. That work would be completed this summer before school opened this fall.

D303 has accepted the proposal from the city that talked about improvements to the High School parking lot. This is the exhibit you saw in your packet back in February that shows some improvements at the entrance off Red Gate Road. Right now, you can pull in off Red Gate Road and you have a choice to make, basically four or five different driveways you can use at the north end of their campus (just south of the entrance roadway from Red Gate Road). The proposal is that all the lanes but one lane would be entrance lanes (there would only be one exit). In the morning when we have a surge of

students and faculty approaching the high school, hopefully motorists can enter on a free flowing capacity as opposed to people trying to make the decision of which way to turn.

D303 has been very progressive in approaching this issue. Last week they initiated some of these revisions. They put bollards to limit the movement where the islands are to give directional sense of where traffic should be flowing when they enter the high school. They also have "no entrance" signs and some pavement marking. There is additional work that the District is planning to do, however. They intend to do serious parking lot renovations this summer. When that work is completed, they will finish the signage as well as the pavement marking to enhance better movement in the parking lot.

When that work is completed, the St. Charles Police Department, along with PW Engineering and District 303 staff will take a look at how this has impacted traffic movements into the high school. In fall 2012, we will have some sense if the queue length along Red Gate Road for all the motorists in the morning trying to make the right turn into the high school. Has the queue length shortened, or if in fact the duration of that queue length is shorter.

**Aldr. Bessner:** I was out there this weekend and I did see that. What I noticed was that it not only directs traffic to a round turn, but it also prevents a straightaway of any sort in that intersection, meaning there is no way cars can be cruising through there too fast.

**Mr. Koenen:** Did you feel it appears to be an enhancement of safety?

**Aldr. Bessner:** By all means, yes.

**Mr. Koenen:** The District and the City are working together to try to come up with a solution that is the right pace for making these improvements without spending money until we actually know what the needs really are.

No further discussion.

Motioned by Aldr. Carrignan, seconded by Aldr. Turner. Approved unanimously by voice vote. **Motion carried.**



**MINUTES  
CITY OF ST. CHARLES, IL  
GOVERNMENT SERVICES COMMITTEE MEETING  
MONDAY, MARCH 25, 2013, 7:00 P.M.**

**Members Present:** Chairman Stellato, Aldr. Carrignan, Aldr. Payleitner, Aldr. Turner, Aldr. Rogina, Aldr. Martin, Aldr. Krieger, Aldr. Bessner

**Members Absent:** Aldr. Monken, Aldr. Lewis

**Others Present:** Brian Townsend, City Administrator; Donald DeWitte, Mayor; Mark Koenen, Director of Public Works; James Bernahl, Public Works Engineering Manager; John Lamb, Environmental Services Manager; Peter Suhr, Public Services Manager; Tom Bruhl Electric Services Manager; James Lamkin, Police Chief; Joseph Schelstreet, Acting Fire Chief

**4.a Recommendation to approve an Intergovernmental Agreement with School District 303 (Red Gate Road/St. Charles North High School).**

**Mark Koenen presented.** This is an agreement between District 303 and the City of St. Charles for a traffic signal and a right turn lane for eastbound motorists travelling along Red Gate Road who are choosing to enter into St. Charles North High School. This is a project we have talked about a number of times over the last 18 months. We have had good coordination with District 303, and they are taking this to their committee for consideration and ultimately a final board action in May.

Staff is requesting approval of the Intergovernmental Agreement.

No further discussion.

Motioned by Aldr. Martin, seconded by Aldr. Rogina. Approved unanimously by voice vote. **Motion carried.**

**4.b. Recommendation to approve Construction Service Agreement for Red Gate Road/St. Charles North High School.**

**Mark Koenen presented:** This is the construction contract to the Intergovernmental Agreement. Public Works Engineering has been working with the Red Gate Bride Contractor, James McHugh Construction to secure a quotation from them to do this particular work. We worked with McHugh to extend their bid quantities that they had

used to bid the project originally with the State of Illinois and extend those same items and quantities in terms of costs to the City of St. Charles now for this new traffic signal.

Those numbers came in at approximately \$650,000. As you will note in the Executive Summary, this is part of the proposed budget for FY 13/14 and the money would come from the Red Gate Bridge monies which are left over from the original project. We have set aside approximately \$500,000 for the project. We are working with the contractor now to try to get the costs down.

There is a 14-16 week delay on traffic signal ordering and delivery of equipment. We would like to get started and get the project moving to have the signal in before school starts in the fall of 2013.

**Aldr. Carrignan:** This \$500,000 unfunded which will be coming out of the bond?

**Mr. Koenen:** That is correct.

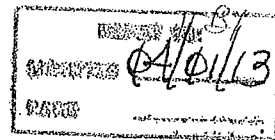
**Aldr. Carrignan:** So we have \$146,000 left. Do we know where that is coming from?

**Mr. Koenen:** We have budgeted \$650,000 and Mr. Townsend has asked us to negotiate with the contractor to bring us down to approximately \$500,000. Half of that is being reimbursed by the school district.

Staff recommends approval of the construction service agreement.

No further discussion.

Motioned by Aldr. Rogina, seconded by Aldr. Turner. Approved unanimously by voice vote. **Motion carried.**



### INTERGOVERNMENTAL AGREEMENT

THIS AGREEMENT (the "Agreement"), made and entered into this 1st day of April, 2013, by and between the CITY OF ST. CHARLES, Kane and DuPage Counties, Illinois (the "City") and the ST. CHARLES COMMUNITY UNIT SCHOOL DISTRICT 303, Kane and DuPage Counties, Illinois (the "District"), the City and the District singularly being referred to as a "Party" and collectively as the "Parties".

### WITNESSETH

WHEREAS, units of local government and school districts, including the Parties to this Agreement, are authorized to contract with each other in any manner not prohibited by law or ordinance, to exercise, combine or transfer any power or function in any manner not prohibited by law, and to use their credit, revenues and other resources to pay costs and to service debt related to intergovernmental activities, pursuant to Article VII, Section 10 of the Constitution of the State of Illinois; and

WHEREAS, the Parties are "public agencies" as defined within the Intergovernmental Cooperation Act, (5 ILCS 220/1, *et seq.*) and, by that Act, are authorized to jointly exercise any power, privilege or authority which they might individually exercise and enter into contracts for the performance of governmental services, activities and undertakings; and

WHEREAS, the Parties have determined that it is in the mutual best interest of each Party that a stoplight be installed at the north entrance of St. Charles North High School at Red Gate Road (the "Project").

NOW, THEREFORE, in consideration of the foregoing recitals, the mutual covenants and agreements hereinafter set forth, and other good and valuable consideration, the receipt and sufficiency of which each Party hereto hereby acknowledges, the Parties do hereby agree as

follows:

**Section 1. Incorporation of Recitals.** The preambles set forth above are hereby incorporated herein as substantive provisions of this Agreement as if fully set out in this Section 1.

**Section 2. Installation of Stoplight.** The City shall be responsible for the design, construction and installation of the Project. All costs associated with the design, construction and installation of the Project, including, but not limited to, costs for labor, materials and equipment shall be paid by the City when due, subject to reimbursement from the District as hereinafter provided.

**Section 3. Reimbursement of Project Costs.** The District agrees to reimburse the City for fifty percent (50%) of the construction and installation costs of the Project, but shall not reimburse the City for any portion of the planning and design costs of the Project. In no event shall the District's reimbursement exceed \$250,000. The District agrees to pay and reimburse the City for such costs within thirty (30) days of receipt of an invoice containing an itemization from the City, along with such additional documentation as the District may reasonably request to verify the City's payment of such costs.

**Section 4. Mutual Cooperation.** 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 and the intent of the Parties as reflected by the terms of this Agreement, including, without limitation, the enactment by the Parties of such resolutions and ordinances, the execution of such permits, applications and agreements and the taking of such other actions as may be necessary to enable the Parties' compliance with the terms and provisions of this Agreement, and as may be necessary to give effect to the objectives of this Agreement and the intentions of the Parties as reflected by the terms of this Agreement.

**Section 5. 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 District at:  
201 South 7<sup>th</sup> Street  
St. Charles, IL 60174  
Attention: Superintendent of Schools

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 6. 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 7. Integration.** This Agreement represents the entire understanding between the Parties and may be modified only by a written document signed by both Parties.

**Section 8. 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 9. Governing Law.** This Agreement and the application of the terms contained herein shall be governed by the laws of the State of Illinois.

**Section 10. 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 11. 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 12. 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 13. Counterparts.** This Agreement may be executed in multiple, identical counterparts and all said counterparts shall, taken together, constitute this integrated agreement.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the Parties hereto have set their hands and seals the day and

year first above written.



ATTEST:

Nancy Gammon  
City Clerk

CITY OF ST. CHARLES

By: Robert P. Smith

Mayor

ST. CHARLES COMMUNITY UNIT SCHOOL  
DISTRICT 303

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

President

ATTEST:

\_\_\_\_\_  
Secretary

STATE OF ILLINOIS       )  
                                      ) SS.  
COUNTY OF KANE        )

I, the undersigned, a Notary Public in and for said County, in the State aforesaid, DO HEREBY CERTIFY that Donald P. DeWitte., Mayor of the City of St. Charles, and Nancy Garrison, City Clerk of said City, personally known to me to be the same persons whose names are subscribed to the foregoing instrument as such Mayor and City Clerk, respectively appeared before me this date in person and acknowledged that they signed and delivered the said instrument as their free and voluntary act and as the free and voluntary act of said City, for the uses and purposes therein set forth; and the said City Clerk then and there acknowledged that she, as custodian of the corporate seal of said City, did affix the corporate seal of said City to said instrument, as her own free and voluntary act and as the free and voluntary act of said City, for the uses and purposes therein set forth.

GIVEN under my hand and Notarial Seal this 1st day of April, 2013.



  
Notary Public



STATE OF ILLINOIS        )  
                                      ) SS.  
COUNTY OF KANE         )

I, the undersigned, a Notary Public in and for said County, in the State aforesaid, DO  
HEREBY CERTIFY that \_\_\_\_\_, President of St. Charles Community Unit School  
District 303 and \_\_\_\_\_, Secretary of the St. Charles Community Unit School  
District 303, personally known to me to be the same persons whose names are subscribed to the  
foregoing instrument as such President and Secretary, respectively appeared before me this date in  
person and acknowledged that they signed and delivered the said instrument as their free and  
voluntary act and as the free and voluntary act of said corporation, for the uses and purposes therein  
set forth; and the said Secretary then and there acknowledged that he, as custodian of the corporate  
seal of said corporation, did affix the corporate seal of said corporation to said instrument, as his  
own free and voluntary act and as the free and voluntary act of said corporation, for the uses and  
purposes therein set forth.

GIVEN under my hand and Notarial Seal this \_\_\_\_\_ day of \_\_\_\_\_, 2013.

\_\_\_\_\_  
Notary Public



## AGENDA ITEM EXECUTIVE SUMMARY

Title: Recommendation to approve an Ordinance  
Ascertaining Prevailing Wages in the City of  
St. Charles for Kane and DuPage Counties

Presenter: Chris Minick

*Please check appropriate box:*

X	Government Operations (6/3/13)		Government Services
	Planning & Development		City Council
	Public Hearing		

Estimated Cost:	N/A	Budgeted:	YES		NO	
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If NO, please explain how item will be funded:

### Executive Summary:

Annual approval of Ordinance Ascertaining Prevailing Wages in the City of St. Charles for Kane and DuPage Counties.

### Attachments: (please list)

Ordinance including attachments

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

Recommendation to approve an Ordinance Ascertaining Prevailing Wages in the City of St. Charles for Kane and DuPage Counties.

*For office use only:*

*Agenda Item Number:* 6a

**City of St. Charles, Illinois**  
**Ordinance 2013-M-\_\_\_\_\_**

**An Ordinance Ascertaining Prevailing Wages**  
**In The City of St. Charles for Kane and DuPage Counties**

WHEREAS, in 1941, the General Assembly of the State of Illinois enacted the Prevailing Wage Act (820 ILCS 130/0.01 *et seq.*); and

WHEREAS, the Act requires that all Illinois governmental entities, including home rule units of local government, either accepts the prevailing wages determined by the Illinois Department of Labor or investigate and ascertain the prevailing rate of wages as defined in the Act for workers employed in performing work on public works construction projects in the locality in which the locality in which the work is performed; and

WHEREAS, the Illinois Department of Labor has not provided specific prevailing rates of wages for landscape industry positions needed for public works construction projects; and

NOW, THEREFORE, BE IT ORDAINED THE CITY COUNCIL OF THE CITY OF ST. CHARLES, Kane and DuPage Counties, Illinois, in exercise of its home rule powers, as follows:

SECTION 1: To the extent required by the Prevailing Wage Act, the general prevailing rate of wages in this locality for laborers, mechanics and other workers engaged in construction of public works coming under the jurisdiction of the City is hereby ascertained to be, except as provided in Section 2 herein, the same as the prevailing rate of wages for construction work in the Kane and DuPage County area as determined by the Department of Labor of the State of Illinois as of May of the current year, a copy of that determination being attached hereto as Exhibit A and Exhibit B. As required by the Act, any and all revisions of the prevailing rate of

wages by the Illinois Department of Labor shall supersede the Department's May determination and apply to any and all public works construction undertaken by the City of St. Charles. The definition of any terms appearing in this Ordinance, which are also used in the Act, shall be the same as in the Act.

SECTION 2: Nothing in this Ordinance shall be construed to apply the general prevailing rate of wages to any work or employment except public works construction of the City of St. Charles to the extent required by the Act.

SECTION 3: The City Clerk is hereby authorized and directed to publicly post or keep available for inspection by any interested party in the main office of the City of St. Charles this determination or any revisions of such prevailing rate of wages. A copy of this determination or of the current revised determination of prevailing rate of wages then in effect shall be attached to contract specifications as required by the Act, or, if permitted by the Act, shall be referenced in the contract specifications.

SECTION 4: The City Clerk is hereby authorized and directed to mail a copy of this determination to any employer and to any association of employers and to any person or association of employees who have filed their names and addressed requesting copies of any determination stating the particular rates and the particular class of workers whose wages will be affected by such rates.

SECTION 5: The City Clerk is hereby authorized and directed to promptly file a certified copy of this Ordinance with both the Index Division of the Secretary of State and the Department of Labor of the State of Illinois.

SECTION 6: The City Clerk is hereby authorized and directed to cause to be published in a newspaper of general circulation within the area notification of passage of this Ordinance. The notice of passage of this Ordinance shall mention the availability for viewing of the Ordinance in the Office of the City Clerk. The publication shall constitute notice that the determination is effective and that this is the determination of this public body.

SECTION 7: This Ordinance shall be effective upon its passage and approval according to law.

PRESENTED to the City Council of the City of St. Charles, Illinois this \_\_\_\_ day of June 2013.

PASSED by the City Council of the City of St. Charles, Illinois this \_\_\_\_ day of June 2013.

APPROVED by the Mayor of the City of St. Charles, Illinois this Illinois this \_\_\_\_ day of June 2013.

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Raymond P. Rogina, Mayor

ATTEST:

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City Clerk

COUNCIL VOTE:

Ayes:

Nays:

Absent :

Abstain:

# Kane County Prevailing Wage for May 2013

(See explanation of column headings at bottom of wages)

Trade Name	RG	TYP	C	Base	FRMAN	M-F>8	OSA	OSH	H/W	Pensn	Vac	Trng
=====	==	===	=	=====	=====	=====	===	===	=====	=====	=====	=====
ASBESTOS ABT-GEN		ALL		36.200	36.700	1.5	1.5	2.0	12.78	9.020	0.000	0.500
ASBESTOS ABT-MEC		BLD		34.160	36.660	1.5	1.5	2.0	10.82	10.66	0.000	0.720
BOILERMAKER		BLD		43.450	47.360	2.0	2.0	2.0	6.970	14.66	0.000	0.350
BRICK MASON		BLD		40.680	44.750	1.5	1.5	2.0	9.550	12.00	0.000	0.970
CARPENTER		ALL		41.520	43.520	1.5	1.5	2.0	13.19	11.76	0.000	0.530
CEMENT MASON		ALL		41.550	43.550	2.0	1.5	2.0	9.500	13.76	0.000	0.500
CERAMIC TILE FNSHER		BLD		34.440	0.000	2.0	1.5	2.0	9.700	6.930	0.000	0.610
COMMUNICATION TECH	N	BLD		35.770	37.870	1.5	1.5	2.0	12.07	9.370	0.000	0.450
COMMUNICATION TECH	S	BLD		36.390	38.490	1.5	1.5	2.0	10.02	10.19	0.000	1.090
ELECTRIC PWR EQMT OP		ALL		36.610	49.750	1.5	1.5	2.0	5.000	11.35	0.000	0.270
ELECTRIC PWR GRNDMAN		ALL		28.310	49.750	1.5	1.5	2.0	5.000	8.780	0.000	0.210
ELECTRIC PWR LINEMAN		ALL		43.830	49.750	1.5	1.5	2.0	5.000	13.58	0.000	0.330
ELECTRIC PWR TRK DRV		ALL		29.310	49.750	1.5	1.5	2.0	5.000	9.090	0.000	0.220
ELECTRICIAN	N	ALL		43.080	47.380	1.5	1.5	2.0	12.06	11.41	0.000	0.540
ELECTRICIAN	S	BLD		43.560	47.920	1.5	1.5	2.0	10.02	12.20	0.000	1.310
ELEVATOR CONSTRUCTOR		BLD		49.080	55.215	2.0	2.0	2.0	11.88	12.71	3.930	0.600
FENCE ERECTOR		ALL		44.950	47.200	2.0	2.0	2.0	8.890	17.69	0.000	0.400
GLAZIER		BLD		39.500	41.000	1.5	2.0	2.0	11.99	14.30	0.000	0.840
HT/FROST INSULATOR		BLD		45.550	48.050	1.5	1.5	2.0	10.82	11.86	0.000	0.720
IRON WORKER		ALL		44.950	47.200	2.0	2.0	2.0	8.890	17.69	0.000	0.400
LABORER		ALL		36.200	36.950	1.5	1.5	2.0	12.52	9.280	0.000	0.500
LATHER		ALL		41.520	43.520	1.5	1.5	2.0	13.19	11.76	0.000	0.530
MACHINIST		BLD		43.550	46.050	1.5	1.5	2.0	6.130	8.950	1.850	0.000
MARBLE FINISHERS		ALL		29.700	0.000	1.5	1.5	2.0	9.550	11.75	0.000	0.620
MARBLE MASON		BLD		39.880	43.870	1.5	1.5	2.0	9.550	11.75	0.000	0.730
MATERIAL TESTER I		ALL		26.200	0.000	1.5	1.5	2.0	12.52	9.280	0.000	0.500
MATERIALS TESTER II		ALL		31.200	0.000	1.5	1.5	2.0	12.52	9.280	0.000	0.500
MILLWRIGHT		ALL		41.520	43.520	1.5	1.5	2.0	13.19	11.76	0.000	0.530
OPERATING ENGINEER		BLD 1		45.100	49.100	2.0	2.0	2.0	15.70	10.55	1.900	1.250
OPERATING ENGINEER		BLD 2		43.800	49.100	2.0	2.0	2.0	15.70	10.55	1.900	1.250
OPERATING ENGINEER		BLD 3		41.250	49.100	2.0	2.0	2.0	15.70	10.55	1.900	1.250
OPERATING ENGINEER		BLD 4		39.500	49.100	2.0	2.0	2.0	15.70	10.55	1.900	1.250
OPERATING ENGINEER		BLD 5		48.850	49.100	2.0	2.0	2.0	15.70	10.55	1.900	1.250
OPERATING ENGINEER		BLD 6		46.100	49.100	2.0	2.0	2.0	15.70	10.55	1.900	1.250
OPERATING ENGINEER		BLD 7		48.100	49.100	2.0	2.0	2.0	15.70	10.55	1.900	1.250
OPERATING ENGINEER		HWY 1		43.300	47.300	1.5	1.5	2.0	15.70	10.55	1.900	1.250
OPERATING ENGINEER		HWY 2		42.750	47.300	1.5	1.5	2.0	15.70	10.55	1.900	1.250
OPERATING ENGINEER		HWY 3		40.700	47.300	1.5	1.5	2.0	15.70	10.55	1.900	1.250
OPERATING ENGINEER		HWY 4		39.300	47.300	1.5	1.5	2.0	15.70	10.55	1.900	1.250
OPERATING ENGINEER		HWY 5		38.100	47.300	1.5	1.5	2.0	15.70	10.55	1.900	1.250
OPERATING ENGINEER		HWY 6		46.300	47.300	1.5	1.5	2.0	15.70	10.55	1.900	1.250
OPERATING ENGINEER		HWY 7		44.300	47.300	1.5	1.5	2.0	15.70	10.55	1.900	1.250
ORNAMNTL IRON WORKER		ALL		44.950	47.200	2.0	2.0	2.0	8.890	17.69	0.000	0.400
PAINTER		ALL		40.880	42.880	1.5	1.5	1.5	9.650	8.200	0.000	1.250
PAINTER SIGNS		BLD		33.920	38.090	1.5	1.5	1.5	2.600	2.710	0.000	0.000
PILEDRIIVER		ALL		41.520	43.520	1.5	1.5	2.0	13.19	11.76	0.000	0.530
PIPEFITTER		BLD		41.200	43.200	1.5	1.5	2.0	9.750	16.34	0.000	1.710
PLASTERER		BLD		40.250	42.670	1.5	1.5	2.0	10.85	10.94	0.000	0.550
PLUMBER		BLD		41.200	43.200	1.5	1.5	2.0	9.750	16.34	0.000	1.710
ROOFER		BLD		38.350	41.350	1.5	1.5	2.0	8.280	8.770	0.000	0.430
SHEETMETAL WORKER		BLD		42.510	44.510	1.5	1.5	2.0	10.04	12.01	0.000	0.780
SIGN HANGER		BLD		26.070	27.570	1.5	1.5	2.0	3.800	3.550	0.000	0.000

SPRINKLER FITTER	BLD	49.200	51.200	1.5	1.5	2.0	10.25	8.350	0.000	0.450
STEEL ERECTOR	ALL	44.950	47.200	2.0	2.0	2.0	8.890	17.69	0.000	0.400
STONE MASON	BLD	40.680	44.750	1.5	1.5	2.0	9.550	12.00	0.000	0.970
TERRAZZO FINISHER	BLD	35.510	0.000	1.5	1.5	2.0	9.700	9.320	0.000	0.400
TERRAZZO MASON	BLD	39.370	42.370	1.5	1.5	2.0	9.700	10.66	0.000	0.550
TILE MASON	BLD	41.430	45.430	2.0	1.5	2.0	9.700	8.640	0.000	0.710
TRAFFIC SAFETY WRKR	HWY	28.250	29.850	1.5	1.5	2.0	4.896	4.175	0.000	0.000
TRUCK DRIVER	ALL 1	32.550	33.100	1.5	1.5	2.0	6.500	4.350	0.000	0.150
TRUCK DRIVER	ALL 2	32.700	33.100	1.5	1.5	2.0	6.500	4.350	0.000	0.150
TRUCK DRIVER	ALL 3	32.900	33.100	1.5	1.5	2.0	6.500	4.350	0.000	0.150
TRUCK DRIVER	ALL 4	33.100	33.100	1.5	1.5	2.0	6.500	4.350	0.000	0.150
TUCKPOINTER	BLD	40.950	41.950	1.5	1.5	2.0	8.180	10.82	0.000	0.940

**Legend:**

RG (Region)  
TYP (Trade Type - All, Highway, Building, Floating, Oil & Chip, Rivers)  
C (Class)  
Base (Base Wage Rate)  
FRMAN (Foreman Rate)  
M-F>8 (OT required for any hour greater than 8 worked each day, Mon through Fri.)  
OSA (Overtime (OT) is required for every hour worked on Saturday)  
OSH (Overtime is required for every hour worked on Sunday and Holidays)  
H/W (Health & Welfare Insurance)  
Pensn (Pension)  
Vac (Vacation)  
Trng (Training)

## Explanations

### KANE COUNTY

ELECTRICIANS AND COMMUNICATIONS TECHNICIAN (NORTH) - Townships of Burlington, Campton, Dundee, Elgin, Hampshire, Plato, Rutland, St. Charles (except the West half of Sec. 26, all of Secs. 27, 33, and 34, South half of Sec. 28, West half of Sec. 35), Virgil and Valley View CCC and Elgin Mental Health Center.

The following list is considered as those days for which holiday rates of wages for work performed apply: New Years Day, Memorial Day, Fourth of July, Labor Day, Thanksgiving Day, Christmas Day and Veterans Day in some classifications/counties. Generally, any of these holidays which fall on a Sunday is celebrated on the following Monday. This then makes work performed on that Monday payable at the appropriate overtime rate for holiday pay. Common practice in a given local may alter certain days of celebration. If in doubt, please check with IDOL.

### EXPLANATION OF CLASSES

ASBESTOS - GENERAL - removal of asbestos material/mold and hazardous materials from any place in a building, including mechanical systems where those mechanical systems are to be removed. This includes the removal of asbestos materials/mold and hazardous materials from ductwork or pipes in a building when the building is to be demolished at the time or at some close future date.

ASBESTOS - MECHANICAL - removal of asbestos material from mechanical

systems, such as pipes, ducts, and boilers, where the mechanical systems are to remain.

#### CERAMIC TILE FINISHER

The grouting, cleaning, and polishing of all classes of tile, whether for interior or exterior purposes, all burned, glazed or unglazed products; all composition materials, granite tiles, warning detectable tiles, cement tiles, epoxy composite materials, pavers, glass, mosaics, fiberglass, and all substitute materials, for tile made in tile-like units; all mixtures in tile like form of cement, metals, and other materials that are for and intended for use as a finished floor surface, stair treads, promenade roofs, walks, walls, ceilings, swimming pools, and all other places where tile is to form a finished interior or exterior. The mixing of all setting mortars including but not limited to thin-set mortars, epoxies, wall mud, and any other sand and cement mixtures or adhesives when used in the preparation, installation, repair, or maintenance of tile and/or similar materials. The handling and unloading of all sand, cement, lime, tile, fixtures, equipment, adhesives, or any other materials to be used in the preparation, installation, repair, or maintenance of tile and/or similar materials. Ceramic Tile Finishers shall fill all joints and voids regardless of method on all tile work, particularly and especially after installation of said tile work. Application of any and all protective coverings to all types of tile installations including, but not be limited to, all soap compounds, paper products, tapes, and all polyethylene coverings, plywood, masonite, cardboard, and any new type of products that may be used to protect tile installations, Blastrac equipment, and all floor scarifying equipment used in preparing floors to receive tile. The clean up and removal of all waste and materials. All demolition of existing tile floors and walls to be re-tiled.

#### COMMUNICATIONS TECHNICIAN

Construction, installation, maintenance and removal of telecommunication facilities (voice, sound, data and video), telephone, security systems, fire alarm systems that are a component of a multiplex system and share a common cable, and data inside wire, interconnect, terminal equipment, central offices, PABX and equipment, micro waves, V-SAT, bypass, CATV, WAN (wide area network), LAN (local area networks), and ISDN (integrated system digital network), pulling of wire in raceways, but not the installation of raceways.

#### MARBLE FINISHER

Loading and unloading trucks, distribution of all materials (all stone, sand, etc.), stocking of floors with material, performing all rigging for heavy work, the handling of all material that may be needed for the installation of such materials, building of scaffolding, polishing if needed, patching, waxing of material if damaged, pointing up, caulking, grouting and cleaning of marble, holding water on diamond or Carborundum blade or saw for setters cutting, use of tub saw or any other saw needed for preparation of material, drilling of holes for wires that anchor material set by setters, mixing up of molding plaster for installation of material, mixing up thin set for the installation of material, mixing up of sand to cement for the installation of material and such other work as may



be required in helping a Marble Setter in the handling of all material in the erection or installation of interior marble, slate, travertine, art marble, serpentine, alberene stone, blue stone, granite and other stones (meaning as to stone any foreign or domestic materials as are specified and used in building interiors and exteriors and customarily known as stone in the trade), carrara, sanionyx, vitrolite and similar opaque glass and the laying of all marble tile, terrazzo tile, slate tile and precast tile, steps, risers treads, base, or any other materials that may be used as substitutes for any of the aforementioned materials and which are used on interior and exterior which are installed in a similar manner.

MATERIAL TESTER I: Hand coring and drilling for testing of materials; field inspection of uncured concrete and asphalt.

MATERIAL TESTER II: Field inspection of welds, structural steel, fireproofing, masonry, soil, facade, reinforcing steel, formwork, cured concrete, and concrete and asphalt batch plants; adjusting proportions of bituminous mixtures.

#### OPERATING ENGINEER - BUILDING

Class 1. Asphalt Plant; Asphalt Spreader; Autograde; Backhoes with Caisson Attachment; Batch Plant; Benoto (requires Two Engineers); Boiler and Throttle Valve; Caisson Rigs; Central Redi-Mix Plant; Combination Back Hoe Front End-loader Machine; Compressor and Throttle Valve; Concrete Breaker (Truck Mounted); Concrete Conveyor; Concrete Conveyor (Truck Mounted); Concrete Paver Over 27E cu. ft; Concrete Paver 27E cu. ft. and Under; Concrete Placer; Concrete Placing Boom; Concrete Pump (Truck Mounted); Concrete Tower; Cranes, All; Cranes, Hammerhead; Cranes, (GCI and similar Type); Creter Crane; Spider Crane; Crusher, Stone, etc.; Derricks, All; Derricks, Traveling; Formless Curb and Gutter Machine; Grader, Elevating; Grouting Machines; Heavy Duty Self-Propelled Transporter or Prime Mover; Highlift Shovels or Front Endloader 2-1/4 yd. and over; Hoists, Elevators, outside type rack and pinion and similar machines; Hoists, One, Two and Three Drum; Hoists, Two Tugger One Floor; Hydraulic Backhoes; Hydraulic Boom Trucks; Hydro Vac (and similar equipment); Locomotives, All; Motor Patrol; Lubrication Technician; Manipulators; Pile Drivers and Skid Rig; Post Hole Digger; Pre-Stress Machine; Pump Cretes Dual Ram; Pump Cretes: Squeeze Cretes-Screw Type Pumps; Gypsum Bulker and Pump; Raised and Blind Hole Drill; Roto Mill Grinder; Scoops - Tractor Drawn; Slip-Form Paver; Straddle Buggies; Operation of Tie Back Machine; Tournapull; Tractor with Boom and Side Boom; Trenching Machines.

Class 2. Boilers; Broom, All Power Propelled; Bulldozers; Concrete Mixer (Two Bag and Over); Conveyor, Portable; Forklift Trucks; Highlift Shovels or Front Endloaders under 2-1/4 yd.; Hoists, Automatic; Hoists, Inside Elevators; Hoists, Sewer Dragging Machine; Hoists, Tugger Single Drum; Laser Screed; Rock Drill (Self-Propelled); Rock Drill (Truck Mounted); Rollers, All; Steam Generators; Tractors, All; Tractor Drawn Vibratory Roller; Winch Trucks with "A" Frame.

Class 3. Air Compressor; Combination Small Equipment Operator; Generators; Heaters, Mechanical; Hoists, Inside Elevators (remodeling or renovation work); Hydraulic Power Units (Pile Driving, Extracting, and Drilling); Pumps, over 3" (1 to 3 not to exceed a total of 300 ft.); Low Boys; Pumps, Well Points; Welding Machines (2 through 5);

Winches, 4 Small Electric Drill Winches.

Class 4. Bobcats and/or other Skid Steer Loaders; Oilers; and Brick Forklift.

Class 5. Assistant Craft Foreman.

Class 6. Gradall.

Class 7. Mechanics; Welders.

#### OPERATING ENGINEERS - HIGHWAY CONSTRUCTION

Class 1. Asphalt Plant; Asphalt Heater and Planer Combination; Asphalt Heater Scarfire; Asphalt Spreader; Autograder/GOMACO or other similar type machines: ABG Paver; Backhoes with Caisson Attachment; Ballast Regulator; Belt Loader; Caisson Rigs; Car Dumper; Central Redi-Mix Plant; Combination Backhoe Front Endloader Machine, (1 cu. yd. Backhoe Bucket or over or with attachments); Concrete Breaker (Truck Mounted); Concrete Conveyor; Concrete Paver over 27E cu. ft.; Concrete Placer; Concrete Tube Float; Cranes, all attachments; Cranes, Tower Cranes of all types: Creter Crane: Spider Crane; Crusher, Stone, etc.; Derricks, All; Derrick Boats; Derricks, Traveling; Dredges; Elevators, Outside type Rack & Pinion and Similar Machines; Formless Curb and Gutter Machine; Grader, Elevating; Grader, Motor Grader, Motor Patrol, Auto Patrol, Form Grader, Pull Grader, Subgrader; Guard Rail Post Driver Truck Mounted; Hoists, One, Two and Three Drum; Heavy Duty Self-Propelled Transporter or Prime Mover; Hydraulic Backhoes; Backhoes with shear attachments up to 40' of boom reach; Lubrication Technician; Manipulators; Mucking Machine; Pile Drivers and Skid Rig; Pre-Stress Machine; Pump Cretes Dual Ram; Rock Drill - Crawler or Skid Rig; Rock Drill - Truck Mounted; Rock/Track Tamper; Roto Mill Grinder; Slip-Form Paver; Snow Melters; Soil Test Drill Rig (Truck Mounted); Straddle Buggies; Hydraulic Telescoping Form (Tunnel); Operation of Tieback Machine; Tractor Drawn Belt Loader; Tractor Drawn Belt Loader (with attached pusher - two engineers); Tractor with Boom; Tractaire with Attachments; Traffic Barrier Transfer Machine; Trenching; Truck Mounted Concrete Pump with Boom; Raised or Blind Hole Drills (Tunnel Shaft); Underground Boring and/or Mining Machines 5 ft. in diameter and over tunnel, etc; Underground Boring and/or Mining Machines under 5 ft. in diameter; Wheel Excavator; Widener (APSCO).

Class 2. Batch Plant; Bituminous Mixer; Boiler and Throttle Valve; Bulldozers; Car Loader Trailing Conveyors; Combination Backhoe Front Endloader Machine (Less than 1 cu. yd. Backhoe Bucket or over or with attachments); Compressor and Throttle Valve; Compressor, Common Receiver (3); Concrete Breaker or Hydro Hammer; Concrete Grinding Machine; Concrete Mixer or Paver 7S Series to and including 27 cu. ft.; Concrete Spreader; Concrete Curing Machine, Burlap Machine, Belting Machine and Sealing Machine; Concrete Wheel Saw; Conveyor Muck Cars (Haglund or Similar Type); Drills, All; Finishing Machine - Concrete; Highlift Shovels or Front Endloader; Hoist - Sewer Dragging Machine; Hydraulic Boom Trucks (All Attachments); Hydro-Blaster; Hydro Excavating (excluding hose work); Laser Screed; All Locomotives, Dinky; Off-Road Hauling Units (including articulating) Non Self-Loading Ejection Dump; Pump Cretes: Squeeze Cretes - Screw Type Pumps, Gypsum Bulker and Pump; Roller, Asphalt; Rotary Snow Plows; Rototiller, Seaman, etc., self-propelled; Self-Propelled Compactor;

Spreader - Chip - Stone, etc.; Scraper - Single/Twin Engine/Push and Pull; Scraper - Prime Mover in Tandem (Regardless of Size); Tractors pulling attachments, Sheeps Foot, Disc, Compactor, etc.; Tug Boats.

Class 3. Boilers; Brooms, All Power Propelled; Cement Supply Tender; Compressor, Common Receiver (2); Concrete Mixer (Two Bag and Over); Conveyor, Portable; Farm-Type Tractors Used for Mowing, Seeding, etc.; Forklift Trucks; Grouting Machine; Hoists, Automatic; Hoists, All Elevators; Hoists, Tugger Single Drum; Jeep Diggers; Low Boys; Pipe Jacking Machines; Post-Hole Digger; Power Saw, Concrete Power Driven; Pug Mills; Rollers, other than Asphalt; Seed and Straw Blower; Steam Generators; Stump Machine; Winch Trucks with "A" Frame; Work Boats; Tamper-Form-Motor Driven.

Class 4. Air Compressor; Combination - Small Equipment Operator; Directional Boring Machine; Generators; Heaters, Mechanical; Hydraulic Power Unit (Pile Driving, Extracting, or Drilling); Light Plants, All (1 through 5); Pumps, over 3" (1 to 3 not to exceed a total of 300 ft.); Pumps, Well Points; Vacuum Trucks (excluding hose work); Welding Machines (2 through 5); Winches, 4 Small Electric Drill Winches.

Class 5. SkidSteer Loader (all); Brick Forklifts; Oilers.

Class 6. Field Mechanics and Field Welders

Class 7. Dowell Machine with Air Compressor; Gradall and machines of like nature.

TRAFFIC SAFETY - work associated with barricades, horses and drums used to reduce lane usage on highway work, the installation and removal of temporary lane markings, and the installation and removal of temporary road signs.

#### TRUCK DRIVER - BUILDING, HEAVY AND HIGHWAY CONSTRUCTION

Class 1. Two or three Axle Trucks. A-frame Truck when used for transportation purposes; Air Compressors and Welding Machines, including those pulled by cars, pick-up trucks and tractors; Ambulances; Batch Gate Lockers; Batch Hopperman; Car and Truck Washers; Carry-alls; Fork Lifts and Hoisters; Helpers; Mechanics Helpers and Greasers; Oil Distributors 2-man operation; Pavement Breakers; Pole Trailer, up to 40 feet; Power Mower Tractors; Self-propelled Chip Spreader; Skipman; Slurry Trucks, 2-man operation; Slurry Truck Conveyor Operation, 2 or 3 man; Teamsters; Unskilled Dumpman; and Truck Drivers hauling warning lights, barricades, and portable toilets on the job site.

Class 2. Four axle trucks; Dump Crets and Adgetors under 7 yards; Dumpsters, Track Trucks, Euclids, Hug Bottom Dump Turnapulls or Turnatrailers when pulling other than self-loading equipment or similar equipment under 16 cubic yards; Mixer Trucks under 7 yards; Ready-mix Plant Hopper Operator, and Winch Trucks, 2 Axles.

Class 3. Five axle trucks; Dump Crets and Adgetors 7 yards and over; Dumpsters, Track Trucks, Euclids, Hug Bottom Dump Turnatrailers or turnapulls when pulling other than self-loading equipment or similar equipment over 16 cubic yards; Explosives and/or Fission Material Trucks; Mixer Trucks 7 yards or over; Mobile Cranes while in transit;

Oil Distributors, 1-man operation; Pole Trailer, over 40 feet; Pole and Expandable Trailers hauling material over 50 feet long; Slurry trucks, 1-man operation; Winch trucks, 3 axles or more; Mechanic--Truck Welder and Truck Painter.

Class 4. Six axle trucks; Dual-purpose vehicles, such as mounted crane trucks with hoist and accessories; Foreman; Master Mechanic; Self-loading equipment like P.B. and trucks with scoops on the front.

#### TERRAZZO FINISHER

The handling of sand, cement, marble chips, and all other materials that may be used by the Mosaic Terrazzo Mechanic, and the mixing, grinding, grouting, cleaning and sealing of all Marble, Mosaic, and Terrazzo work, floors, base, stairs, and wainscoting by hand or machine, and in addition, assisting and aiding Marble, Masonic, and Terrazzo Mechanics.

#### Other Classifications of Work:

For definitions of classifications not otherwise set out, the Department generally has on file such definitions which are available. If a task to be performed is not subject to one of the classifications of pay set out, the Department will upon being contacted state which neighboring county has such a classification and provide such rate, such rate being deemed to exist by reference in this document. If no neighboring county rate applies to the task, the Department shall undertake a special determination, such special determination being then deemed to have existed under this determination. If a project requires these, or any classification not listed, please contact IDOL at 217-782-1710 for wage rates or clarifications.

#### LANDSCAPING

Landscaping work falls under the existing classifications for laborer, operating engineer and truck driver. The work performed by landscape plantsman and landscape laborer is covered by the existing classification of laborer. The work performed by landscape operators (regardless of equipment used or its size) is covered by the classifications of operating engineer. The work performed by landscape truck drivers (regardless of size of truck driven) is covered by the classifications of truck driver.



# Du Page County Prevailing Wage for May 2013

(See explanation of column headings at bottom of wages)

Trade Name	RG	TYP	C	Base	FRMAN	M-F>8	OSA	OSH	H/W	Pensn	Vac	Trng
=====	==	===	=	=====	=====	=====	===	===	=====	=====	=====	=====
ASBESTOS ABT-GEN		ALL		36.200	36.700	1.5	1.5	2.0	12.78	9.020	0.000	0.500
ASBESTOS ABT-MEC		BLD		34.160	36.660	1.5	1.5	2.0	10.82	10.66	0.000	0.720
BOILERMAKER		BLD		43.450	47.360	2.0	2.0	2.0	6.970	14.66	0.000	0.350
BRICK MASON		BLD		40.680	44.750	1.5	1.5	2.0	9.550	12.00	0.000	0.970
CARPENTER		ALL		41.520	43.520	1.5	1.5	2.0	13.19	11.75	0.000	0.530
CEMENT MASON		ALL		38.000	40.000	2.0	1.5	2.0	8.950	16.35	0.000	0.380
CERAMIC TILE FNSHER		BLD		34.440	0.000	2.0	1.5	2.0	9.700	6.930	0.000	0.610
COMMUNICATION TECH		BLD		32.650	34.750	1.5	1.5	2.0	9.250	14.46	0.400	0.610
ELECTRIC PWR EQMT OP		ALL		36.610	49.750	1.5	1.5	2.0	5.000	11.35	0.000	0.270
ELECTRIC PWR GRNDMAN		ALL		28.310	49.750	1.5	1.5	2.0	5.000	8.780	0.000	0.210
ELECTRIC PWR LINEMAN		ALL		43.830	49.750	1.5	1.5	2.0	5.000	13.58	0.000	0.330
ELECTRIC PWR TRK DRV		ALL		29.310	49.750	1.5	1.5	2.0	5.000	9.090	0.000	0.220
ELECTRICIAN		BLD		36.200	39.820	1.5	1.5	2.0	9.250	16.27	4.380	0.680
ELEVATOR CONSTRUCTOR		BLD		49.080	55.215	2.0	2.0	2.0	11.88	12.71	3.930	0.600
FENCE ERECTOR	NE	ALL		33.740	35.740	1.5	1.5	2.0	12.61	10.18	0.000	0.250
FENCE ERECTOR	W	ALL		44.950	47.200	2.0	2.0	2.0	8.890	17.69	0.000	0.400
GLAZIER		BLD		39.500	41.000	1.5	2.0	2.0	11.99	14.30	0.000	0.840
HT/FROST INSULATOR		BLD		45.550	48.050	1.5	1.5	2.0	10.82	11.86	0.000	0.720
IRON WORKER	E	ALL		40.750	42.750	2.0	2.0	2.0	13.20	19.09	0.000	0.350
IRON WORKER	W	ALL		44.950	47.200	2.0	2.0	2.0	8.890	17.69	0.000	0.400
LABORER		ALL		36.200	36.950	1.5	1.5	2.0	12.78	9.020	0.000	0.500
LATHER		ALL		41.520	43.520	1.5	1.5	2.0	13.19	11.75	0.000	0.530
MACHINIST		BLD		43.550	46.050	1.5	1.5	2.0	6.130	8.950	1.850	0.000
MARBLE FINISHERS		ALL		29.700	0.000	1.5	1.5	2.0	9.550	11.75	0.000	0.620
MARBLE MASON		BLD		39.880	43.870	1.5	1.5	2.0	9.550	11.75	0.000	0.730
MATERIAL TESTER I		ALL		26.200	0.000	1.5	1.5	2.0	12.78	9.020	0.000	0.500
MATERIALS TESTER II		ALL		31.200	0.000	1.5	1.5	2.0	12.78	9.020	0.000	0.500
MILLWRIGHT		ALL		41.520	43.520	1.5	1.5	2.0	13.19	11.75	0.000	0.530
OPERATING ENGINEER		BLD 1		45.100	49.100	2.0	2.0	2.0	15.70	10.55	1.900	1.250
OPERATING ENGINEER		BLD 2		43.800	49.100	2.0	2.0	2.0	15.70	10.55	1.900	1.250
OPERATING ENGINEER		BLD 3		41.250	49.100	2.0	2.0	2.0	15.70	10.55	1.900	1.250
OPERATING ENGINEER		BLD 4		39.500	49.100	2.0	2.0	2.0	15.70	10.55	1.900	1.250
OPERATING ENGINEER		BLD 5		48.850	49.100	2.0	2.0	2.0	15.70	10.55	1.900	1.250
OPERATING ENGINEER		BLD 6		46.100	49.100	2.0	2.0	2.0	15.70	10.55	1.900	1.250
OPERATING ENGINEER		BLD 7		48.100	49.100	2.0	2.0	2.0	15.70	10.55	1.900	1.250
OPERATING ENGINEER		HWY 1		43.300	47.300	1.5	1.5	2.0	15.70	10.55	1.900	1.250
OPERATING ENGINEER		HWY 2		42.750	47.300	1.5	1.5	2.0	15.70	10.55	1.900	1.250
OPERATING ENGINEER		HWY 3		40.700	47.300	1.5	1.5	2.0	15.70	10.55	1.900	1.250
OPERATING ENGINEER		HWY 4		39.300	47.300	1.5	1.5	2.0	15.70	10.55	1.900	1.250
OPERATING ENGINEER		HWY 5		38.100	47.300	1.5	1.5	2.0	15.70	10.55	1.900	1.250
OPERATING ENGINEER		HWY 6		46.300	47.300	1.5	1.5	2.0	15.70	10.55	1.900	1.250
OPERATING ENGINEER		HWY 7		44.300	47.300	1.5	1.5	2.0	15.70	10.55	1.900	1.250
ORNAMNTL IRON WORKER E		ALL		41.800	44.300	2.0	2.0	2.0	12.86	15.81	0.000	0.550
ORNAMNTL IRON WORKER W		ALL		44.950	47.200	2.0	2.0	2.0	8.890	17.69	0.000	0.400
PAINTER		ALL		40.880	42.880	1.5	1.5	1.5	9.650	8.200	0.000	1.250
PAINTER SIGNS		BLD		33.920	38.090	1.5	1.5	1.5	2.600	2.710	0.000	0.000
PILEDRIIVER		ALL		41.520	43.520	1.5	1.5	2.0	13.19	11.75	0.000	0.530
PIPEFITTER		BLD		41.200	43.200	1.5	1.5	2.0	9.750	16.34	0.000	1.710
PLASTERER		BLD		40.080	42.480	1.5	1.5	2.0	9.550	12.30	0.000	0.990
PLUMBER		BLD		41.200	43.200	1.5	1.5	2.0	9.750	16.34	0.000	1.710
ROOFER		BLD		38.350	41.350	1.5	1.5	2.0	8.280	8.770	0.000	0.430
SHEETMETAL WORKER		BLD		42.510	44.510	1.5	1.5	2.0	10.04	12.01	0.000	0.780

SPRINKLER FITTER	BLD	49.200	51.200	1.5	1.5	2.0	10.25	8.350	0.000	0.450
STEEL ERECTOR	E ALL	40.750	42.750	2.0	2.0	2.0	13.20	19.09	0.000	0.350
STEEL ERECTOR	W ALL	44.950	47.200	2.0	2.0	2.0	8.890	17.69	0.000	0.400
STONE MASON	BLD	40.680	44.750	1.5	1.5	2.0	9.550	12.00	0.000	0.970
TERRAZZO FINISHER	BLD	35.510	0.000	1.5	1.5	2.0	9.700	9.320	0.000	0.400
TERRAZZO MASON	BLD	39.370	42.370	1.5	1.5	2.0	9.700	10.66	0.000	0.550
TILE MASON	BLD	41.430	45.430	2.0	1.5	2.0	9.700	8.640	0.000	0.710
TRAFFIC SAFETY WRKR	HWY	28.250	29.850	1.5	1.5	2.0	4.896	4.175	0.000	0.000
TRUCK DRIVER	ALL 1	32.550	33.100	1.5	1.5	2.0	6.500	4.350	0.000	0.150
TRUCK DRIVER	ALL 2	32.700	33.100	1.5	1.5	2.0	6.500	4.350	0.000	0.150
TRUCK DRIVER	ALL 3	32.900	33.100	1.5	1.5	2.0	6.500	4.350	0.000	0.150
TRUCK DRIVER	ALL 4	33.100	33.100	1.5	1.5	2.0	6.500	4.350	0.000	0.150
TUCKPOINTER	BLD	40.950	41.950	1.5	1.5	2.0	8.180	10.82	0.000	0.940

**Legend:**

RG (Region)  
 TYP (Trade Type - All, Highway, Building, Floating, Oil & Chip, Rivers)  
 C (Class)  
 Base (Base Wage Rate)  
 FRMAN (Foreman Rate)  
 M-F>8 (OT required for any hour greater than 8 worked each day, Mon through Fri.  
 OSA (Overtime (OT) is required for every hour worked on Saturday)  
 OSH (Overtime is required for every hour worked on Sunday and Holidays)  
 H/W (Health & Welfare Insurance)  
 Pensn (Pension)  
 Vac (Vacation)  
 Trng (Training)

## Explanations

### DUPAGE COUNTY

IRON WORKERS AND FENCE ERECTOR (WEST) - West of Route 53.

The following list is considered as those days for which holiday rates of wages for work performed apply: New Years Day, Memorial Day, Fourth of July, Labor Day, Thanksgiving Day, Christmas Day and Veterans Day in some classifications/counties. Generally, any of these holidays which fall on a Sunday is celebrated on the following Monday. This then makes work performed on that Monday payable at the appropriate overtime rate for holiday pay. Common practice in a given local may alter certain days of celebration. If in doubt, please check with IDOL.

### EXPLANATION OF CLASSES

ASBESTOS - GENERAL - removal of asbestos material/mold and hazardous materials from any place in a building, including mechanical systems where those mechanical systems are to be removed. This includes the removal of asbestos materials/mold and hazardous materials from ductwork or pipes in a building when the building is to be demolished at the time or at some close future date.

ASBESTOS - MECHANICAL - removal of asbestos material from mechanical systems, such as pipes, ducts, and boilers, where the mechanical systems are to remain.

TRAFFIC SAFETY - work associated with barricades, horses and drums used to reduce lane usage on highway work, the installation and

removal of temporary lane markings, and the installation and removal of temporary road signs.

#### CERAMIC TILE FINISHER

The grouting, cleaning, and polishing of all classes of tile, whether for interior or exterior purposes, all burned, glazed or unglazed products; all composition materials, granite tiles, warning detectable tiles, cement tiles, epoxy composite materials, pavers, glass, mosaics, fiberglass, and all substitute materials, for tile made in tile-like units; all mixtures in tile like form of cement, metals, and other materials that are for and intended for use as a finished floor surface, stair treads, promenade roofs, walks, walls, ceilings, swimming pools, and all other places where tile is to form a finished interior or exterior. The mixing of all setting mortars including but not limited to thin-set mortars, epoxies, wall mud, and any other sand and cement mixtures or adhesives when used in the preparation, installation, repair, or maintenance of tile and/or similar materials. The handling and unloading of all sand, cement, lime, tile, fixtures, equipment, adhesives, or any other materials to be used in the preparation, installation, repair, or maintenance of tile and/or similar materials. Ceramic Tile Finishers shall fill all joints and voids regardless of method on all tile work, particularly and especially after installation of said tile work. Application of any and all protective coverings to all types of tile installations including, but not be limited to, all soap compounds, paper products, tapes, and all polyethylene coverings, plywood, masonite, cardboard, and any new type of products that may be used to protect tile installations, Blastrac equipment, and all floor scarifying equipment used in preparing floors to receive tile. The clean up and removal of all waste and materials. All demolition of existing tile floors and walls to be re-tiled.

#### COMMUNICATIONS TECHNICIAN

Low voltage installation, maintenance and removal of telecommunication facilities (voice, sound, data and video) including telephone and data inside wire, interconnect, terminal equipment, central offices, PABX, fiber optic cable and equipment, micro waves, V-SAT, bypass, CATV, WAN (wide area networks), LAN (local area networks), and ISDN (integrated system digital network), pulling of wire in raceways, but not the installation of raceways.

#### MARBLE FINISHER

Loading and unloading trucks, distribution of all materials (all stone, sand, etc.), stocking of floors with material, performing all rigging for heavy work, the handling of all material that may be needed for the installation of such materials, building of scaffolding, polishing if needed, patching, waxing of material if damaged, pointing up, caulking, grouting and cleaning of marble, holding water on diamond or Carborundum blade or saw for setters cutting, use of tub saw or any other saw needed for preparation of material, drilling of holes for wires that anchor material set by setters, mixing up of molding plaster for installation of material, mixing up thin set for the installation of material, mixing up of sand to cement for the installation of material and such other work as may be required in helping a Marble Setter in the handling of all material in the erection or installation of interior marble, slate,



travertine, art marble, serpentine, alberene stone, blue stone, granite and other stones (meaning as to stone any foreign or domestic materials as are specified and used in building interiors and exteriors and customarily known as stone in the trade), carrara, sanionyx, vitrolite and similar opaque glass and the laying of all marble tile, terrazzo tile, slate tile and precast tile, steps, risers treads, base, or any other materials that may be used as substitutes for any of the aforementioned materials and which are used on interior and exterior which are installed in a similar manner.

MATERIAL TESTER I: Hand coring and drilling for testing of materials; field inspection of uncured concrete and asphalt.

MATERIAL TESTER II: Field inspection of welds, structural steel, fireproofing, masonry, soil, facade, reinforcing steel, formwork, cured concrete, and concrete and asphalt batch plants; adjusting proportions of bituminous mixtures.

#### OPERATING ENGINEER - BUILDING

Class 1. Asphalt Plant; Asphalt Spreader; Autograde; Backhoes with Caisson Attachment; Batch Plant; Benoto (requires Two Engineers); Boiler and Throttle Valve; Caisson Rigs; Central Redi-Mix Plant; Combination Back Hoe Front End-loader Machine; Compressor and Throttle Valve; Concrete Breaker (Truck Mounted); Concrete Conveyor; Concrete Conveyor (Truck Mounted); Concrete Paver Over 27E cu. ft; Concrete Paver 27E cu. ft. and Under; Concrete Placer; Concrete Placing Boom; Concrete Pump (Truck Mounted); Concrete Tower; Cranes, All; Cranes, Hammerhead; Cranes, (GCI and similar Type); Creter Crane; Spider Crane; Crusher, Stone, etc.; Derricks, All; Derricks, Traveling; Formless Curb and Gutter Machine; Grader, Elevating; Grouting Machines; Heavy Duty Self-Propelled Transporter or Prime Mover; Highlift Shovels or Front Endloader 2-1/4 yd. and over; Hoists, Elevators, outside type rack and pinion and similar machines; Hoists, One, Two and Three Drum; Hoists, Two Tugger One Floor; Hydraulic Backhoes; Hydraulic Boom Trucks; Hydro Vac (and similar equipment); Locomotives, All; Motor Patrol; Lubrication Technician; Manipulators; Pile Drivers and Skid Rig; Post Hole Digger; Pre-Stress Machine; Pump Cretes Dual Ram; Pump Cretes: Squeeze Cretes-Screw Type Pumps; Gypsum Bulker and Pump; Raised and Blind Hole Drill; Roto Mill Grinder; Scoops - Tractor Drawn; Slip-Form Paver; Straddle Buggies; Operation of Tie Back Machine; Tournapull; Tractor with Boom and Side Boom; Trenching Machines.

Class 2. Boilers; Broom, All Power Propelled; Bulldozers; Concrete Mixer (Two Bag and Over); Conveyor, Portable; Forklift Trucks; Highlift Shovels or Front Endloaders under 2-1/4 yd.; Hoists, Automatic; Hoists, Inside Elevators; Hoists, Sewer Dragging Machine; Hoists, Tugger Single Drum; Laser Screed; Rock Drill (Self-Propelled); Rock Drill (Truck Mounted); Rollers, All; Steam Generators; Tractors, All; Tractor Drawn Vibratory Roller; Winch Trucks with "A" Frame.

Class 3. Air Compressor; Combination Small Equipment Operator; Generators; Heaters, Mechanical; Hoists, Inside Elevators (remodeling or renovation work); Hydraulic Power Units (Pile Driving, Extracting, and Drilling); Pumps, over 3" (1 to 3 not to exceed a total of 300 ft.); Low Boys; Pumps, Well Points; Welding Machines (2 through 5); Winches, 4 Small Electric Drill Winches.

Class 4. Bobcats and/or other Skid Steer Loaders; Oilers; and Brick Forklift.

Class 5. Assistant Craft Foreman.

Class 6. Gradall.

Class 7. Mechanics; Welders.

#### OPERATING ENGINEERS - HIGHWAY CONSTRUCTION

Class 1. Asphalt Plant; Asphalt Heater and Planer Combination; Asphalt Heater Scarfire; Asphalt Spreader; Autograder/GOMACO or other similar type machines: ABG Paver; Backhoes with Caisson Attachment; Ballast Regulator; Belt Loader; Caisson Rigs; Car Dumper; Central Redi-Mix Plant; Combination Backhoe Front Endloader Machine, (1 cu. yd. Backhoe Bucket or over or with attachments); Concrete Breaker (Truck Mounted); Concrete Conveyor; Concrete Paver over 27E cu. ft.; Concrete Placer; Concrete Tube Float; Cranes, all attachments; Cranes, Tower Cranes of all types: Creter Crane; Spider Crane; Crusher, Stone, etc.; Derricks, All; Derrick Boats; Derricks, Traveling; Dredges; Elevators, Outside type Rack & Pinion and Similar Machines; Formless Curb and Gutter Machine; Grader, Elevating; Grader, Motor Grader, Motor Patrol, Auto Patrol, Form Grader, Pull Grader, Subgrader; Guard Rail Post Driver Truck Mounted; Hoists, One, Two and Three Drum; Heavy Duty Self-Propelled Transporter or Prime Mover; Hydraulic Backhoes; Backhoes with shear attachments up to 40' of boom reach; Lubrication Technician; Manipulators; Mucking Machine; Pile Drivers and Skid Rig; Pre-Stress Machine; Pump Cretes Dual Ram; Rock Drill - Crawler or Skid Rig; Rock Drill - Truck Mounted; Rock/Track Tamper; Roto Mill Grinder; Slip-Form Paver; Snow Melters; Soil Test Drill Rig (Truck Mounted); Straddle Buggies; Hydraulic Telescoping Form (Tunnel); Operation of Tieback Machine; Tractor Drawn Belt Loader; Tractor Drawn Belt Loader (with attached pusher - two engineers); Tractor with Boom; Tractaire with Attachments; Traffic Barrier Transfer Machine; Trenching; Truck Mounted Concrete Pump with Boom; Raised or Blind Hole Drills (Tunnel Shaft); Underground Boring and/or Mining Machines 5 ft. in diameter and over tunnel, etc; Underground Boring and/or Mining Machines under 5 ft. in diameter; Wheel Excavator; Widener (APSCO).

Class 2. Batch Plant; Bituminous Mixer; Boiler and Throttle Valve; Bulldozers; Car Loader Trailing Conveyors; Combination Backhoe Front Endloader Machine (Less than 1 cu. yd. Backhoe Bucket or over or with attachments); Compressor and Throttle Valve; Compressor, Common Receiver (3); Concrete Breaker or Hydro Hammer; Concrete Grinding Machine; Concrete Mixer or Paver 7S Series to and including 27 cu. ft.; Concrete Spreader; Concrete Curing Machine, Burlap Machine, Belting Machine and Sealing Machine; Concrete Wheel Saw; Conveyor Muck Cars (Haglund or Similar Type); Drills, All; Finishing Machine - Concrete; Highlift Shovels or Front Endloader; Hoist - Sewer Dragging Machine; Hydraulic Boom Trucks (All Attachments); Hydro-Blaster; Hydro Excavating (excluding hose work); Laser Screed; All Locomotives, Dinky; Off-Road Hauling Units (including articulating) Non Self-Loading Ejection Dump; Pump Cretes: Squeeze Cretes - Screw Type Pumps, Gypsum Bulker and Pump; Roller, Asphalt; Rotary Snow Plows; Rototiller, Seaman, etc., self-propelled; Self-Propelled Compactor; Spreader - Chip - Stone, etc.; Scraper - Single/Twin Engine/Push and Pull; Scraper - Prime Mover in Tandem (Regardless of Size); Tractors

pulling attachments, Sheeps Foot, Disc, Compactor, etc.; Tug Boats.

Class 3. Boilers; Brooms, All Power Propelled; Cement Supply Tender; Compressor, Common Receiver (2); Concrete Mixer (Two Bag and Over); Conveyor, Portable; Farm-Type Tractors Used for Mowing, Seeding, etc.; Forklift Trucks; Grouting Machine; Hoists, Automatic; Hoists, All Elevators; Hoists, Tugger Single Drum; Jeep Diggers; Low Boys; Pipe Jacking Machines; Post-Hole Digger; Power Saw, Concrete Power Driven; Pug Mills; Rollers, other than Asphalt; Seed and Straw Blower; Steam Generators; Stump Machine; Winch Trucks with "A" Frame; Work Boats; Tamper-Form-Motor Driven.

Class 4. Air Compressor; Combination - Small Equipment Operator; Directional Boring Machine; Generators; Heaters, Mechanical; Hydraulic Power Unit (Pile Driving, Extracting, or Drilling); Light Plants, All (1 through 5); Pumps, over 3" (1 to 3 not to exceed a total of 300 ft.); Pumps, Well Points; Vacuum Trucks (excluding hose work); Welding Machines (2 through 5); Winches, 4 Small Electric Drill Winches.

Class 5. SkidSteer Loader (all); Brick Forklifts; Oilers.

Class 6. Field Mechanics and Field Welders

Class 7. Dowell Machine with Air Compressor; Gradall and machines of like nature.

#### TRUCK DRIVER - BUILDING, HEAVY AND HIGHWAY CONSTRUCTION

Class 1. Two or three Axle Trucks. A-frame Truck when used for transportation purposes; Air Compressors and Welding Machines, including those pulled by cars, pick-up trucks and tractors; Ambulances; Batch Gate Lockers; Batch Hopperman; Car and Truck Washers; Carry-alls; Fork Lifts and Hoisters; Helpers; Mechanics Helpers and Greasers; Oil Distributors 2-man operation; Pavement Breakers; Pole Trailer, up to 40 feet; Power Mower Tractors; Self-propelled Chip Spreader; Skipman; Slurry Trucks, 2-man operation; Slurry Truck Conveyor Operation, 2 or 3 man; Teamsters; Unskilled Dumpman; and Truck Drivers hauling warning lights, barricades, and portable toilets on the job site.

Class 2. Four axle trucks; Dump Crets and Adgetors under 7 yards; Dumpsters, Track Trucks, Euclids, Hug Bottom Dump Turnapulls or Turnatrailers when pulling other than self-loading equipment or similar equipment under 16 cubic yards; Mixer Trucks under 7 yards; Ready-mix Plant Hopper Operator, and Winch Trucks, 2 Axles.

Class 3. Five axle trucks; Dump Crets and Adgetors 7 yards and over; Dumpsters, Track Trucks, Euclids, Hug Bottom Dump Turnatrailers or turnapulls when pulling other than self-loading equipment or similar equipment over 16 cubic yards; Explosives and/or Fission Material Trucks; Mixer Trucks 7 yards or over; Mobile Cranes while in transit; Oil Distributors, 1-man operation; Pole Trailer, over 40 feet; Pole and Expandable Trailers hauling material over 50 feet long; Slurry trucks, 1-man operation; Winch trucks, 3 axles or more; Mechanic--Truck Welder and Truck Painter.

Class 4. Six axle trucks; Dual-purpose vehicles, such as mounted crane trucks with hoist and accessories; Foreman; Master Mechanic;

Self-loading equipment like P.B. and trucks with scoops on the front.

#### TERRAZZO FINISHER

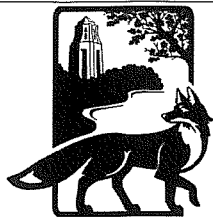
The handling of sand, cement, marble chips, and all other materials that may be used by the Mosaic Terrazzo Mechanic, and the mixing, grinding, grouting, cleaning and sealing of all Marble, Mosaic, and Terrazzo work, floors, base, stairs, and wainscoting by hand or machine, and in addition, assisting and aiding Marble, Masonic, and Terrazzo Mechanics.

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## AGENDA ITEM EXECUTIVE SUMMARY

Title: Recommendation to approve funding for the Downtown St. Charles Partnership for FY13/4

Presenter: Chris Minick, Finance Director

*Please check appropriate box:*

☒ Government Operations (06/03/13) ☐ Government Services

☐ Planning & Development ☐ City Council

☐ Public Hearing

Estimated Cost: \$263,500 Budgeted: ☒ YES ☐ X ☐ NO

If NO, please explain how item will be funded:

### Executive Summary:

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 brief presentation on their activities, financial status, and the progress on goals outlined for 2012-2013.

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 level of funding requested is budgeted and represents a decrease from the current level of funding (\$275,000) and represents all of the proceeds from SSA 1B for the 2012 tax levy to be collected in 2013.

### UPDATE:

**This item is continued from the April 15, 2013 Government Operations Committee Meeting. At that meeting, direction was given that the discussion be continued after the seating of the new City Council.**

### Attachments: *(please list)*

Funding request packet  
Unaudited 2012 financial statements  
2013 Year to date financial statements (unaudited)

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

Recommendation to approve funding for the Downtown St. Charles Partnership for FY13/4.

*For office use only:*

Agenda Item Number: 6b

# **Downtown St. Charles Partnership**

## **Funding: FY 2013-2014**

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### **Mission**

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.

In outlining our initiatives, we ask ourselves if a program, service or event will: create additional foot traffic downtown; create opportunities for engagement between businesses and customers; provide knowledge and information which will strengthen our business community; support our business and property owners in accomplishing their objectives; market downtown St. Charles as a destination for shopping, dining, entertainment and recreation; or enhance downtown from an aesthetic or historical perspective.

The Downtown St. Charles Partnership supports new and existing businesses downtown to provide the greatest opportunity for success. We create opportunities for the community to enjoy the natural beauty and amenities downtown St. Charles offers. We connect downtown stakeholders and strengthen the downtown business community.

Through our efforts, we support the mission of the City of St. Charles by fostering opportunity for our business and property owners, building a downtown community in support of an economically viable business district, and helping create a downtown that is a source of enjoyment for all who work, live and visit downtown St. Charles.

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### **Background**

Since July 2012, when the Downtown St. Charles Partnership last received funding approval, the organization has undergone a number of changes which have had a positive impact on the direction and functioning of the Downtown St. Charles Partnership. Within the past nine months, the DSCP:

- Underwent a Reorganization – That process is complete, our new committee structure is in place, and the organization is running smoothly under the direction outlined in our Service Agreement.
- Moved our Office to 2 East Main Street – We settled into the new environment quickly, have found many efficiencies with our new space, and hope to continue this arrangement with the city.
- Has maintained a fully staffed office – This will be the first time in a number of years that we have had a full staff for an entire year.

- Has implemented programs and services which are a part of the 18-month plan we presented in 2012.
  - Took measures to change our fiscal year to match that of the city - This will take effect starting May 1, 2013.
- 

## **Financial Report**

The Downtown St. Charles Partnership has a history of fiscal responsibility, which has been maintained during the past nine months. We aim to utilize our resources in a way which provides optimal programming and services to the benefit of downtown St. Charles.

Our projected FY 2013-2014 budget (Exhibit A) reflects reserves in an amount higher than our traditional target, which is due to a number of factors.

1. Money set aside for the purchase of art by the Public Art Committee, including the Max Hunt Sculpture, is reflected in that number.
2. The amount of money collected through the SSA during the next three years is projected to be lower than the current SSA revenues. The amount will decline in 2014 and 2015, and slowly begin to increase in 2016. It has been a long-range strategy of the DSCP to accumulate a certain amount of reserves in order to continue current levels of programs and services as the SSA declines.
3. In 2012, the DSCP underwent a reorganization, resulting in a shift of some of our programming and corresponding budget. The 18-month Action Plan that was developed during the reorganization is still being carried out and the expenses for those items were not fully realized during FY 2012.
4. As a result of the reorganization, the DSCP agreed to take on oversight of the St. Patrick's Parade. Since this event was new to the organization, there was some speculation that we would lose money on the event, which did not happen.
5. The Downtown St. Charles Partnership is now in a better position, with refocused direction and full staff, to take on additional projects for the benefit of downtown. These projects, highlighted in our FY 2013-2014 Action Plans, will utilize some of the accumulated funds going forward.

**(Exhibit A)**  
**Downtown St. Charles Partnership**  
**FY 2013-2014 Budget**

	<u>May 1, 2013- April 30, 2014</u>	<u>Budget</u>	<u>% of Budget</u>
<b>Income</b>			
<b>Income operating</b>			
4000 · SSA-1B Revenues	0.00	262,530.00	0.0%
4000.00 · Investor Dues			
4000.01 · Diamond Fox	0.00		
4000.02 · Platinum Fox	0.00		
4000.03 · Gold Fox	0.00		
4000.04 · Silver Fox	0.00		
4000.05 · Bronze Fox	0.00		
4000.06 · Family	0.00		
4000.07 · Non- Profit	0.00		
4000.00 · Investor Dues - Other	<u>0.00</u>	<u>32,500.00</u>	<u>0.0%</u>
Total 4000.00 · Investor Dues	0.00	295,030.00	0.0%
4000.10 · Miscellaneous Revenues	0.00	50.00	0.0%
4090 · Interest Revenues	<u>0.00</u>	<u>50.00</u>	<u>0.0%</u>
Total Income operating	0.00	295,130.00	0.0%
 <b>Project Income</b>			
<b>Business Development&amp;Education</b>			
4110 · Public Art			
4110.05 · Note Cards	0.00	0.00	0.0%
4110.06 · Snow Globes	<u>0.00</u>	<u>1,200.00</u>	<u>0.0%</u>
Total 4110 · Public Art	0.00	1,200.00	0.0%
4200 · Grant Programs - Historical Markers	0.00	1,500.00	
4201 · Education Curriculum	<u>0.00</u>	<u>0.00</u>	
Total Business Development&Education	0.00	2,700.00	0.0%
 <b>Marketing &amp; Promotion Committee</b>			
4330 · Holiday Home Homecoming Revenue			
4330.00 · Sponsorship - General	<u>0.00</u>	<u>25,000.00</u>	
Total 4330 · Holiday Home Homecoming Revenue	0.00	25,000.00	0.0%



4350 · Fine Art Show Revenues			
4350.02 · Sponsorships	0.00	9,500.00	
4350.05 · Booth Fees	0.00	41,300.00	
4350.06 · Jury Fees	0.00	3,825.00	
Total 4350 · Fine Art Show Revenues	0.00	54,625.00	0.0%
4351 · St. Patricks Day Parade Revenues			
4351.03 · Sponsorships	0.00	20,500.00	
4351.05 · Entry Fees	0.00	0.00	
Total 4351 · St. Patricks Day Parade Revenues	0.00	20,500.00	0.0%
Total Marketing & Promotion Committee	0.00	100,125.00	0.0%
Total Project Income	0.00	102,825.00	0.0%
Total Income	0.00	397,955.00	0.0%
Gross Profit	0.00	397,955.00	0.0%
Expense			
Operations			
5020 · Equipment Leasing & Rental	0.00	2,100.00	0.0%
5021 · Software/Technology Fees	0.00	2,300.00	0.0%
5023 · Equipment Purchases	0.00	2,000.00	0.0%
5025 · Professional Developmt/Travel	0.00	2,000.00	0.0%
5028 · Dues, Memberships			
5028.02 · Kiwanis	0.00	440.00	
5028.03 · Rotary	0.00	680.00	
5028.06 · STC Chamber	0.00	340.00	
5028 · Dues, Memberships - Other	0.00	0.00	0.0%
Total 5028 · Dues, Memberships	0.00	1,460.00	0.0%
5029 · Magazine, Newspapers etc.	0.00	200.00	0.0%
5034 · Insurance & Bonding			
5034.00 · General Liability	0.00		
5034.01 · Workers Compensation Insurance	0.00		
5034.03 · Umbrella	0.00		
5034.04 · Auto Insurance	0.00		
5034 · Insurance & Bonding - Other	0.00	5,000.00	0.0%
Total 5034 · Insurance & Bonding	0.00	5,000.00	0.0%

5035 · Accounting Services	0.00	15,000.00	0.0%
5038 · Event Fees	0.00	1,000.00	0.0%
5039 · Repairs & Maintenance	0.00	500.00	0.0%
5040 · Office Supplies	0.00	2,500.00	0.0%
5041 · Printing/Photo Processing	0.00	400.00	0.0%
5042 · Postage	0.00	1,500.00	0.0%
5043 · Miscellaneous	0.00	1,500.00	0.0%
5044 · Office Furniture	0.00	250.00	0.0%
5049 · Bank Service Charge			
5049 · Bank Service Charge - Other	0.00	50.00	0.0%
5400.13 · Annual Meeting Expense	0.00	500.00	0.0%
5400.14 · Annual Report	0.00	250.00	0.0%
<b>Total Operations</b>	<b>0.00</b>	<b>38,510.00</b>	<b>0.0%</b>
<b>Personnel</b>			
5010.01 · Salaries and Payroll Expense	0.00	185,500.00	0.0%
5010.05 · Contractor/IT	0.00	5,000.00	0.0%
5010.06 · Payroll Tax Expense	0.00	19,584.00	0.0%
<b>Total Personnel</b>	<b>0.00</b>	<b>210,084.00</b>	<b>0.0%</b>
<b>Project Expenses</b>			
5110 · Public Art			
5100.01 · Bridge Flower Program	0.00	3,750.00	0.0%
5100.07 · Grant Program - Historical Markers	0.00	1,500.00	
5110 · Public Art - Other	0.00	5,827.00	0.0%
<b>Total 5110 · Public Art</b>	<b>0.00</b>	<b>11,077.00</b>	<b>0.0%</b>
5200 · Business Development/Education			
5200.03 · Signage/Awning Program	0.00	5,000.00	0.0%
5200.05 · Workshops & Training (Business Exchanges)	0.00	1,800.00	0.0%
5206 · Vacant Storefront Panels	0.00	500.00	0.0%
5xxx · Retail Minded	0.00	2,000.00	0.0%
5xxx · Parking Map	0.00	1,000.00	0.0%
5xxx · Secret Shopper	0.00	1,500.00	0.0%
<b>Total 5200 · Business Development/Education</b>	<b>0.00</b>	<b>11,800.00</b>	<b>0.0%</b>
5300 · Marketing & Promotion Committee			
5301 · Downtown STC Marketing			
5301.00 · Advertising	0.00	11,400.00	0.0%
5301.18 · Promotions	0.00	3,600.00	0.0%

5301.21 · Shop Local	0.00	5,000.00	0.0%
5900.03 · Bike Map	0.00	2,000.00	
5315 · Kiosks	0.00	2,000.00	
5xxx · Website - Mobile App	0.00	1,200.00	
5xxx · Photography	0.00	500.00	
5xxx · Directories	0.00	3,300.00	
5xxx · Branding		20,000.00	
5301 · Downtown STC Marketing - Other	0.00	0.00	
<b>Total 5301 · Downtown STC Marketing</b>	0.00	49,000.00	0.0%
<b>5312 · Sponsorships</b>			
5312.06 · Sculpture In the Park	0.00	2,500.00	0.0%
<b>Total 5312 · Sponsorships</b>	0.00	2,500.00	0.0%
<b>5330 · Homecoming &amp; Electric Parade</b>			
5330.01 · City of St Charles	0.00		
5330.02 · Professional Floats	0.00		
5330.05 · Horse Drawn Sleigh	0.00		
5330.08 · Those Funny Little People	0.00		
5330.13 · Advertising	0.00		
5330.14 · Explorer Party	0.00		
5330.17 · Miscellaneous	0.00		
5330.19 · Float Awards	0.00		
5330.23 · Santa House	0.00		
5330.25 · Volunteer Acknowledgments	0.00		
5330.26 · Sound System			
<b>Total 5330 · Homecoming &amp; Electric Parade</b>	0.00	25,000.00	0.0%
<b>5350 · Fine Art Show</b>			
5350.00 · Judges	0.00		
5350.01 · Artist's Lunches	0.00		
5350.02 · Security	0.00		
5350.03 · Artist's Awards	0.00		
5350.04 · Banners	0.00		
5350.05 · Hydro Ports and Dumpster	0.00		
5350.06 · Tents	1,900.00		
5350.08 · Advertising	0.00		
5350.09 · Printing	200.00		
5350.12 · Volunteer Expenses	950.00		
5350.14 · Transportation/Trolley	1,030.00		
5350.15 · Purchase Award Program	0.00		

5350.16 · Music/Entertainment	0.00		
5350 · Fine Art Show - Other	<u>0.00</u>	<u>42,750.00</u>	<u>0.0%</u>
Total 5350 · Fine Art Show	4,080.00	42,750.00	9.54%
5360 · Jazz Weekend			
5360.01 · Printing	0.00		
5360 · Jazz Weekend - Other	<u>0.00</u>	<u>4,000.00</u>	<u>0.0%</u>
Total 5360 · Jazz Weekend	<u>0.00</u>	<u>4,000.00</u>	<u>0.0%</u>
5351 · St. Patricks Parade			
5351.01 · Advertising	0.00		
5351.02 · Marketing	0.00		
5351.03 · Sponsors	0.00		
5351.04 · Other	0.00		
5351.06 · Paid Elements	0.00		
5351.07 · Sponsor Banners	0.00		
5351.08 · Logistics	0.00		
5351 · St. Patricks Parade - Other	<u>0.00</u>	<u>21,500.00</u>	
Total 5351 · St. Patricks Parade - Other	<u>0.00</u>	<u>21,500.00</u>	<u>0.0%</u>
5400 · Organization			
5400.04 · Investor Cultivation/Retention	0.00	2,000.00	0.0%
5400.06 · Volunteer Recruitment	0.00	2,250.00	0.0%
5400.17 · Annual Strategic Planning Session	0.00	1,500.00	0.0%
5400.18 · Business Awards & Recognition	0.00	500.00	0.0%
5xxx · Student Rep Program		100.00	
5xxx · Stakeholder Engagement		250.00	
5400.22 · Sponsorship Cultivation	<u>0.00</u>	<u>2,000.00</u>	<u>0.0%</u>
Total 5400 · Organization	0.00	8,600.00	0.0%
Total Project Expenses	<u>0.00</u>	<u>176,227.00</u>	<u>0.0%</u>
Total Expense	<u>0.00</u>	<u>424,821.00</u>	<u>0.0%</u>
Net Income	<u>0.00</u>	<u>(26,866.00)</u>	<u>0.0%</u>

(Exhibit B)  
**Downtown St. Charles Partnership  
2012-2013 Goals and Outcomes**

In June 2012, the Downtown St. Charles Partnership presented goals which were linked to the Action Plan to be carried out during the remainder of 2012 and throughout 2013. Following is an update of our accomplishments, to date, in relation to those objectives. These are organized according to our four areas of focus.

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### **Marketing & Promotions**

**Goal:** Develop brand messaging to use across all downtown St. Charles marketing and advertising initiatives, such as: vacant storefront signs; radio ads; print and online advertising; and website directory.

**Outcome:** As we developed our advertising this year, we began looking at how we brand downtown St. Charles. During this process, we realized that this is an area that needs more time and attention in order to maximize results. This will be a large area of focus for this committee in the coming year and beyond.

**Goal:** Develop a comprehensive advertising campaign that provides expanded geographic reach for six months, reviewing the plan and making changes after three months. We will work with the City's ED department and the DSCP Marketing & Promotions Committee to review marketing opportunities, such as radio, video, online and print advertising and develop a comprehensive strategy. To accomplish this, we will:

- Conduct a business survey
- Review costs and co-op opportunities
- Meet with COSC ED Department
- Meet with DSCP M&P Committee
- Develop downtown branding
- Implement advertising plan

**Outcome:** Together, the DSCP and Economic Development Department developed a comprehensive advertising campaign aimed at marketing downtown St. Charles as a destination for shopping, dining and entertainment during the holiday season. This included:

- Downtown business survey to determine best target audience
- Print, digital, radio and social media advertisements
- Targeted a geographic area of a 10 to 15 mile driving distance, with some targeted additional geographic reach

- Cooperative radio advertising opportunity to eight businesses, providing exposure that they might not be able to afford on their own.

**Goal:** Assemble a task force and develop a campaign to support The 3/50 Project, implementing three phases between July and December 2012. Phase one will occur in August, Phase two in October and Phase three in November, with plan details being developed by the task force.

**Outcome:** The DSCP spearheaded a Shop Local campaign, in collaboration with the city's Economic Development Department, the Chamber of Commerce and the CVB.

- A task force developed messaging, promotional pieces, and a communications plan for the campaign
- The campaign had three phases, each correlating with a downtown event. Phase one started in August at the Bike Race, phase two rolled out during Scarecrow Fest in October, and Phase three kicked off during the holiday season, around Holiday Homecoming.
- This garnered media attention, resulting in articles in the *Kane County Chronicle*, *Neighbors of St. Charles*, and Patch.com.

**Goal:** Submit an average of one press release each month about Downtown St. Charles to a distribution of 32 press contacts at 16 unique media outlets in the Chicagoland area.

**Outcome:** Since July, the Downtown St. Charles Partnership has submitted 28 press releases to 35 press contacts at 18 unique local media outlets providing relevant information about downtown events, promotions, and new business activity, resulting in regular, positive exposure for downtown.

### **Additional Accomplishments**

- The Downtown St. Charles Partnership has worked in conjunction with the city's Economic Development Department on a number of projects.
  - In August, we collaborated on the Fox Island Square Block Party to promote businesses during the Bike Race.
  - We supported the Restaurant Week promotion organized by Economic Development through our marketing channels
- We created a new video aimed at showcasing a variety of retail, dining and entertainment available in Downtown St. Charles. Through a short-story format, the video also highlights our free parking, walkability, and family-friendly atmosphere. This format allowed us to tell our story in a fun and innovative way, and has the ability to garner more viral video activity among our target audiences. Links to the video can be found on our website and Facebook page.
- In addition, 3 downtown businesses had videos created for their businesses, which are included on our website, as well as on their individual websites and social media. By coordinating this effort, the businesses received a greatly reduced rate. In addition, we

subsidized a portion of the cost to make this an affordable marketing tool for more businesses.

- Our website continues to be updated regularly. Since launching the new site this past June, we have added a downtown Events Calendar, a Shop Local resource page, Community Partners page, DSCP and business videos, and Events pages.
- Our e-newsletter, *What's Up Downtown*, has a more user-friendly format, and our Facebook audience continues to grow. These are credible and relevant sources of information for our target audiences, which complement and support our business constituents' marketing efforts.

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## Business Development

**Goal:** Visit each new business that opens in Downtown St. Charles within a month of their opening to provide them with a list of support services provided by the DSCP, as well as city programs, funding opportunities, and other free small business support services.

-and-

**Goal:** Conduct regular retention visits with downtown business owners. The information from these visits will be used to drive training programs and gauge business satisfaction in regards to services provided by the DSCP.

**Outcome:** During the past nine months, the DSCP has made regular visits with existing business, as well as timely visits with new business owners. Through our communications, we have:

- Provided information on marketing, education and support available from the Downtown St. Charles Partnership, as well as potential resources in the community.
- Provided the opportunity to connect with other downtown stakeholders. Some new business owners have been able to make business connections prior to opening by attending DSCP sponsored events.
- Distributed our Business Toolkit to new business owners.
- Obtained information needed which allowed us to submit press releases for and about downtown businesses to announce openings, anniversaries and business improvements, resulting in positive, free publicity for the businesses.
- Obtained information about the types of information, education and support most valuable to our business community.

**Goal:** Identify potential mentors for downtown businesses. Develop and implement a process for connecting business owners and mentors.

**Outcome:** We have taken steps to assemble a Mentoring Team for downtown business and property owners. Once the mentors and specific areas expertise are outlined, we will begin to put together a communications plan for the program.

**Goal:** Implement a communications plan to inform businesses owners of education programs available to them.

**Outcome:** We launched a Business Newsletter this year, which is distributed every other Wednesday. This is targeted to our business constituents, and provides information on programs, services and marketing opportunities available to businesses; downtown event details and ideas for marketing to the crowds; and links to relevant articles and blogs. We have also sent emails to businesses, when appropriate, to communicate specific programs and information, and have made regular visit with businesses. Combined, these vehicles have provided consistent, relevant communication with the downtown business community.

**Goal:** Develop a vacant storefront sign program, have signs designed and present opportunity to property owners.

**Outcome:** The Business Development & Education Committee completed the Vacant Window Panel designs, received permission from property owners, printed and hung the signs. These highlight shopping, dining, entertainment and recreation – thereby advertising potential uses for the space, as well as speaking to those traveling to or through downtown.

**Goal:** Work with City’s Economic Development Department to outline a process for supporting business owners interested in opening a business in Downtown St. Charles, including a procedure for welcoming new businesses that open downtown.

**Outcome:** The DSCP office and the City’s Economic Development Department have shared information about new businesses opening downtown. On some occasions, we have met jointly with a new business owner. The Business Development Committee is working on a more formal process with the DSCP, the Economic Development Department, Commercial Brokers and other stakeholders to ensure we maximize our opportunities to support new business owners.

#### **Additional Accomplishments**

- Since July 2012, the DSCP has approved three Awning Grants, for a total of approximately \$3,400 in reimbursements.



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## Business Education

**Goal:** Conduct a total of five Downtown STC Business Exchanges on an annual basis, measuring our target vs. actual attendance for each event.

**Outcome:** Since last July, we have organized four Business Exchanges, with topics on Visual Merchandising, Cash Flow Analysis, Leasing Trends and Tips, and Marketing on a Dime. Our fifth Business Exchange will take place in May of 2013. Attendance at each event met or exceeded our projections.

**Goal:** Develop a program to provide relevant education information to businesses each month. This may include business tools or information about city initiatives that may affect downtown businesses.

**Outcome:** In addition to the Business Newsletter, we are involved in a partner program with *Retail Minded Magazine*, a publication written specifically for small, independent retailers of products and/or services.

- All downtown business owners and investor businesses receive an electronic copy of Retail Minded magazine four times per year.
- In addition, businesses each receive a Business Tool eight times throughout the year. Some examples of tools businesses received during the past nine months are Retail Resolutions, a Store Self-Evaluation Process & Checklist, and ideas for maximizing Point of Sale Opportunities.

**Goal:** Offer small group and one-on-one training with business and property owners on a monthly basis, based on the needs identified from our site visits.

**Outcome:** The DSCP conducted small group training for downtown businesses on how to use Facebook for business. We were able to assist owners with everything from creating a business page to more advanced features, such as how to purchase and target Facebook ads. To date, 12 people have gone through the training.

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## Downtown Events

**Goal:** Develop and implement a downtown event review process by September 1, 2012.

**Outcome:** The Downtown St. Charles Partnership is now the first point of contact for anyone interested in planning a new event in downtown St. Charles. We have:

- Assembled a committee
- Constructed an evaluation form
- Worked with the City to integrate this into their current application process

- Begun evaluating new event applications

**Goal:** Provide recommendations to City Council for all events new to Downtown St. Charles.

**Outcome:** Through the above Events Review process, the Downtown St. Charles Partnership provides a recommendation for event approval before the City Event Application process begins. During our evaluation and subsequent meetings with the city event review committee, we are able to either grant our approval, or raise any concerns or objections prior to presentation before council.

**Goal:** Coordinate St. Charles Jazz Weekend, with the goal of seeing an increase in sales at the participating venues from the comparable weekend in 2011.

**Outcome:** In September 2012, we organized our first annual St. Charles Jazz Weekend, which was a great success. Each business that participated indicated that they saw an increase in customers that weekend, and drew people into their establishment that had not been there prior to the event.

**Goal:** Continue operating the St. Charles Fine Art Show and Holiday Homecoming with a neutral or positive revenue stream.

**Outcome:** As was indicated during our presentation in June, the 2012 Fine Art Show operated with a positive revenue stream. I am happy to report that our 2012 Holiday Homecoming event did the same. In addition, Holiday Homecoming had record attendance:

- Sleigh Rides were full all day
- Saturday movie attendance at the Arcada Theatre was 800, filling almost all of the 900 available seats
- 13,000 people attended the Electric Christmas Parade, the highest attendance on record for this event

#### **Additional Accomplishments**

- The Downtown St. Charles Partnership organized the St. Patrick's Parade in 2013. This event broke even, financially, and had 80 entries.
- Through our Business Communications, we have provided ideas for our businesses on how to take advantage of the thousands of people that come downtown for events.
- We have continued the Walkabout program, and conducted East and West side walkabouts this past fall.
- The first Historic Marker was installed on the Municipal Building Plaza. This was a result of the Riverboat Grant that we received. The second two plaques are currently with the designer, and will be installed in the spring.

(Exhibit C)  
**Fiscal Year 2013-2014  
Goals and Objectives**

While we developed 18-month action plans and are still in the process of executing those plans, we conducted a reassessment with each of our committees in January of 2013. This allowed us to assess what we've accomplished, make sure we are focused, and add to our goals to account for our accomplishments.

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We are excited to look ahead to the coming year and continue to build on the momentum that we have created during the last nine months.

***Marketing & Promotions – Action Plan Highlights***

- We began looking at our downtown St. Charles branding as we developed our advertising this year, but realized that this is an area that needs more time and attention in order to maximize results. This will be a large area of focus for this committee in the coming year and beyond.
- The Downtown St. Charles Partnership will continue to partner with the city's economic development department to collaborate on projects and support their efforts. We plan to continue our partnership on advertising downtown St. Charles.
- Due to the success of our Jazz Weekend, the Partnership will look to produce smaller, micro-events, which will drive people into businesses and help create a reason for people to come downtown and lengthen their stay. One example of this is Live! St. Charles, a program that pairs up free entertainment with downtown businesses, creating a lively, family-friendly atmosphere as well as a reason for people to visit and stay.
- We will continue our message to Shop Local, encouraging people to incorporate the independent retailers into their regular shopping habits.
- We will also continue to offer co-operative advertising and marketing opportunities to our businesses, which allow them better rates and continued exposure.
- Our way-finding and marketing materials will be updated:
  - Bike Maps
  - Kiosks
  - Downtown Directories
- We look to grow our website and Facebook audiences as these continue to be increasingly important sources of information for many consumers. We will continue to make regular website updates and enhancements to ensure it is mobile-friendly, relevant and a valuable source of information for downtown visitors.

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### ***Business Development & Education – Action Plan Highlights***

We've received feedback from our constituents that there is value in the business support and education programs that we have put in place, and will be continuing to offer these resources.

- Staff will continue our regular Business Retention visits, as we've found this is a key way to take the pulse of our business community, address questions and concerns, and connect our constituents.
- Likewise, we will continue to meet with new downtown business owners as soon as possible to provide information and marketing support.
- We will also continue to write and distribute press releases for our downtown businesses to announce openings, anniversaries, and other newsworthy information.
- The DSCP will support our property owners by continuing to provide vacant storefront window panels. Our hope is that the need for these will diminish over time due to fewer vacancies.
- We will organize five Business Exchanges throughout the coming fiscal year
- And renew our Retail Minded Partner Program
- As a part of our Business Newsletter, we will offer Talking Points that owners can provide to front line staff – sharing relevant information about downtown news and events
- Our small group training will expand to include new topics, based on feedback from our business community
- And, we will expand our education and support to include a mentoring program for our business owners
- We will provide a parking map that owners can use to educate staff about parking options
- We look to implementing a self-nominated Mystery Shopper program for those businesses that wish to get an objective evaluation from a customer perspective.

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### ***Events – Action Plan Highlights***

- As we go through our first year of events evaluation, we will work with the city, our committee and event organizers to tweak the process and make adjustments, as needed.
- During the coming fiscal year, we will produce the Fine Art Show, Jazz Weekend, Holiday Homecoming, and the St. Patrick's Parade. Our goal is to continue to run these events with a positive or neutral revenue stream.
- In conjunction with our Marketing & Promotions Committee, we will look to produce more micro-events, as previously mentioned.

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### ***Organization – Action Plan Highlights***

The Downtown St. Charles Partnership will continue to assess our progress in relation to our goals and objectives to ensure that we are providing the best programs, tools and resources for our stakeholders. As an organization, we see opportunities to further engage our constituents.

- As a volunteer driven organization, our volunteers are critical to continuing the programs and services at their current level. We will look at ways to continue to recruit, engage and recognize individuals who give back to the community through their work with us.
- We also invite the youth in our community to get involved in our revitalization efforts downtown. We have engaged our student board members, and look to expand the involvement of our St. Charles students where appropriate.
- Stakeholder Communications are critical to our efforts. We will continually assess our current communication vehicles and create a communications plan to ensure that we are providing consistent, appropriate communications to each of our stakeholder groups.

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### **Conclusion**

In conclusion, the Downtown St. Charles Partnership is respectfully requesting funding for Fiscal Year 2013-2014 in the amount of \$262,530.00.

**Downtown St Charles Partnership, Inc**  
**Profit & Loss Budget vs. Actual**  
**January 1, 2012 through December 31, 2012**

	<u>Jan - Dec 12</u>	<u>Budget</u>	<u>% of Budget</u>
<b>Income</b>			
<b>Income operating</b>			
4000 · SSA-1B Revenues	261,000.00	261,000.00	100.0%
4000.00 · Investor Dues			
4000.01 · Diamond Fox	2,500.00		
4000.02 · Platinum Fox	6,000.00		
4000.03 · Gold Fox	8,100.00		
4000.04 · Silver Fox	5,100.00		
4000.05 · Bronze Fox	9,450.00		
4000.06 · Family	550.00		
4000.07 · Non- Profit	800.00		
4000.00 · Investor Dues - Other	0.00	34,000.00	0.0%
<b>Total 4000.00 · Investor Dues</b>	<u>32,500.00</u>	<u>34,000.00</u>	<u>95.59%</u>
4000.10 · Miscellaneous Revenues	50.00	250.00	20.0%
4090 · Interest Revenues	55.40	100.00	55.4%
<b>Total Income operating</b>	<u>293,605.40</u>	<u>295,350.00</u>	<u>99.41%</u>
<b>Project Income</b>			
<b>Business Development&amp;Education</b>			
4110 · Public Art			
4110.05 · Note Cards	0.00	100.00	0.0%
4110.06 · Sno-Globes	1,698.40	1,200.00	141.53%
<b>Total 4110 · Public Art</b>	<u>1,698.40</u>	<u>1,300.00</u>	<u>130.65%</u>
4200 · Grant Programs	100.00		
4201 · Education Curriculum	20.00		
<b>Total Business Development&amp;Education</b>	<u>1,818.40</u>	<u>1,300.00</u>	<u>139.88%</u>
<b>Marketing &amp; Promotion Committee</b>			
4330 · Holiday Home Homecoming Revenue			
4320.05 · Santa Claus & Float Sponsor	2,500.00		
4320.07 · Holiday Movie & Concert Sponsor	2,500.00		
4320.10 · Lighting of the Lights sponsor	2,500.00		
4330.00 · Sponsorship - General	10,750.00		
4330.03 · Professional Floats Sponsorship	2,500.00		
4330.05 · Business Entry	1,375.00		
4330.07 · Professional Band Sponsor	2,000.00		
4330.12 · Miss Illinois Sponsor	750.00		
4330.17 · Sleigh Sponsorship	2,500.00		
4330 · Holiday Home Homecoming Revenue - Other	0.00	25,000.00	0.0%
<b>Total 4330 · Holiday Home Homecoming Revenue</b>	<u>27,375.00</u>	<u>25,000.00</u>	<u>109.5%</u>
4350 · Fine Art Show Revenues			
4350.02 · Sponsorships	6,750.00		
4350.05 · Booth Fees	40,764.11		
4350.06 · Jury Fees	491.69		
4350 · Fine Art Show Revenues - Other	0.00	40,000.00	0.0%
<b>Total 4350 · Fine Art Show Revenues</b>	<u>48,005.80</u>	<u>40,000.00</u>	<u>120.02%</u>

Downtown St Charles Partnership, Inc  
Profit & Loss Budget vs. Actual  
January 1, 2012 through December 31, 2012

	Jan - Dec 12	Budget	% of Budget
4410 · Heart of St Charles			
4410.00 · Giclee Sales	150.00		
Total 4410 · Heart of St Charles	150.00		
Total Marketing & Promotion Committee	75,530.80	65,000.00	116.2%
Total Project Income	77,349.20	66,300.00	116.67%
Total Income	370,954.60	361,650.00	102.57%
Gross Profit	370,954.60	361,650.00	102.57%
Expense			
Operations			
5020 · Equipment Leasing & Rental	2,092.94	4,500.00	46.51%
5021 · Computer Software Purchase	0.00	500.00	0.0%
5023 · Equipment Purchases	0.00	2,000.00	0.0%
5025 · Professional Developmt/Travel	14.00	2,500.00	0.56%
5028 · Dues, Memberships			
5028.02 · Kiwanis	237.18		
5028.03 · Rotary	340.00		
5028.06 · STC Chamber	515.00		
5028 · Dues, Memberships - Other	0.00	800.00	0.0%
Total 5028 · Dues, Memberships	1,092.18	800.00	136.52%
5029 · Magazine, Newspapers etc.	105.62	500.00	21.12%
5030 · Office Lease	3,900.00	7,800.00	50.0%
5031 · Utilities	1,248.63	2,000.00	62.43%
5032 · Telephone	2,067.02	2,500.00	82.68%
5034 · Insurance & Bonding			
5034.00 · General Liability	456.00		
5034.01 · Workers Compensation Insurance	711.00		
5034.03 · Umbrella	1,809.00		
5034.04 · Auto Insurance	152.00		
5034 · Insurance & Bonding - Other	0.00	5,000.00	0.0%
Total 5034 · Insurance & Bonding	3,128.00	5,000.00	62.56%
5035 · Accounting Services	10,164.00	12,500.00	81.31%
5038 · Event Fees			
5038.02 · Chamber Functions	190.00		
5038 · Event Fees - Other	0.00	1,000.00	0.0%
Total 5038 · Event Fees	190.00	1,000.00	19.0%
5039 · Repairs & Maintenance	135.00	2,000.00	6.75%
5040 · Office Supplies	2,043.05	2,500.00	81.72%
5041 · Printing/Photo Processing	297.30	1,750.00	16.99%
5042 · Postage	1,102.53	1,500.00	73.5%
5043 · Miscellaneous	1,253.85	1,500.00	83.59%

Downtown St Charles Partnership, Inc  
Profit & Loss Budget vs. Actual  
January 1, 2012 through December 31, 2012

	Jan - Dec 12	Budget	% of Budget
5044 · Office Furniture	160.00	1,000.00	16.0%
5049 · Bank Service Charge			
5049.00 · Service Charges	11.55		
5049.04 · Credit Card Processing	25.45		
5049 · Bank Service Charge - Other	5.00	675.00	0.74%
Total 5049 · Bank Service Charge	42.00	675.00	6.22%
5051 · Finance Charges	(11.55)		
5052 · Moving Expense	9,521.37		
5400.13 · Annual Meeting Expense	19.58	400.00	4.9%
5400.14 · Annual Report	0.00	750.00	0.0%
5400.21 · Website	4,311.49	9,500.00	45.38%
Total Operations	42,877.01	63,175.00	67.87%
Personnel			
5010.01 · Salaries and Payroll Expense	160,899.04	145,000.00	110.97%
5010.02 · Medical Insurance	200.00	3,600.00	5.56%
5010.05 · Independent Contractor	3,790.00	10,000.00	37.9%
5010.06 · Payroll Tax Expense	13,313.37	11,600.00	114.77%
Total Personnel	178,202.41	170,200.00	104.7%
Project Expenses			
5110 · Public Art			
5100.01 · Bridge Flower Program	3,564.00	3,750.00	95.04%
5100.07 · Historical Markers	3,086.13		
5110 · Public Art - Other	750.00	5,827.00	12.87%
Total 5110 · Public Art	7,400.13	9,577.00	77.27%
5200 · Business Development/Education			
5200.03 · Signage/Awning Program	1,866.97	15,000.00	12.45%
5200.05 · Education & Workshops	3,388.85	2,500.00	135.55%
5200.07 · Business Recruitment Targeting	44.48	300.00	14.83%
5200.08 · Business Recruitment Packet	0.00	4,000.00	0.0%
5200.12 · Relationship Development	333.02	500.00	66.6%
5312.09 · Bike Race	1,118.40		
Total 5200 · Business Development/Education	6,751.72	22,300.00	30.28%
5300 · Marketing & Promotion Committee			
5301 · Downtown STC Marketing			
5301.00 · Marketing & Advertising	4,994.00	7,500.00	66.59%
5301.18 · Promotion Projects	12,753.99	10,000.00	127.54%
5301.21 · Project 3/50	1,611.51		
5301 · Downtown STC Marketing - Other	58.44		
Total 5301 · Downtown STC Marketing	19,417.94	17,500.00	110.96%
5312 · Sponsorships			
5312.01 · Scarecrow Festival	44.50		
5312.02 · Pride of the Fox Riverfest	0.00	1,000.00	0.0%
5312.03 · St. Patrick's Parade	1,500.00	400.00	375.0%



Downtown St Charles Partnership, Inc  
Profit & Loss Budget vs. Actual  
January 1, 2012 through December 31, 2012

	Jan - Dec 12	Budget	% of Budget
5312.06 · Sculpture In the Park	2,500.00	2,500.00	100.0%
5312.07 · River Corridor	1,000.00	1,000.00	100.0%
5312.08 · Sponsorship - Concert in the Par	2,500.00	2,500.00	100.0%
Total 5312 · Sponsorships	7,544.50	7,400.00	101.95%
5330 · Homecoming & Electric Parade			
5320.00 · Santa Claus	500.00		
5330.01 · City of St Charles	6,073.10		
5330.02 · Professional Floats	2,900.00		
5330.04 · Donations to School Bands	500.00		
5330.05 · Horse Drawn Sleigh	1,105.00		
5330.08 · Those Funny Little People	550.00		
5330.09 · Photography	150.00		
5330.11 · Two-Way Radios	228.00		
5330.12 · Banners	206.00		
5330.13 · Advertising	5,521.64		
5330.14 · Volunteer Party	429.80		
5330.16 · Printing	129.88		
5330.17 · Miscellaneous	2,590.27		
5330.19 · Float Awards	91.50		
5330.21 · Miss Illinois	250.00		
5330.23 · Santa House	1,612.32		
5330.24 · Tent Rental	1,050.00		
5330.25 · Volunteer Acknowledgements	64.84		
5330 · Homecoming & Electric Parade - Other	0.00	25,000.00	0.0%
Total 5330 · Homecoming & Electric Parade	23,952.35	25,000.00	95.81%
5350 · Fine Art Show			
5350.00 · Judges	450.00		
5350.01 · Artist's Lunches	2,853.79		
5350.02 · Security	750.00		
5350.03 · Artist's Awards	4,800.00		
5350.04 · Banners	515.12		
5350.05 · Hydro Ports and Dumpster	0.00		
5350.06 · Tents	1,959.13		
5350.08 · Advertising	21,996.61		
5350.09 · Printing	185.55		
5350.12 · Volunteer Expenses	960.73		
5350.14 · Transportation/Trolley	1,030.00		
5350.15 · Purchase Award Program	1,157.67		
5350.16 · Music/Entertainment	1,856.94		
5350 · Fine Art Show - Other	0.00	30,000.00	0.0%
Total 5350 · Fine Art Show	38,515.54	30,000.00	128.39%
5360 · Jazz Weekend			
5360.00 · Advertising	466.20		
5360.01 · Printing	672.11		
5360 · Jazz Weekend - Other	1,305.00	3,000.00	43.5%
Total 5360 · Jazz Weekend	2,443.31	3,000.00	81.44%

Downtown St Charles Partnership, Inc  
Profit & Loss Budget vs. Actual  
January 1, 2012 through December 31, 2012

	<u>Jan - Dec 12</u>	<u>Budget</u>	<u>% of Budget</u>
5900.03 · Bike Map	1,726.37	2,500.00	69.06%
Total 5300 · Marketing & Promotion Committee	93,600.01	85,400.00	109.6%
5400 · Organization			
5400.04 · Investor Development	2,443.44	1,500.00	162.9%
5400.06 · Volunteer Development/Recogniti	737.78	2,000.00	36.89%
5400.16 · Fundraising Expense	0.00	250.00	0.0%
5400.17 · Annual Strategic Planning Sessi	0.00	1,000.00	0.0%
5400.18 · Downtown Pride Award	322.00	500.00	64.4%
5400.19 · New Board Member Orientation	0.00	250.00	0.0%
5400.22 · Sponsorship Program Development	450.00	2,000.00	22.5%
Total 5400 · Organization	3,953.22	7,500.00	52.71%
5900 · Parking & Traffic Committee			
5900.01 · Kiosks - Update	0.00	1,000.00	0.0%
5900.05 · Parking maps	0.00	500.00	0.0%
Total 5900 · Parking & Traffic Committee	0.00	1,500.00	0.0%
Total Project Expenses	111,705.08	126,277.00	88.46%
Total Expense	332,784.50	359,652.00	92.53%
Net Income	38,170.10	1,998.00	1,910.42%

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04/03/13  
Cash Basis

Downtown St Charles Partnership, Inc  
Balance Sheet  
As of March 31, 2013

	Mar 31, 13
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
1010 · Checking-Harris Bank STC	158,160.10
1011 · STC Capital Bank	24,000.00
1012 · St. Charles Bank and Trust	30,000.00
1015 · STC Capital Bank-Max Hunt Acct	8,800.26
Total Checking/Savings	220,960.36
Other Current Assets	
1040 · Certificates of Deposit	
1040-S · CD - St Chas Capital Bank	5,872.20
Total 1040 · Certificates of Deposit	5,872.20
1080 · Pre-Paid Expenses	1,629.34
1205 · Accts Receivable Audit Adjstmnt	2,300.00
Total Other Current Assets	9,801.54
Total Current Assets	230,761.90
Fixed Assets	
1600 · Fixed Assets	41,143.44
1611 · Accumulated Depreciation	-27,708.50
Total Fixed Assets	13,434.94
<b>TOTAL ASSETS</b>	<b>244,196.84</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Other Current Liabilities	
2014 · Payables	
2014.00 · A/P YE Entries Audited ...	6,063.10
Total 2014 · Payables	6,063.10
Total Other Current Liabilities	6,063.10
Total Current Liabilities	6,063.10
Total Liabilities	6,063.10
Equity	
3900 · Retained Earnings	164,777.16
3901 · Public Art Designation	11,555.50
3903 · Max Hunt Designation	8,800.26
Net Income	53,000.82
Total Equity	238,133.74
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>244,196.84</b>

Downtown St Charles Partnership, Inc  
Profit & Loss Budget vs. Actual  
January 1, 2013 through March 31, 2013

	<u>Jan - Dec 13</u>	<u>Budget</u>	<u>% of Budget</u>
<b>Income</b>			
<b>Income operating</b>			
4000 · SSA-1B Revenues	70,500.00	94,000.00	75.0%
4000.00 · Investor Dues			
4000.04 · Silver Fox	900.00		
4000.05 · Bronze Fox	1,500.00		
4000.06 · Family	250.00		
4000.07 · Non- Profit	0.00		
4000.08 · Senior	0.00		
4000.00 · Investor Dues - Other	0.00	11,333.00	0.0%
<b>Total 4000.00 · Investor Dues</b>	<u>2,650.00</u>	<u>11,333.00</u>	<u>23.38%</u>
4090 · Interest Revenues	10.47		
<b>Total Income operating</b>	<u>73,160.47</u>	<u>105,333.00</u>	<u>69.46%</u>
<b>Project Income</b>			
<b>Business Development&amp;Education</b>			
4110 · Public Art			
4110.06 · Sno-Globes	525.00		
<b>Total 4110 · Public Art</b>	<u>525.00</u>		
4200 · Grant Programs	3,136.13		
4201 · Education Curriculum	30.00		
<b>Total Business Development&amp;Education</b>	<u>3,691.13</u>		
<b>Marketing &amp; Promotion Committee</b>			
4330 · Holiday Home Homecoming Revenue			
4330.00 · Sponsorship - General	500.00		
<b>Total 4330 · Holiday Home Homecoming Revenue</b>	<u>500.00</u>		
4350 · Fine Art Show Revenues			
4350.02 · Sponsorships	0.00	9,000.00	0.0%
4350.05 · Booth Fees	43,446.51	41,300.00	105.2%
4350.06 · Jury Fees	387.91	3,825.00	10.14%
<b>Total 4350 · Fine Art Show Revenues</b>	<u>43,834.42</u>	<u>54,125.00</u>	<u>80.99%</u>
4351 · St. Patrick's Parade			
4351.00 · Equestrian/other entertainment	1,500.00		
4351.01 · Professional Float Sponsor	5,000.00		
4351.03 · Business Entry Sponsorship	5,750.00	14,000.00	41.07%
4351.04 · High School Band Sponsor	1,500.00		
4351.05 · Political Entry Sponsor	1,250.00		
4351.06 · Fundraising	294.00		
<b>Total 4351 · St. Patrick's Parade</b>	<u>15,294.00</u>	<u>14,000.00</u>	<u>109.24%</u>
<b>Total Marketing &amp; Promotion Committee</b>	<u>59,628.42</u>	<u>68,125.00</u>	<u>87.53%</u>

Downtown St Charles Partnership, Inc  
Profit & Loss Budget vs. Actual  
January 1, 2013 through March 31, 2013

	Jan - Dec 13	Budget	% of Budget
Total Project Income	63,319.55	68,125.00	92.95%
Total Income	136,480.02	173,458.00	78.68%
Gross Profit	136,480.02	173,458.00	78.68%
Expense			
Operations			
5020 · Equipment Leasing & Rental	372.92	700.00	53.27%
5021 · Computer Software Purchase	150.00		
5025 · Professional Developmt/Travel	0.00	1,500.00	0.0%
5028 · Dues, Memberships			
5028.02 · Kiwanis	253.00		
5028.03 · Rotary	170.00		
5028.06 · STC Chamber	100.00		
5028 · Dues, Memberships - Other	0.00	500.00	0.0%
Total 5028 · Dues, Memberships	523.00	500.00	104.6%
5029 · Magazine, Newspapers etc.	197.18	70.00	281.69%
5034 · Insurance & Bonding			
5034.00 · General Liability	999.00		
5034 · Insurance & Bonding - Other	0.00	1,667.00	0.0%
Total 5034 · Insurance & Bonding	999.00	1,667.00	59.93%
5035 · Accounting Services	1,210.00	6,600.00	18.33%
5038 · Event Fees			
5038.02 · Chamber Functions	420.00		
5038 · Event Fees - Other	0.00	333.00	0.0%
Total 5038 · Event Fees	420.00	333.00	126.13%
5039 · Repairs & Maintenance	0.00	333.00	0.0%
5040 · Office Supplies	464.88	833.00	55.81%
5041 · Printing/Photo Processing	0.00	250.00	0.0%
5042 · Postage	200.00	500.00	40.0%
5043 · Miscellaneous	128.69	500.00	25.74%
5049 · Bank Service Charge			
5049.00 · Service Charges	35.00		
5049.04 · Credit Card Processing	45.40		
5049 · Bank Service Charge - Other	0.00	225.00	0.0%
Total 5049 · Bank Service Charge	80.40	225.00	35.73%
5400.13 · Annual Meeting Expense	0.00	500.00	0.0%
5400.14 · Annual Report	0.00	250.00	0.0%
5400.21 · Website	0.00	333.00	0.0%
Total Operations	4,746.07	15,094.00	31.44%

Downtown St Charles Partnership, Inc  
Profit & Loss Budget vs. Actual  
January 1, 2013 through March 31, 2013

	Jan - Dec 13	Budget	% of Budget
<b>Personnel</b>			
5010.01 · Salaries and Payroll Expense	42,335.73	56,000.00	75.6%
5010.05 · Independent Contractor	600.00	1,600.00	37.5%
5010.06 · Payroll Tax Expense	3,436.68	6,528.00	52.65%
<b>Total Personnel</b>	<b>46,372.41</b>	<b>64,128.00</b>	<b>72.31%</b>
<b>Project Expenses</b>			
5110 · Public Art			
5100.01 · Bridge Flower Program	0.00	3,750.00	0.0%
<b>Total 5110 · Public Art</b>	<b>0.00</b>	<b>3,750.00</b>	<b>0.0%</b>
5200 · Business Development/Education			
5200.03 · Signage/Awning Program	0.00	1,000.00	0.0%
5200.05 · Education & Workshops	431.10	1,000.00	43.11%
5206 · Vacant Storefront Panels	5,005.51	6,000.00	83.43%
<b>Total 5200 · Business Development/Education</b>	<b>5,436.61</b>	<b>8,000.00</b>	<b>67.96%</b>
5300 · Marketing & Promotion Committee			
5301 · Downtown STC Marketing			
5301.00 · Marketing & Advertising	(1,404.09)	6,667.00	(21.06%)
5301.18 · Promotion Projects	1,331.22	3,333.00	39.94%
5301.21 · Project 3/50	10.00	1,667.00	0.6%
5315 · Kiosk Program	0.00	5,000.00	0.0%
5900.03 · Bike Map	0.00	2,000.00	0.0%
5301 · Downtown STC Marketing - Other	259.52		
<b>Total 5301 · Downtown STC Marketing</b>	<b>196.65</b>	<b>18,667.00</b>	<b>1.05%</b>
5312 · Sponsorships			
5312.06 · Sculpture In the Park	2,500.00	2,500.00	100.0%
<b>Total 5312 · Sponsorships</b>	<b>2,500.00</b>	<b>2,500.00</b>	<b>100.0%</b>
5330 · Homecoming & Electric Parade			
5330.01 · City of St Charles	6,702.84		
5330.02 · Professional Floats	500.00		
5330.13 · Advertising	90.00		
5330.19 · Float Awards	21.45		
5330.22 · Lighting of the Lights	1,050.00		
5330.23 · Santa House	8.60		
5330.25 · Volunteer Acknowledgements	69.96		
5330.26 · Sound System	600.00		
<b>Total 5330 · Homecoming &amp; Electric Parade</b>	<b>9,042.85</b>		
5350 · Fine Art Show			
5350.06 · Tents	0.00	1,000.00	0.0%
5350.09 · Printing	0.00	50.00	0.0%

Downtown St Charles Partnership, Inc  
Profit & Loss Budget vs. Actual  
January 1, 2013 through March 31, 2013

	<u>Jan - Dec 13</u>	<u>Budget</u>	<u>% of Budget</u>
5350.12 · Volunteer Expenses	0.00	250.00	0.0%
5350.14 · Transportation/Trolley	0.00	260.00	0.0%
5350.15 · Purchase Award Program	127.90		
Total 5350 · Fine Art Show	<u>127.90</u>	<u>1,560.00</u>	<u>8.2%</u>
5351 · St Patricks Parade Expense			
5351.01 · Advertising	200.00		
5351.02 · Marketing	830.55		
5351.04 · Other	516.00	16,000.00	3.23%
5351.06 · Paid Elements	10,050.00		
5351.07 · Sponsor Banners	460.50		
5351.08 · Logistics	2,131.78		
5351.09 · Videography/photography	225.00		
Total 5351 · St Patricks Parade Expense	<u>14,413.83</u>	<u>16,000.00</u>	<u>90.09%</u>
Total 5300 · Marketing & Promotion Committee	26,281.23	38,727.00	67.86%
5400 · Organization			
5400.04 · Investor Development	0.00	500.00	0.0%
5400.06 · Volunteer Development/Recogniti	57.35	667.00	8.6%
5400.18 · Downtown Pride Award	0.00	1,000.00	0.0%
5400.22 · Sponsorhip Program Development	0.00	2,000.00	0.0%
Total 5400 · Organization	<u>57.35</u>	<u>4,167.00</u>	<u>1.38%</u>
Total Project Expenses	<u>31,775.19</u>	<u>54,644.00</u>	<u>58.15%</u>
Total Expense	<u>82,893.67</u>	<u>133,866.00</u>	<u>61.92%</u>
Net Income	<u><u>53,586.35</u></u>	<u><u>39,592.00</u></u>	<u><u>135.35%</u></u>



## AGENDA ITEM EXECUTIVE SUMMARY

Title:	Recommendation to approve funding for the Convention and Visitor's Bureau and approve a Resolution authorizing the Mayor to execute the agreement for FY13/14
Presenter:	Chris Minick

*Please check appropriate box:*

XX	Government Operations (06/03/2013)		Government Services
	Planning & Development		City Council
	Public Hearing		

Estimated Cost:	\$526,500	Budgeted:	YES	X	NO	
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If NO, please explain how item will be funded:

### Executive Summary:

Representatives of the Convention and Visitors Bureau (CVB) will make a brief presentation outlining their activities and Marketing Plan for the CVB's upcoming fiscal year. They will also be requesting the annual allocation of hotel/motel tax revenue from the City and answering any questions.

Previously, the CVB's requested funding allocation of \$526,500 reflected the Council's direction to reduce funding allocations to outside agencies by 10% for Fiscal Year 2009/2010. The CVB has held funding request consistent at this level since 2009/2010. The amount requested is also consistent with the funding level reflected in the 2013/2014 budget.

Also included is an analysis of Hotel Tax Revenues for a historical perspective.

### Attachments: *(please list)*

Proposed Funding Agreement  
Information from the CVB  
Hotel Tax Revenue History

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

Recommendation to approve funding for the Convention and Visitor's Bureau and approve a Resolution authorizing the Mayor to execute the agreement for FY13/14.

*For office use only:*

*Agenda Item Number: 6c*



**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 Twenty-Six Thousand Five-Hundred dollars and no/100 cents) (\$526,500.00) less the amount of any operating cash balance in excess of \$200,000 on hand at June 30, 2013 for the period beginning May 1, 2013 and ending April 30, 2014. Payment 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. 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.

IV. 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.

V. This agreement shall terminate on April 30, 2014, and the consideration therefore may be renewed by a written instrument executed by both parties.

VI. 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, 2013.

- VII. 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.
- VIII. 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.
- 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 June, 2013.

**ST. CHARLES CONVENTION AND  
VISITORS BUREAU**

**CITY OF ST. CHARLES**

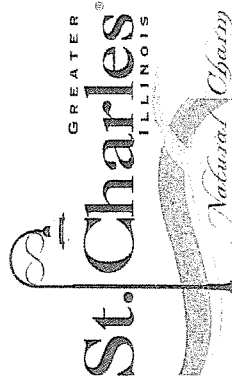
By \_\_\_\_\_  
President

\_\_\_\_\_  
Mayor

**City of St Charles**  
**Hotel Tax Receipts Analysis**  
**May, 2013**

<b><u>Year</u></b> <b><u>Ended</u></b> <b><u>April 30</u></b>	<b><u>Hotel Tax</u></b> <b><u>Receipts</u></b>	<b><u>Change</u></b>	<b><u>Percentage</u></b> <b><u>Change</u></b>
2007	\$1,948,562	N/A	N/A
2008	\$2,047,977	\$99,415	5.10%
2009	\$1,737,237	(\$310,740)	-15.17%
2010	\$1,582,359	(\$154,878)	-8.92%
2011	\$1,612,461	\$30,102	1.90%
2012	\$1,749,895	\$137,434	8.52%
2013       **	\$1,836,274       **	\$86,379	4.94%

\*\* 2013 Amount Estimated based on March Forecast. \$1,676,274 received through March 31, 2013



	FY 14 Budget	FY 13 YTD Actual	FY 13 Budget	FY 12 Budget	FY 12 Actual	FY 11 Budget	FY 11 Actual	FY 10 Budget	FY 10 Actual	FY 09 Budget	FY 09 Actual	FY 08 Budget	FY 08 Actual
<b>Estimated Income</b>													
4010-0 Hotel/Motel Tax Fund Income	526,500	438,750.00	526,500	526,500.00	526,500.00	526,500	526,500.00	526,500	526,500	585,000	585,000.00	585,000	553,235
4030-0 Interest Income	600.00	511.04	600	1,000	536.90	3,600	978.58	4,000	3,565	8,000	4,323.09	8,000	7,363
4040-0 Visitors Magazine Income	10,800.00	1,800.00	12,600	13,500	11,700.00	16,200	13,500.00	18,000	16,200	49,500	16,200.00	56,000	17,515
4050-0 Scarecrow Fest Income	219,750.00 *	208,428.12	211,350	32,000	207,165.00	181,600	183,606.05	198,000	182,185	149,250	172,872.85	170,000	170,056
4060-0 Other Misc. Income	0.00	2,357.72	-	1,000	1,051.14	2,200	1,438.02	6,500	11,335	13,500	9,054.65	13,500	37,724
4065-0 Local Coop Income	4,200.00	4,200.00	12,000	9,000	6,100.00	12,000	9,000.00	0	0	6,800	500.00	0	0
4070-0 Marketing Partner Grant Income	38,000.00	0.00	100,000	50,000	76,706.16	-	48,339.18	46,000	49,698	50,000	44,733.66	50,000	48,910
4075-0 Fox Valley Coop MPP Income	0.00	0.00	-	21,182	21,182.40	-	0.00	0	0	0	0.00	87,521	87,511
4090-0 LTCB State Grant Income	220,000.00	163,624.50	158,580	158,580	158,580.00	136,807	136,807.00	170,144	170,176	185,056	185,055.92	189,960	189,960
4100-0 In-Kind and Trade	540.00	450.00	540	540	540.00	90,000	90,000	0	0	0	0.00	0	0
4150-0 Scarecrow In-Kind and Trade	0.00 *	0.00	58,652	-	0.00	-	22,900.00	0	0	0	0.00	0	0
<b>Total Income</b>	<b>1,020,390.00</b>	<b>820,131.36</b>	<b>1,090,822</b>	<b>813,302</b>	<b>1,012,061.60</b>	<b>858,907</b>	<b>943,209.83</b>	<b>928,144</b>	<b>959,659</b>	<b>1,047,106</b>	<b>1,017,790.39</b>	<b>1,180,001</b>	<b>1,092,289</b>
<b>Estimated Expenses</b>													
<b>Total Administrative</b>	<b>604,516.63</b>	<b>438,259.25</b>	<b>558,308.36</b>	<b>542,737.00</b>	<b>546,583.05</b>	<b>453,482.00</b>	<b>487,843.75</b>	<b>538,791</b>	<b>517,380</b>	<b>597,241</b>	<b>533,152.02</b>	<b>573,819</b>	<b>577,271</b>
<b>Total Meetings &amp; Conventions</b>	<b>27,000.00</b>	<b>45,144.38</b>	<b>51,600.00</b>	<b>40,800.00</b>	<b>38,906.45</b>	<b>48,311.00</b>	<b>43,940.77</b>	<b>31,790</b>	<b>40,489</b>	<b>75,353</b>	<b>67,683.25</b>	<b>76,905</b>	<b>70,031</b>
<b>Total Motorcoach</b>	<b>5,300.00</b>	<b>5,957.35</b>	<b>1,730.00</b>	<b>700.00</b>	<b>1,913.55</b>	<b>7,400.00</b>	<b>3,770.80</b>	<b>10,840</b>	<b>9,999</b>	<b>24,067</b>	<b>22,359.69</b>	<b>31,002</b>	<b>18,341</b>
<b>Total Leisure</b>	<b>51,900.00</b>	<b>52,065.96</b>	<b>107,200.00</b>	<b>108,200.00</b>	<b>114,513.27</b>	<b>50,070.00</b>	<b>79,016.87</b>	<b>43,400</b>	<b>61,157</b>	<b>56,000</b>	<b>93,753.88</b>	<b>201,379</b>	<b>215,426</b>
<b>Total Promotional</b>	<b>36,480.00</b>	<b>23,873.85</b>	<b>26,800.00</b>	<b>49,192.00</b>	<b>43,518.76</b>	<b>36,275.00</b>	<b>47,746.18</b>	<b>28,523</b>	<b>32,151</b>	<b>36,750</b>	<b>34,913.11</b>	<b>48,950</b>	<b>56,304</b>
<b>Total State</b>	<b>4,500.00</b>	<b>2,660.89</b>	<b>3,800.00</b>	<b>3,400.00</b>	<b>3,691.92</b>	<b>4,800.00</b>	<b>2,352.14</b>	<b>5,400</b>	<b>5,173</b>	<b>4,700</b>	<b>3,894.84</b>	<b>4,100</b>	<b>5,022</b>
<b>Total Scarecrow</b>	<b>232,303.16 *</b>	<b>220,797.80</b>	<b>270,002.00</b>	<b>32,000.00</b>	<b>180,539.57</b>	<b>171,753.00</b>	<b>178,413.17</b>	<b>106,115</b>	<b>197,937</b>	<b>153,050</b>	<b>145,339.52</b>	<b>120,725</b>	<b>146,004</b>
<b>Total Visitor Guide</b>	<b>76,000.00</b>	<b>16,125.00</b>	<b>76,000.00</b>	<b>70,000.00</b>	<b>72,957.24</b>	<b>76,000.00</b>	<b>75,096.83</b>	<b>67,000</b>	<b>72,325</b>	<b>86,095</b>	<b>67,915.00</b>	<b>82,400</b>	<b>85,704</b>
<b>Total Sports</b>	<b>6,600.00</b>	<b>13,113.95</b>	<b>8,720.00</b>	<b>1,000.00</b>	<b>2,926.75</b>	<b>10,800.00</b>	<b>5,973.97</b>	<b>16,295</b>	<b>10,202</b>	<b>8,850</b>	<b>31,002.61</b>	<b>500</b>	<b>2,256</b>
<b>Total Estimated Expense</b>	<b>1,044,600.09</b>	<b>817,818.23</b>	<b>1,104,180.35</b>	<b>848,029.00</b>	<b>1,005,640.96</b>	<b>858,907.00</b>	<b>923,856.28</b>	<b>929,144</b>	<b>946,903</b>	<b>1,047,106</b>	<b>1,000,613.92</b>	<b>1,141,779</b>	<b>1,180,358</b>
<b>Net Income</b>	<b>-24,210.09</b>	<b>2,313.15</b>	<b>-23,338</b>	<b>-34,727</b>	<b>6,421</b>	<b>0</b>	<b>19,353.55</b>	<b>0</b>	<b>12,756</b>	<b>0</b>	<b>17,776</b>	<b>18,222</b>	<b>-88,059</b>

\* Does not include all the festival income and expenses. The remaining income and expenses will be added in during the audit.

## **Greater St. Charles Convention & Visitors Bureau**

### **FY 14 Marketing Plan HIGHLIGHTS**

**JACK RABBIT RESERVATION SEARCH ENGINE** – Purchase of this system will enable the individuals who access our websites – both traditional and mobile sites – to find the best available rate at each of our hotels and make real time reservations immediately from our home pages. Advantages of Jack Rabbit:

- \*System addresses the change in reservation trends from phone calls to online bookings
- \*NO fee, per booking, from hotel back to Jack Rabbit – hotels keep 100% of generated revenue
- \*Keeps 100% of the local hotel tax right here in St. Charles
- \*Allows visitor to search property by amenity as well as rate

### **NEW SOCIAL MEDIA/DIGITAL ADVERTISING INITIATIVES**

- \*Four event-driven Facebook Campaigns
- \* 4-8 week digital campaign will “follow” visitors who access our websites with the use of retargeting pixels that will result in banner ads appearing on relevant websites being browsed by visitors who’ve visited ours

### **REVENUE MANAGEMENT WEBINARS –**

- \*Year-long series of revenue management seminars produced by Hospitality Sales & Marketing Association International
- \*Designed to keep us abreast of changing trends for implementation in our own initiatives
- \*Our hotels are invited to participate, too!

### **FOX VALLEY CO OP ADVERTISING – NEW LOOK –**

- \*St. Charles, Aurora, Elgin and Geneva co-op on several regional advertisements each year – allowing us to garner a bigger bang for our bucks
- \*New look will incorporate the common thread of the Fox River and, at the same time, highlight the unique visitor experiences of each destination

### **2013 SCARECROW FEST**

- \*Partnering with Ravenswood Event Management Company
- \*Three entertainment zones, in addition to Lincoln Park Main Stage, will be placed strategically around footprint to even out foot traffic \*Scarecrows will all be on the west side of the river
- \* Vintage Market will be on the city’s east side and provide opportunity to promote St. Charles retailers offering similar merchandise
- \*Very detailed maps of entire footprint are being created to aid set up, enhance the visitor experience and make certain our Scarecrows are provided the respect they deserve!



## 2014 Marketing Plan

### I. Bureau Mission Statement...

*To promote St. Charles as a destination for meetings & conventions, motorcoach tours, sporting events and leisure getaways to enhance the economic impact to our community through increased visitor spending and guest room consumption.*

### II. OVERVIEW

The Greater St. Charles Convention & Visitors Bureau continues to market the St. Charles area with its “Natural Charm” brand by orchestrating sales and marketing initiatives designed to enhance awareness of its dedicated service area (the City of St. Charles, Villages of Campton Hills and Elburn, and Townships of Campton and St. Charles) as a destination for leisure getaways and meetings, events and sports business.

The City of St. Charles boasts an established tourism reputation driven by the vision of benefactors who, in the early 1920's, saw the potential of the riverfront community as a destination for urban dwellers of Chicago, just 40 miles to the east. The historic Hotel Baker and Arcada Theater are lasting testaments to this vision as well as physical evidence of financial gifts resulting from a fortune made in oil (Texaco) by the Gates, Norris and Baker Families.

In 1963, this reputation was further enhanced by the opening of Pheasant Run Resort, now St. Charles’ primary tourism and convention venue and, in 1970, the purchase of 150 acres north of St. Charles for development by Arthur Andersen of a world-renown corporate training facility, operating today as the Q Center.

As the Greater St. Charles Convention & Visitors Bureau enters its 30<sup>th</sup> year as the local tourism voice, the nation’s hospitality industry is a major factor in its recovery from an economic

## FY 2014 Greater St. Charles CVB Marketing Plan

decline that began in 2008. State tourism officials report that Illinois hotel tax receipts are up approximately 8.4% over last year, and locally, tax receipts – through March 2013 - are up \$17,200 over 2012.

Despite the positive news of increased tourism revenue, the financial health of the State of Illinois continues to be weak. As of this writing, the proposed 2014 budget calls for tourism funding at the same level of 2013, and indications point to continued support of state officials for tourism (the state's second largest industry).

On an international level, the passage of the Tourism Promotion Act in 2010 laid the groundwork for development of Brand USA, the nation's first global marketing effort to promote the US as a travel destination. No U.S. taxpayer dollars are used to fund Brand USA; the organization is supported by contributions from the private-sector that are matched dollar for dollar by fees paid by international travelers to the US. The organization's first integrated consumer marketing campaign will launch this year in nine international markets: Australia, Brazil, Canada, China, Germany, India, Japan, Mexico and the United Kingdom. The timing of Brand USA's formation and its marketing message is fortuitous for Chicago and Illinois, which will host International Pow Wow, the premier international marketplace, in April 2014.

### **Overall Market Trends:**

Nationally, 2012 was a strong year for hospitality:

- \*Supply was up .5%
- \*Demand was up 3%
- \*Occupancy was up 2.5%
- \*ADR was up 4.2%
- \*RevPar was up 6.8%

January and February 2013 saw the highest amount of first quarter room revenue ever (\$16.6 billion), and for the first time since the 2008 slide, ADR growth was higher than occupancy. Most of the growth – approximately an increase of 42% - has been experienced in upper mid-scale properties. Still, according to Smith Travel, in comparison to 2007, ADR is still down by \$5 and less group rooms are being sold than five years ago and, unfortunately, the recovery in the Chicago market is five-ten percent lower than other areas of the country, such as the north east, southern Texas and portions of northern California.

Occupancy, on a national level, is expected to grow throughout the remainder of the year and, despite an anticipated small stall in ADR, rev par will continue to increase. Smith Travel predicts another small bounce in ADR in 2014 and that, by 2015, ADR should be back to 2007 levels.



## FY 2014 Greater St. Charles CVB Marketing Plan

This trend, combined with the research that indicates 10-20% of all reservations are being made via mobile or tablet devices – and many of those within 38 hours of check in – and that 57% of business and 38% of leisure travelers are using either mobile devices or tablets to gather travel information indicate an opportunity to capture incremental revenue through marketing initiatives targeting mobile users, getting more information into their hands quickly and providing an easy access for making reservations.

The current growth in hospitality revenue is being driven by the leisure and transient business traveler and between 2012 and 2014, revenue generated by those markets is expected to triple.

### **Greater St. Charles Tourism Product – an evolving landscape:**

#### Lodging changes:

Under the management of global giant Interstate Hotels and Resorts, **Pheasant Run Resort** which, this year, celebrates 50 years of bringing hospitality, entertainment and events to St. Charles and the Midwest, will see many enhancements, including:

- \* Onsite partnership with Spa Vargas Wellness
- \* New Bourbon Street retail outlets
- \* Updated meeting rooms, including ergonomic chairs, modernized six foot tables that don't require coverings
- \* Increased use of CMP (Complete Meeting – pricing – Packages)
- \* Soft goods replacement – tower rooms
- \* Enhanced audio visual platforms to provide a more interactive breakout environment

The owners of **Q Center** corporate training facility have retained the services of CBRE, a commercial real estate firm to help them determine if it is in their best interest to continue operating Q Center or if selling the complex makes sense. If Andersen makes the decision to sell, Q Center will more than likely continue to operate as a highly successful, stand-alone conference center focused primarily on the corporate group market.

As of August 2013, the select service St. Charles hotel carrying the flag of **Holiday Inn Express** will no longer do so. This change is based on a corporate decision by InterContinental Hotel Group (IHG) to remove from its franchise portfolio all properties with less than three stories, regardless of their physical condition or financial position. No decision has as yet been made as to whether the property will be reflagged with another national franchise or will become an independent, according to its owners, St. Charles' based Oakbrook Hotels Company.

#### Existing attraction changes:

## FY 2014 Greater St. Charles CVB Marketing Plan

St. Charles' landmark, 900-seat **Arcada Theatre**, under the management of Onesti Entertainment, has become a primary attraction for Greater St. Charles, offering headliner entertainers rivaling those performing at boutique venues such as Chicago's House of Blues. In addition to its impact from visitors attending performances, the theater is, as of this writing, the site of performances being featured on five national television shows, enhancing exposure not only of the theater but the City of St. Charles and Illinois.

Construction of a new entrance and road leading to **Fine Line Creative Arts Center** is expected to be completed by June 2013, enhancing accessibility to the regional center, which was recently rezoned to enable the center to extend its hours and days of operation. The summer-long 2013 *Small Expressions*, a national, juried exhibit of fiber works, expects to draw more than 2000 attendees to the venue and will provide national exposure of the unique venue's availability and suitability for similar events.

New ownership at Wayne's **Lamplight Equestrian Center** should result in additional hotel room consumption at St. Charles hotels. Previous annual events, approximately eight held between May and September, brought more than 3000 room nights to the market. This year's calendar reflects an additional six events for the 2013 season.

Concerns regarding the economic health of the east and west sides of the city continue to be addressed, with particular interest focused on the eastside **Charlestowne Mall**, and the recent St. Charles mayoral election heightened awareness of the need to enhance and brand the development of **Downtown St. Charles** as a destination.

### New/proposed venues:

The doors of **Baltia St. Charles**, a new classic and exotic car showroom, restoration center and museum located on the east side of St. Charles have opened, enabling residents and visitors alike to view an extensive collection of collectors' vehicles. Owned by St. Charles residents Darius, Ben and Vida Grigaliunas, the new attraction is modeled after a similar venue opened by the family in Lithuania five years ago. The interior of the St. Charles venue will include a visitor, family-friendly lounge to provide viewing into to service bays and onto the museum display floor. The 6.5 acres upon which the venue exists boast a significant amount of paved space and staging areas, providing appropriate amenities to lure classic car show promoters to choose St. Charles as a destination.

**Swim City USA** is a newly formed, not-for-profit organization with the goal of raising funds to build a new state-of-the-art indoor swimming pool complex in St Charles. The group has commissioned Isaac Sports Group of Ann Arbor, Michigan to complete a feasibility study, with results expected to be announced at a fundraising event scheduled for April 20 at the St. Charles

## FY 2014 Greater St. Charles CVB Marketing Plan

Country Club. The SCCVB has provided overall tourism data to Isaac Sports Group for consideration in the study's completion and has facilitated an avenue of communication between the local organization and the Illinois Office of Tourism, as a model for the proposed facility is one located in Wisconsin and currently used for Illinois High School Association's annual swimming championships.

### Events – established and new!

Annual events such as the St. Pat's Parade, Fine Arts Show, Riverfest, Sammy's/Dreyer Criterium, Fox Valley Marathon, Scarecrow Fest, and Holiday Light Parade and Homecoming are an essential component to the area's tourism product.

The **St. Charles Arts Council**, now two years old, continues to coordinate the pop-up galleries in available commercial spaces and, this September, is slated to produce a multi-day festival highlighting all the community's arts offerings. **Charlie's Center for the Arts** will encompass multiple venues and feature visual art galleries/studios, music, literature, dance, theatres (live and film) and as much arts programming as possible.

New this year will be the first annual **St. Charles Festival of the Horse and Drum** in August 2013, being coordinated by local equestrian enthusiasts. The event will include an American Indian Pow-Wow, horsemen of Spain, Portugal & Mexico, equestrian games and abilities expo, and film festival.

It is essential the SCCVB stay on top of changes and trends in the local area as they pertain to the local tourism product and equally important that the SCCVB continues to educate constituents throughout the Greater St. Charles service area about the importance of tourism – from both the leisure and group business market segments.

## III. BUREAU GOALS & OBJECTIVES

The Bureau's ultimate goal is to increase overnight hotel stays within the Greater St. Charles service area. The sales and marketing initiatives planned for Fiscal Year 2014, which runs from July 1, 2013 through June 30, 2014, will focus on three specific areas: *group sales* for meetings and conventions, sports, and motorcoach, *leisure marketing*, and *enhanced awareness within the Greater St. Charles area* regarding the importance of tourism to both the local and state economies.

**A. Group Sales:** The two major group room night generators in the local market are Pheasant Run Resort (primarily association, sports and SMERFE, with some corporate business) and the Q Center (primarily corporate). The Hilton Garden Inn, with its adjoining Advanced Center for Training and adjacent DuPage Expo Center also is a significant player in the local market, crossing all markets. Hotel Baker, while a traditionally transient house, also books small groups; in particular, group VIP events of note, such as the multi-day meetings of NFL coaches and players in 2011. Group business is vital to the remaining local properties, which also provide overflow inventory required to capture large, multi-property and city-wide events.

The SCCVB Sales Department's goal is to maximize revenues for the St. Charles hotel community by prospecting for new pieces of group businesses and providing services to retain existing group business in the meeting and convention, sports, and motorcoach markets.

**Leads generation & tracking:** The SCCVB observes a policy of documenting as "won/definite" leads representing **new** pieces of business. Pieces of business booked within the prior 12 months for which the Bureau provided significant services for a second time are documented as convention service leads. The only exceptions to this policy are in the rare cases that:

- 1) A particular piece of business has booked at one St. Charles property and, for the repeat business the following year, asks for Bureau support in finding a different St. Charles venue
- 2) An SCCVB person can provide sufficient documentation to illustrate that significant time and effort were put into identifying and providing sales support to a client for a new piece of business who, in turn, contacts a St Charles hotel directly to close the piece of business.

The SCCVB also tracks day meetings motorcoach day trips and their estimated direct spending potential, as the impact of group day trippers in regard to spending in Greater St. Charles restaurants, shops and attractions is significant to the local economy.

At the conclusion of FY 13's third quarter, the number of leads generated by the SCCVB was up 1% (51 total) compared to FY 12 (47). Generated room nights (10,281) were down 39% compared to FY 12 (16541).

The number of leads turned definite in FY 13 (29) was up (15) 93% but FY 13 (752) definite room nights were (895) 16% lower than in the first three quarters of FY 12.

Below are room night comparisons based on the leads generated, won, pending and lost tracked through third quarters since FY 06:

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**Generated Lead Rm Nt Comparisons thru 3<sup>rd</sup> qtr by Major Market Segments:**

	<u>M&amp;C</u>	<u>Sports</u>	<u>T&amp;T</u>	<u>YTD 3<sup>rd</sup> Quarter Totals</u>	<u>-/+</u>
'07	10,329	3433	501	14,263	+6,247
'08	18,886	4410	1773	25,029	+10,766
'09	9,985	1090	179	11,254	-13,775
'10	5,126	3685	249	9,060	-2,194
'11	14,423	110	257	14,790	+5,730
'12	13,771	2720	50	16,541	+1,751
'13	9,774	467	40	10,281	- 6,260

**Definite/Won Lead Rm Nt Comparisons by Major Market Segments:**

	<u>M&amp;C</u>	<u>Sports</u>	<u>T&amp;T</u>	<u>3<sup>rd</sup> Quarter Totals</u>	<u>-/+</u>
'07 Rms	1773	2400	242	4415	+4177
'08 Rms	414	0	830	1244	-3171
'09 Rms	348	0	122	470	-774
'10 Rms	660	1040	537	2237	+1,767
'11 Rms	128	48	174	380	-1,387
'12 Rms	825	50	20	895	+515
'13 Rms	432	290	30	752	-143

**Pending Leads Rm Nt Comparisons by Major Market Segments:**

	<u>M&amp;C</u>	<u>Sports</u>	<u>T&amp;T</u>	<u>Totals</u>	<u>-/+</u>
'07	7650	1000	86	8736	+4906
'08	15,024	4150	520	19,694	+10,958
'09	4,767	0	54	4,821	-6,137
'10	495	0	24	519	-4,302
'11	11,961	110	91	12,162	+11,643
'12	6,205	2,015	15	8,235	-3,408
'13	4981	0	150	5,131	-3,104

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### FY '13 Top Three Lead Sources:

1. Direct sales initiatives/Prospecting
2. ICCVB/Meet in Illinois Niche Sales Committee Activities
3. Phone Inquiry

### Lost Business Rm Nt Comparisons by Major Market Segments

	<u>M&amp;C</u>	<u>Sports</u>	<u>T&amp;T</u>	<u>Totals</u>	<u>-/+</u>
'07 Lst	6461	33	124	6618	+ 1956
'08 Lst	10,056	0	157	10,213	+ 3595
'09 Lst	7600	1005	161	8766	- 1447
'10 Lst	2481	2235	132	4848	-3918
'11 Lst	2705	0	15	2720	-2720
12 Lst	20,166	1599	65	21,830	+19,110
'13 Lst	15,516	3,912	0	19,428	-2,403

### Lost business breakdown & conversion rate:

The lost rooms outlined above were reflected in 28 total leads. Of those, 21 were meetings and conventions, five were in sports and two were motorcoach day trips. Reasons for lost business:

- 8 Competing Chicagoland destinations
- 3 Cancelled
- 3 Rate was too high
- 2 Duplicate leads from DuPage CVB
- 2 No availability
- 1 Not a good fit
- 1 Distance from airport
- 1 Sponsorship request/lack of ROI
- 5 Reason not identified

The SCCVB Sales Department currently holds an **overall conversion rate of 48%** for turning generated leads into won business. (548 historical total lead generation, 264 total historical definite leads.)

### Convention Services:

Through third quarter in FY 13, the SCCVB provided services to:

**76 groups** reflecting 21,235 attendees slated to consume 10,152 room nights in St. Charles hotels - an increase from the **58 groups**, 12,468 attendees and 7,431 room nights serviced in FY 12.

It is in the area of services that the SCCVB distinguishes itself to clients who have chosen St. Charles and from sister CVB's, most of whom provide services only for pieces of business resulting from a lead produced by that Bureau.

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The SCCVB provides its complimentary services to **all** clients who reach out independently or who are referred by our local hotel partners, even if the piece of business has been the result of a lead generated by the DuPage CVB, which includes Pheasant Run Resort and the Hilton Garden Inn St. Charles among its partner accommodations. The SCCVB maintains a “hands-off” policy when it comes to our attention that the DCVB already has begun working a particular piece of business, to avoid confusion for the client and duplicating results when reporting to the Illinois Office of Tourism. However, each duplicate client is informed of our willingness to provide services to enhance their stay and encourage their repeat visit.

### **Total Client Contacts by SCCVB Sales Managers:**

FY 07: 4919 FY 08: 9082 FY 09: 4132 FY 10: 2621 FY 11: 2544 FY 12: 1600 FY 13: 4634

295 QUALIFIED prospects were added to the SCCVB sales database in FY 13. In December 2012, an audit of our database was completed to purge clients who are no longer viable. Total number of clients in the SCCVB database is 3926.

### **YTD FY 13 ACHIEVEMENTS – GROUP SALES**

Qualified 295 new sales contacts

Hired 2<sup>nd</sup> full time sales person to focus on M&C market

Increase total number of client contacts from 1600 to 4534/183%

Increased total number of generated leads from 47 to 51/+8.5%

Increased total number of definite leads from 15 to 29/+93%

### **FY '13 OBJECTIVES: - GROUP SALES**

Armed with the knowledge that, despite the resurgence in overall hospitality revenues, group business is lagging, the sales team is faced with working harder and smarter. Data comparisons between YTD's FY 13 and FY 12 - number of leads generated and turned definite were increased, yet room nights reflected were lower – indicate that the SCCVB sales team was successful in finding more pieces of business, but those identified reflected smaller rooms totals.

Currently, the team consists of two full time and one part time professional, with markets assigned as follows: one full time manager focuses on association, MERFE and corporate markets, one full time manager on sports, hobbies and collectibles, and the part time manager on social and motorcoach markets. Though the overall sales process is the same, techniques for getting one's

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“foot in the door” are far different than in the past. Planners are answering neither prospecting phone calls nor broad stroke emails. The days of cold calls and “just stopping in to say hi” are gone. Once successful in breaking through the initial barrier by doing sufficient homework about the clients’ products and needs and being creative in using prospecting techniques, however, relationship and needs-based selling continues to succeed.

### STRATEGIES

#### ***Market Trends Education***

As a result of a suggestion and en pointe discussion at the January 2013 SCCVB Board of Directors Meeting regarding the benefit of the Bureau’s heightened awareness of market trends, the Bureau will be inviting partner hotels to attend monthly HSMAI webinars, featuring input from nationally-recognized hospitality professionals. Additionally, Bureau staff will attend quarterly digital marketing webinars, also produced by HSMAI.

#### ***Meetings Sales: Target Audience - convention & meeting planners***

**\*Direct sales initiatives** by the SCCVB team will continue to be the primary activity by the SCCVB to prospect for new business and provide services required to maintain existing business. In particular, budget dollars have been allocated to:

1. Allow the SCCVB sales manager to spend more time in Springfield, attending Illinois Society of Association Executives events and making personal appointments with associations that are not members of ISAE
2. Permit her attendance at four Chicago MPI networking events

The SCCVB manager will invite St. Charles hotel sales managers to accompany her when appropriate and will keep the hotels informed of her activities, in the event the hotels would like support in reaching out to potential clients on their own “hit lists.”

**\*Tradeshow participation** for FY 14 will include:

1. Collinson Publishing’s Connect Marketplace – targets association market
2. Small Market Meetings – crosses market segments
3. RCMA Emerge – religious market

**\*Advertising:** The only print placements that will be made in FY 14 will be in the MPI Destination Guide, the creative for which will reflect the “More than a Pretty Place” theme introduced in FY 13.

**\*Direct mail/premailer:** Two pieces will be used this year.

1. **“Glad we connected” self-mailer** – new initiative. Piece will be created to allow the sales manager to customize a personal note to each client with whom she’s connected – via direct sales initiatives, personal appointments,



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and on the tradeshow floor. In regard to the latter, the sales manager mail the piece, along with her personal note, prior to leaving the tradeshow city – so that the planner will receive same upon return to his/her office.

2. **“FREE I-Pad Inside” premailer** – introduced several years ago, this piece is mailed prior to attendance at a booth tradeshow (this year, RCMA Emerge) to direct attendees to stop by the SCCVB Booth to sign up to win “the real deal.” The mailer itself includes a post-it pad bearing a graphic “I” that has been attached to a card client can complete with qualifying information and drop off at the booth to enter to win an Apple I-pad.

**\*Convention services** will continue to be a significant part of the SCCVB program of work. Complimentary services include, but are not limited to:

- \*Customized itineraries
- \*Lead Creation/Distribution
- \*Marketing Support – including social media
- \*Proposal coordination
- \*Site Inspections
- \*Spouse/recreational programs
- \*Visitors guides & welcome bags
- \*Housing Bureau Capabilities (fees may apply)

Clients also learn that when we learn that ours is not a “perfect fit,” we’ll help them find an Illinois destination that might be.

**\*Sales Activity Reporting:** The SCCVB will continue to maintain and report to local stakeholders as well as the Illinois Office of Tourism, on a quarterly and annual basis, explicit data regarding generated and definite leads, sales contacts made and groups serviced.

**\*Quarterly Hotel Meetings:** The SCCVB will continue to meet on a quarterly basis with the **St. Charles hotel community** in order to invite and encourage input regarding the Bureau’s sales and marketing activities.

**\*Illinois Council of Convention & Visitors Bureaus:** the SCCVB will continue its membership in the Illinois Council of Convention & Visitors Bureaus and the SCCVB meetings sales manager will participate in **“Meet in Illinois”** meetings and sales initiatives throughout the year. Proposed activities for this year include several client events, sales blitzes and Illinois Aisle presence at several tradeshows.

The SCCVB Marketing Manager will ensure that St. Charles data is accurate and appropriate on [meetinillinois.com](http://meetinillinois.com), the website sponsored by the Illinois Office of Tourism to sell meeting facilities throughout the state. As CEO liaison for Meet in Illinois, SCCVB Executive Director Amy Egolf acts as the group’s advisor and reports on its activities to the Illinois Council of Convention & Visitor Bureaus.

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**\*Maintain professional memberships** in organizations designed to enhance networking opportunities for the purpose of increasing sales: Meeting Planners International, Religious Conference Management Association, Illinois Society of Association Executives and Destination Marketing Association International.

**Evaluators:**      **# of leads generated – m&c specific**  
                         **# of leads turned definite – m&c specific**  
                         **# of groups receiving convention services m&c specific**  
                         **# of successful client contacts (all markets)**  
                         **# of qualified contacts added to *Infotrak* sales database (all markets)**

Meetings & Convention GOALS - % of increases from anticipated year-end FY 2013 (based on average of 4<sup>th</sup> quarter results 2010-2012):

- \* 42 generated leads - 10% increase in 38 anticipated # FY 13 generated leads
- \*20 leads turned definite – based on current 48% conversion rate
- \*90 m&c groups serviced – 10% increase in 113 anticipated # FY 13 groups
- \*5483 TOTAL client contacts – 10% increase in 5483 anticipated # FY 13 contacts
- \*325 TOTAL qualified clients added to *Infotrak* sales database

### ***Sports Sales: Target Audience – events rights holders and sporting event producers***

Though the occupancy of St. Charles hotels during the summer months is higher than that of other Chicagoland destinations, some “holes” in the summer weeks do exist. Additionally, the slow fall, winter, springs months are perfect for events such as aquatics, billiards, cross country, darts, martial arts, rowing, shooting, stacking, etc.

In FY 13, the SCCVB was approached by two local groups interested in development of the St. Charles area as a destination for aquatics and for rowing. For the first, a new aquatics center is being proposed. For the second, the “venue” would be the Fox River. Continued interest exists in development of the Fox Valley as a destination for cross-country championships.

**Techniques for selling and marketing a destination for sports events** differ from the meetings market due to four specific reasons:

1. Appropriate venues are dependent upon the needs of the sport featured in each event
2. Hotel rooms are the very LAST concern of a sports rights holder but, traditionally, bring significant more rooms than other market segments

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3. Sports events are far more likely to ask for financial concessions. In regard to the latter, the SCCVB will consider offering financial incentives – or – seeking municipal support for same – for events that will impact multiple properties with rooms consumption.
4. The process includes the need for strong local partnerships and, therefore, is far more time-consuming than either meetings or motorcoach sales.

**\*Sports Illinois:** the appropriate SCCVB sales manager will attend all meetings of this ICCVB Niche Committee. SCCVB Marketing Manager will ensure that data appearing on sportsillinois.com is accurate.

**\*Tradeshow participation:** Currently, the only show reflected in the FY 14 budget is **US Sports Congress** in December 2013. Entering its seventh year, this event attracts top level decision-makers from the world of amateur sport, senior level executives who represent sport governing bodies. Two other events which may be considered, should budget dollars allow and dependent upon successes in FY 13, are springtime 2014's NASC Symposium and Sports Illinois' Sports Huddle. nts rights holders from around the country.

**Evaluators:**

- # of leads generated – sports specific
- # of leads turned definite – sports specific
- # of groups receiving convention services – sports specific
- # of successful client contacts (all markets)
- # of qualified contacts added to *Infotrak* sales database (all markets)

**Sports GOALS:** % of increases from anticipated year-end FY 2013 (based on average of 4<sup>th</sup> quarter results 2010-2012):

- \* 7 generated leads - 10% increase in 6 anticipated # FY 13 generated leads
- \* 3 leads turned definite – based on current 48% conversion rate
- \* 22 sports groups serviced – 10% increase in 113 anticipated # FY 13 groups
- \* 5483 TOTAL client contacts – 10% increase in 5483 anticipated # FY 13 contacts
- \* 325 TOTAL qualified clients added to *Infotrak* sales database

***Tour & Travel Sales: Target Audience – Bank Travel, Student Youth & Scarecrow-specific overnight and day trips***

**\*Tradeshow participation:** the SCCVB will attend Bank Travel in early spring of 2014 to encourage group travel buyers to consider Greater St. Charles as a destination.

**\*Direct marketing initiatives:** perhaps the greatest opportunity for motorcoach business stems from the annual Scarecrow Festival. In FY 13, the SCCVB team created and distributed direct mail piece in January to encourage tour operators and group leaders to begin to “sell” the October event. The message of this mailing highlighted that Scarecrow Fest was featured on the *Today Show* in September 2012 as one of the country’s top five fall festivals. As a result of that mailing, many operators and group leaders suggested that we send a similar mailing in October 2013, immediately following Scarecrow 2013.

**\*Tour Illinois:** the SCCVB sales manager will serve on this niche committee and will participate in regional familiarization tour being coordinated by the committee at a yet-to-be-determined date. The marketing manager/fest liaison will maintain data on [tourillinois.com](http://tourillinois.com) – the state supported website for the tour and travel market.

**Evaluators:**

- # of leads generated – motorcoach specific
- # of leads turned definite – motorcoach specific
- # of groups receiving convention services – motorcoach specific
- # of successful client contacts (all markets)
- # of qualified contacts added to *Infotrak* sales database (all markets)

**Tour & Travel Goals -** % of increases from anticipated year-end FY 2013 (based on average of 4<sup>th</sup> quarter results 2010-2012):

- \* 29 generated leads - 10% increase in 26 anticipated # FY 13 generated leads
- \* 14 leads turned definite – based on current 48% conversion rate
- \* 22 Motorcoach groups serviced – 10% increase in 20 anticipated # FY 13 groups
- \* 5483 TOTAL client contacts – 10% increase in 5483 anticipated # FY 13 contacts
- \* 325 TOTAL qualified clients added to *Infotrak* sales database

***All three group sales markets:***

**\*Quarterly e-newsletter:** The sales staff will provide input to support the creation by the marketing manager of a quarterly e-newsletter to qualified tour and travel, meeting and convention, and sports clients in the St. Charles sales database. The newsletter will be filled with interesting and unique facts about Greater St. Charles as a group destination.

**C. Leisure Tourism Marketing:** Just as the nature of group sales is changing, the explosion of communication technology, e-marketing tactics and social networking is changing marketing tactics to the leisure visitor on a daily basis.

**Leisure Response Tracking/ *Inquiry* Database:** A comparison of year-to-date tourism inquiries through third quarter in FY 2013 vs FY 2012 finds that phone calls and email inquiries to the Bureau have decreased. Unique web visits, however, continue to climb: FY 13's 298,321 vs FY 12's 247,764. To date, reader response to print advertising has showed a year-to-date 16% decrease but, at a total of more than 17,000 requests for information, is still a viable mechanism to generate response as well as to encourage a visitor to access our websites.

The SCCVB launched mobile websites for both [visitsstcharles.com](http://visitsstcharles.com) and [scarecrowfest.com](http://scarecrowfest.com) in 2013, and, new for 2014, will be tracking broken down by desk top computer, tablet and mobile users. Current unique visit user tracking indicates (July 1-March 31):

FY 13	<a href="http://visitsstcharles.com">visitsstcharles.com</a>	FY 12	<a href="http://visitsstcharles.com">visitsstcharles.com</a>
Computers	72%		80%
Mobiles	18%		17%
Tablets	10%		3%
	<a href="http://scarecrowfest.com">scarecrowfest.com</a>		<a href="http://scarecrowfest.com">scarecrowfest.com</a>
Computers	78%		79%
Mobiles	21%		20%
Tablets	1%		1%

### Scarecrow Fest Overview

The 27<sup>th</sup> **annual Scarecrow Fest**, held on the traditional Columbus Day Weekend in October 2012, drew attendance of 90,000, down 60,000 from 2011's record of 150,000. The decrease in attendance is being attributed to rainy cold weather on Thursday and Friday, clear but cold and windy weather on Saturday and Sunday.

On site attendee surveys continue to provide the Bureau will solid statistics regarding the festival's impact on the local economy. Results from 396 completed surveys indicated:

- \*Average party of 3.6 people
- \*Attendees identified from 18 states, 90 Illinois communities
- \*60% of those surveyed were from OUTSIDE the Fox Valley
- \*32% were first timers to the festival
- \*300 overnight guest rooms - up 39% from 2011

Scarecrow Fest 2012 marked the first year in its 27 year history that the famous Scarecrow Display was not totally contained in Lincoln Park. Several categories were moved to 1<sup>st</sup> Street and

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the Riverwalk due to safety concerns stemming from overcrowding in Lincoln Park. This change was met with mixed reviews and will be reconsidered for the 2013 Fest.

### ***Inquiry Leisure-specific database:***

17,781 contact names and addresses have been added to the SCCVB database in the first three quarters of FY 13, a 25% increase to the FY 12 database total of 70,255 contacts.

Top four sources for contacts were:

- \*Madden Preprint Newspaper Inserts
- \*Oprah Magazine
- \*Midwest Living Magazine
- \*Parade Magazine

Top four cities were:

- \*Chicago
- \*Indianapolis
- \*St. Louis
- \*Grand Rapids

Top four states were:

- \*Illinois
- \*Michigan
- \*Indiana
- \*Wisconsin

More than 14,000 contacts in the leisure database have opted-in for email communications.

Applying 64% conversion (SCCVB conversion as concluded in 2011 Temple University Tourism Conversion Study) of FY 13 leisure inquiries:

- 64% of 27,557 inquiries = 17,636 travel parties
- \$328 spending per party: \$5,784,608 potential direct spending
- 47% will visit again within 3 years: 8289 travel parties

***While the traditional target audience for year-round leisure visitors is primarily women ages 35-54 years of age, with household incomes of \$75,000 – 100,000, the Bureau is hoping new plans for Scarecrow Fest and increased social media initiatives to attract younger, upscale visitors as well – all of whom are located in the City of Chicago and communities more than 50 miles away and no more than three hours drive from St. Charles.***

## STRATEGIES

**Leisure/Transient Business Travelers:** The fact that revenue generated by leisure and business transient is leading the hospitality industry's financial recovery as well as data regarding how those visitors are gathering travel information and making reservations has resulted in the SCCVB's decision to purchase **Jack Rabbit Book Direct**, a lodging search engine, that will enable visitors to the home page of both websites and first screen of both mobile sites to enter their travel dates and

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search for St. Charles hotels that have availability. Connected directly to each of our hotels' systems, reservations are "real time" and visitors can sort their search by name and price, categories and amenities and preview property locations on a local area map. Best of all:

1. Our hotels will NOT have to pay a booking fee, as they do with traditional booking sites such as hotels.com, priceline, etc.
2. All of the hotel tax will be captured at the property level and kept here in St. Charles and in Illinois.

**2013 Scarecrow Fest** SCCVB has contracted with Ravenswood Events, a Chicago-based event management company that specializes in boutique community festivals. Changes for the 2013 festival include:

\*Three mini-entertainment zones with staggered schedules being placed throughout the footprint to enhance foot traffic flow

\*The hand-crafted scarecrows that comprise the "vote for your favorite" contest will be located on the west side of the river – with the majority of the categories displayed in Lincoln Park

\*Sponsors wishing to have a scarecrow professionally designed will have a designer to create one to their specifications

\*An area of vintage vendors – clothing, jewelry, etc – will be located on the city's east side – and St. Charles merchants offering similar merchandise will have the opportunity to promote their own businesses in this area.

\*Lincoln Park Main Stage Entertainment will conclude at 7 pm on Friday and Saturday nights, and visitors will be encouraged to enjoy headliner entertainment at the Arcada Theatre and River Rockhouse. Downtown restaurants and pubs will be encouraged to offer entertainment and special cuisine – all of which will be promoted with signage at the Lincoln Park Gazebo.

\*The Lincoln Park Scarecrow Display will be lighted after dark, with ambient music for background for visitors wishing to stroll in the area.

\*SCCVB will be the fiscally responsible party

### **Seasonal campaigns and year-round initiatives:**

**Summer Festive-Full & Wander-Full Getaways** – includes rack cards, social media, e-marketing and a dedicated landing page ([www.stcharlescharm.com](http://www.stcharlescharm.com)) are designed to lure visitors to visit Greater St. Charles by highlighting the **significant entertainment, events and festivals** held within its borders.

Due to the traditional lull in hotel occupancy January-March, the greater portion of leisure advertising dollars are directed toward first quarter – and will include placements in Midwest Living, AAA and or Oprah Magazine, depending upon the editorial calendars and rates offered by each.

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**ChicagoPlus** opportunities: this marketing consortium of Chicagoland convention & visitors bureaus permits all to leverage buying power to enhance exposure for each. FY 2013 brought several new opportunities: a cabin fever ad in Chicago Magazine, a placement in Choose Chicago's summer visitor guide, being polywrapped with issues of Detroit and Indianapolis magazines, and a cooperative opportunity with Spirit/Southwest Airlines in-flight magazine. As of this writing, FY 2014 initiatives have not yet been planned, but a line item appears on the FY 14 budget to allow for SCCVB participation.

**Fox Valley Co-operative** - This years-long partnership among the tourism promotion agencies of record in the Fox Valley (Aurora Area, Elgin Area & Greater St. Charles CVB's and Geneva Chamber of Commerce) enables the four entities to purchase significant buys (Madden newspaper inserts and a full page ad in the Illinois Travel Guide), financed by a matching grant from the Illinois Office of Tourism, providing exposure for each distinct destination under the umbrella of Chicagoland's Fox Valley. In addition to those traditional, beneficial placements, our cooperative website - [www.foxvalleyillinois.com](http://www.foxvalleyillinois.com) – will be redesigned.

### **Greater St. Charles Visitors Guide, [visitstcharles.com](http://visitstcharles.com), self-serve visitors centers**

2014 marks the fourth year that the SCCVB's premier print publication, a four-color, 56 page visitors guide promoting all of the tourism product within its boundaries, will bear the creative theme of *Faces and Places*. Financially supported by the St. Charles hotel community, this year's guide will point readers to St. Charles' unique history posted on [www.visitstcharles.com](http://www.visitstcharles.com) but will use its editorial pages to pique visitor interest by telling the stories of a few of today's tourism stakeholders. Once again, the guide will include a removable **FACES\*Card (For Absolutely Charming Entertainment Savings)**, allowing visitors to enjoy value-added discounts at participating businesses.

The Faces & Places theme is carried out in short video clips that air on two digital monitors installed in the two self-serve visitor info centers in the north and south lobbies of the 1<sup>st</sup> Street Parking Deck and on the "Faces and Places" website ([visitstcharles.com](http://visitstcharles.com)).

**Digital Media Initiatives:** new for 2014, the SCCVB Marketing Manager will create four **FACEBOOK** advertising campaigns, generating targeted messages to our ideal demographics and will include promotional posts, sponsored stories and new "like" based campaigns. Goal of this initiative is to increase our fan base and increase awareness of specific events, if possible, at each of St. Charles' four performance venues: Arcada and Steel Beam Theatres, Fox Valley Repertory, and the Norris Cultural Arts Center.



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Additionally, the SCCVB will wage a retargeting, 4-8 week campaign with support from Madden Digital Media, who will provide a retargeting pixel to place on [visitsstcharles.com](http://visitsstcharles.com) to help prospect for visitors who have already expressed interest in Greater St. Charles as well as new visitors. Relevant websites are monitored (based on the demo-geo-targets) to deliver one of three customized banner ads created with a call to action such as “Click here to order a Visitors Guide” or “FACES Card” and are tracked and maintained.

### **Social Media Repeat Initiatives:**

**Facebook:** The SCCVB will continue to maintain two pages on this popular social media site: St. Charles, IL (4769 fans FY 13, 4327 fans FY 12, 3505 fans FY 11, 2245 FY 10)

Scarecrow Fest (2371 fans FY 13, 1845 fans FY 12, 1110 fans FY 11, 588 FY 10)

Weekly “fun facts” are designed to encourage participation by Facebook fans and visitors, rather than residents of, Greater St. Charles.

**Twitter:** this medium is one that will be utilized more heavily than in previous years, as the forum provides great exposure of our destination to travel writers and publications.

**SCCVB Marketing Committee:** Initiated in the spring of 2012, this on-going committee, made up of volunteer representatives of St. Charles hotels, restaurants, attractions and retailers, meets 3-4 times a year to provide input regarding the enhancement of existing or development of new marketing initiatives to support tourism in Greater St. Charles. Input from these marketing professionals to date has resulted in:

- \*Moving the FACES card to the inside front cover of the visitors guide and placing a “Faces” icon next to each listing in the book of a participating business

- \*The refreshed look of “More than a Pretty Place” tradeshow pop-up booth and screens

- \*An updated map with an inset featuring downtown St. Charles locations for inclusion in the visitors guide and distribution at hotel front desks for visitors needing directional guidance.

### ***Evaluators: # of leisure tourism initiatives:***

- # of unique visits to [visitsstcharles.com](http://visitsstcharles.com), [scarecrowfest.com](http://scarecrowfest.com), [stcharlescharm.com](http://stcharlescharm.com)*

- # of “bounceback” cards returned from '13 Visitor Guide*

- # of individuals added to leisure dedicated St. Charles database*

- # of individual who “opt-in” to dedicated email distribution list (4-6 eblasts sent annually)*

- # of Facebook friends*

#### IV. RETURN ON INVESTMENT (ROI) CALCULATIONS/RESULTS

As a not-for-profit organization dependent upon public funds (local and state hotel tax revenues) for its existence, the SCCVB is committed to targeting every budget dollar wisely and tracking effectiveness of expenditures as transparently and as thoroughly as is possible. As a destination sales and marketing organization whose activities impact hundred of tourism-related businesses and events within its service area, ascribing a true return-on-investment is next to impossible. The SCCVB does track annual return-on-investment based on three parameters:

**\*Estimated revenue resulting from definite group room nights**

\$262 per room night for M&C  
\$450 per room night for amateur sports/\$512 for professional sports ie PGA  
\$366 per room night for motorcoach  
Multipliers also used by Elgin and Aurora Area CVB's

**\*Conversion from reader response, phone calls, email inquiries**

64%, based on 2011 Temple University Tourism Conversion Study  
Recommend conversion study be completed every five years

**\*Scarecrow Fest estimated visitor spending**, based on intercept surveys and hotel-confirmed overnights, NOT including Fox Valley attendees

\$129 per room night for overnight stays  
\$75 per day visitor  
2006 Multipliers supplied by D.K. Shifflet and Illinois Office of Tourism

Not included in ROI calculations is estimated revenue from marketing exposures, conversion of websites unique visits, nor repeat business/convention servicing activities.

*FISCAL YEAR 2012 Return on Investment*

**\$740,121** – State & Local Hotel Tax Received by Bureau  
\$ 301,104 – 926 new, definite group room nights  
\$ 7,262,248 – Leisure visitor conversion  
\$ 4,765,824 – Scarecrow 2011  
**\$12,329,175** Total Tracked Estimated Spending  
Divided by \$740,121 Bureau Revenue = **\$16.66 ROI**

*FISCAL YEAR 2011 Return on Investment*

**\$708,063** - State & Local Hotel Tax Received by Bureau  
\$ 329,061 – 735 new, definite group room nights  
\$ 5,955,168 – Leisure visitor conversion  
\$ 5,173,086 – Scarecrow 2010  
**\$11,457,315** Total Tracked Estimated Spending  
Divided by \$708,063 Bureau revenue = **\$16.18 ROI**

*FISCAL YEAR 2010 Return on Investment*

**\$742,644** - State & Local Hotel Tax Received by Bureau  
\$1,120,437 – 2337 new, definite group room nights  
\$7,068,400 – Leisure conversion  
\$3,313,890 Scarecrow Festival  
\$11,502,727 Total Tracked Estimated Spending  
Divided by \$742,644 Bureau revenue = **\$15.41 ROI**

## V. CONCLUSION

Though the over-all financial condition of the State of Illinois continues to be less-than-desired, the SCCVB received an increase of nearly \$60,000 in LTCB funds in FY 13 compared with FY 12. Due to the positive trend in hotel revenue, we anticipate the possibility for a small increase again in 2014.

Tracking measures continue to guide us in choosing successful vehicles and maintaining awareness of emerging tourism trends in order that new methods might be adopted. All initiatives outlined within this plan are designed to help the Bureau achieve specific goals which, ultimately, will contribute to the economic climate of the Greater St. Charles Area.

The Bureau continues to foster its relationships with its sister organizations, the St. Charles Chamber of Commerce and the Downtown St. Charles Partnership. Sharing the common goal of economic health and maintaining three distinct missions to achieve same can only help to enrich the area. The SCCVB staff, as well as its engaged Board of Directors, is dedicated to continued focus on its mission to enhance the area's economic health through promotion of its unique, *naturally charming* tourism product.

**SCCVB**  
**FY 2012 and YTD 2013**  
**ACCOMPLISHMENTS**  
**(ROI Spreadsheet Attached)**

Fiscal Year 2012 July 1-June 30, 2012

- \* Generated 63 leads reflecting 21,348 potential room nights – 10% more than FY 11
- \* Booked 926 rooms of NEW business – 26% more than FY 11
- \* Serviced 119 meetings, with 30,571 attendees – 55% more events than FY 11
- \* Sent visitor information to 34,595 potential visitors who've contacted us as a result of our advertising
- \* 486,518 marketing "touches" – up 70% from FY 11
- \* Hosted Fam Tour for seven Chicago-Area meeting planners
- \* Purchased MMX Housing Bureau Software providing "one-stop" event and hotel registration for group clients
- \* Voted "Best CVB in Illinois" (populations 40,000 and under) by readers of IL Meetings & Events Magazine
- \* ROI of \$16.66 per total funding dollar (\$740,121 local & state hotel tax funds)

FY 2013 - Year to Date July 1-March 31, 2013 (4th Quarter - April -June remaining)

- \* Scarecrow Fest feature on NBC's **TODAY SHOW!**
- \* Generated 51 leads reflecting 10,281 potential room nights
- \* Booked 752 rooms of NEW business
- \* Serviced 76 meetings, with 21,235 attendees
- \* Sent visitor information to 19,715 potential visitors who've contacted us as a result of our advertising
- \* Launched mobile sites for visitstcharles.com & scarecrowfest.com
- \* 419,373 Marketing "touches"
- \* Provided two-day site inspection for tour operators from Missouri and the group ales representative with the Illinois Office of Tourism
- \* WILL be featured (before June 30) on Peoria TV station as a summer getaway destination
- \* YTD ROI of \$11.60 per total funding dollar (\$744,666 local & state hotel tax funds)

Annual Leisure Visitor Results  
2006-2013

Greater St. Charles CVB Leisure Marketing Initiatives	FY 2006 7/1/05-6/30/06	FY 2007 7/1/06- 6/30/07	FY 2008 7/1/07-6/30/08	FY 2009 7/01/08- 6/30/09	FY 2010 7/01/09- 6/30/10	FY 2011 7/01/10- 6/30/11	FY 2012 7/01/11- 6/30/12	FY 2013* 7/1/12- 3/31/13
UNIQUE Web Visits	Data Not Available	Data Not Available	161,070	223,773	133,092	220,742	355,184	298,321
TOTAL Non-web Marketing Responses	27,279	20,515	21,012	62,408	109,403	65,031	131,228	121,052
800# Inquiries	4,900	5,059	5,152	4,955	5,148	4,088	3,570	1990
Email Inquiries	2010	1833	2106	2418	1,951	2,077	1,671	578
Print Ad Reader Responses	20,369	13,623	13,754	13,405	26,573	22,204	29,354	17,147
Total 800 # & Reader Responses**	27,279	20,515	21,012	20,778	33,672	28,369	34,595	19,715
**64% Conversion of 800#, Email & Reader Responses to Leisure Visitors	17,459	13,130	13,448	13,298	21,550	18,156	22,141	12,618
**Estimated Day Visitors	8,730	6,565	6,724	6,649	10,775	9,078	11,071	6,309
**Estimated 1-2 Night Stays	5,936	4,464	4,572	4,521	7,327	6,173	7,528	4,290
**Estimated 3-5 Night Stays	2095	1576	1614	1596	2586	2179	2,657	1514
**Estimated 6-10 Night Stays	524	394	403	399	647	545	664	379
**Estimated 11 Nights	174	131	135	133	215	181	221	126
**Total Estimated Economic Impact Range	\$5,726,552-7,751,796	\$4,306,640-5,829,720	\$4,410,944-5,970,912	\$4,361,744-5,904,312	\$7,068,400-9,568,200	\$5,955,168-824,064	\$7,262,248-9,830,604	\$4,138,704-5,602,392

FY 13 reflects 1st three quarters ONLY - 7/1/11-3/31/13

\*\*Based on 2011 SCCVB-commissioned conversion study by Temple University's National Laboratory for Tourism eCommerce

May 22, 2013

Annual Meetings, Motorcoach, Sports Group Sales Results

GROUP SALES & SERVICES Greater St. Charles Convention & Visitors Bureau	FY 2006	FY 2007	FY 2008	FY 2009	FY 2010	FY 2011	FY 2012	FY 2013*
	7/1/05-6/30/06	7/1/06-6/30/07	7/1/07-6/30/08	7/1/08-6/30/09	7/1/09-6/30/10	7/1/10-6/30/2011	7/1/11-6/30/12	7/1/12-3/31/13
TOTAL LEADS GENERATED								
Groups	42	68	91	85	68	80	63	51
Room Nights	9,246	16,547	26,344	18,968	11,130	19,443	21,348	10,281
Attendees	22,363	35,276	26,721	29,648	27,264	29,125	21,288	18,509
Potential Economic Impact in 1000's	\$3,950	\$10,279	\$11,229	\$9,418	\$4,363	\$7,893	\$7,889	\$4,207
Potential Economic Impact	\$3,950,414	\$10,279,416	\$11,228,646	\$9,418,037	\$4,363,093	\$7,893,271	\$7,889,218	\$4,207,484
TOTAL LEADS BOOKED								
Groups	15	21	62	45	37	35	20	29
Room Nights	754	4,485	1,945	470	2,337	735	926	752
Attendees	10,199	9,668	3,644	4,370	9,002	3,119	6213	8145
Potential Economic Impact in 1000's	\$498	\$3,177	\$888	\$352	\$1,120	\$3,290	\$3,001	\$3,915
Potential Economic Impact	\$497,956	\$3,177,154	\$888,300	\$352,407	\$1,120,437	\$329,061	\$301,104	\$391,541
TOTAL CONVENTION SERVICES								
Groups	Data Not Available	32	59	79	103	77	119	76
Room Nights		4,543	9,916	29,506	25,756	11,102	20,954	10,752
Attendees		10,601	41,663	183,584	40,761	28,063	30,571	21,235

FY 2013 reflects only the first three quarters of the year - July 1, 2012-March 31, 2013

RETURN ON INVESTMENT SNAPSHOT	FY 2010	FY 2011	FY 2012	FY 2013* 7/1/12-3/31/13
SCARECROW FEST ESTIMATED NON- FOX VALLEY ATTENDEE SPENDING	\$3,313,890	\$5,173,086	\$4,765,824	\$4,106,322
ESTIMATED LEISURE VISITOR SPENDING	\$7,068,400	\$5,955,168	\$7,262,248	\$4,138,704
GROUP SALES	\$1,120,437	\$329,061	\$301,104	\$391,541
ESTIMATED SPENDING TOTAL	\$11,502,727	\$11,457,315	\$12,329,176	\$8,636,567
ROI from local hotel funding: \$526,500	\$21.85 per local hotel tax \$	21.76 per local hotel tax \$	\$23.42 per local hotel tax \$	YTD \$16.40 per local hotel tax \$
Local & State Funding: FY 10 - \$742,644; FY 11 - \$708,063; FY 12 - \$740,121; FY 13 \$744,666	\$15.41 per state & local hotel tax \$	\$16.18 per state & local hotel tax \$	\$16.66 per state & local hotel tax \$	YTD \$11.60 per state & local hotel tax \$

INITIATIVES NOT INCLUDED IN ROI or TRACKABLE	FY 2010	FY 2011	FY 2012	FY 2013* 7/1/12-3/31/13
Fox Valley Scarecrow Fest Attendees	52,800	87,000	36,000	
Groups/Attendees Served	103 groups/25,756	77 groups/11,102 attendees	119 groups/20,954 attendees	76 groups/10,752 attendees
Conversion of unique website visits	133,092 unique visits	220,742 unique visits	355,184 unique visits	298,321 unique visits
Media exposure - magazine & newspaper editorial, tv & radio mentions	Will be tracked FY 14	Will be tracked FY 14	Will be tracked FY 14	Will be tracked FY 14
Visitors who shopped in stores, dined in restaurants, enjoyed our attractions after reading about them in Faces & Places visitors guide	Untrackable	Untrackable	Untrackable	Untrackable
Business generated by planners who learned about St. Charles from our sales managers and decided to book directly with one of our hotels or venues	Untrackable	Untrackable	Untrackable	Untrackable
Business generated by planners whose events were serviced by the Bureau who decided to rebook for another year Event attendees who decided to stay an extra day OR come back to St. Charles for a leisure getaway	Untrackable	Untrackable	Untrackable	Untrackable

## 2012 SCARECROW FESTIVAL INTERCEPT SURVEY TRACKING INITIATIVES

Sites of surveys – SCCVB Gazebo

1st Street Plaza/Downtown Partnership Info Booth

Lincoln Park Visitor Info Booth

Walking Surveys

\*396 Surveys completed

\*1438 attendees

\*Average # of ppl per party: 3.6

\*18 States : CA, CO, FL, IL, IA, IN, KY, LA, MI, MO, NY, OH, PA, TX, WI, WV, WY

\*6 Countries/Continents: Canada, Columbia, Germany, South Africa, UK, USA

\*217 surveys reflecting 765 attendees (60%) from OUTSIDE the Fox Valley

\*673 (40%) attendees identified from FOX VALLEY

\*352 surveys completed from 1275 IL attendees

\*90 IL communities identified

\*St. Charles PD weekend attendee estimate: 90,000

\*"First Timers"= 127 Surveys, 449 attendees

Sources: 65	Word of Mouth	Favorites: 33 Scarecrows
16	Online	16 Ambience
15	Family	12 Craft Show
9	Newspaper	9 Entertainment
6	Advertising	9 Food
4	Radio	8 Carnival
4	Drive by, signs, banners	7 Everything
3	Today Show	6 Canine Corner
3	Facebook	5 Bungee/Inflatibles
2	Bureau cards/eblasts	4 Kids Activities
		3 MYOS
		3 Petting zoo/pony rides
		1 Photo booth
		8 No response provided

\*"Repeat Visits"= 269 Surveys, 989 attendees

Sources: 125 Repeat	Favorites: 113 Scarecrows*
56 Word of Mouth	32 Craft Show
50 Tradition	30 Ambience
9 Family	20 Food
8 Magazine & Newspaper	16 Carnival
4 Today Show	10 Entertainment
4 Online	7 Canine Corner
4 Drive by, signs, street banners	5 Everything
4 Bureau post card & eblasts	3 MYOS
2 Radio	2 Alcohol-free
2 Advertising	3 Bungee/Inflatibles
1 Facebook	2 Petting Zoo
	1 Kid-friendly atmosphere
	1 Not happy
	1 Shopping
	1 Spreadout Scarecrows
	22 No response

\*One survey included a general statement that numerous attendees commented that scarecrows were too spread out



## OVERNIGHTS

295 x 3.6 ppl per room: 1062 PLUS 5 rooms x 2 ppl per room: 10 visitors

**SURVEYED DAY VISITORS** (not including estimated 40% attendees from Fox Valley):

### DIRECT SPENDING OF SURVEYED GUESTS & HOTEL OVERNIGHTS -

**\$195,663 TOTAL DIRECT SPENDING FROM SURVEYED ATTENDEES**

52,957 estimated day tripper attendance @ \$75	= \$3,971,775
300 hotel room nights	<u>134,547</u>
	\$4,106,322

**Tourism Statistics: Jan Kemmerling, Assistant Deputy Director, Illinois Office of Tourism:**

*Based on estimated spending of \$4,106,322*

*State of Illinois received: \$192,977.13*

**City of St. Charles received: \$98,551.73 in tax revenue**

42 jobs were generated

\*\$129 per day leisure overnight visitor expenditure - D.K. Shifflet & Asso/2006 Visitor Profile

\*\* \$75 per day tripper expenditure – Illinois Office of Tourism

Survey Components	2006	2007	2008	2009	2010	2011	2012	2011-2012 Comparison
Surveys Completed	164	305	222	288	755	1161	386	(765) - 96%
Days of Survey	Sunday am only	Sat & Sun - pm only	Fri-Sat-Sun		Fri (21%); Sat (56%); Sun (23%)	Fri (11%); Sat (37%); Sun (53%)	Fri - Sat - Sun	% n/a
Attendees Represented	408	1129	1154	861	2432/3.28 visitors per survey	4052/3.5 visitors per survey	1439/3.6 per survey	(2614) - 65%
States Represented (including IL)	11	9	9	13	14	16	18	2 - 13%
Countries Represented	1/USA	2/USA & England	USA	USA	USA, Bulgaria, Korea, UK	USA, Mexico, Turkey	6	USA, Canada, Columbia, Germany, South Africa, UK
IL Communities Represented	79	77	78	108	136	142	90	(52) - 37%
% Fox Valley Attendees	20%	42%	43%	27%	44%	48%	40%	-8%
#/% First Time Attendees	65/39.6%	120/39.3%	92/41%	124/42%	272/36%	1638/44%	449/31%	-13%
#/% Repeat Visit Attendees	59/60.3%	185/60.6%	130/60.6%	174/59%	483/64%	647/55%	989/69%	13%
% Surveyed from Illinois	n/a	94%	94%	88%	96%	95%	88%	6%
% Surveyed from Illinois - First Timers	n/a	31%	38%	51%	32%	43%	28%	15%
Top Three Sources for First Timers	WOM, F&F, Bus	WOM, F&F Newspaper	WOM, Newspaper, Internet	WOM, F&F, Scarecrow Brochure	WOM, Internet, Family	WOM, Family, Internet	WOM, Internet, Family	Internet came in 2nd over family
Top Three Sources for Repeat Visitors	WOM, News, F&F	"Tradition", F&F, News	WOM, Tradition, Newspaper	Tradition, WOM, Internet	Tradition, WOM, Newspaper	WOM, Tradition, Repeat	Repeat, WOM, Tradition	Tradition came in 3rd
Room Nights Tracked	27	207	279	191	157	216	300	84 - 39%
Day Trippers Tracked	325	1283	970	DNA	2431	2122	1072	(1050) - 49%
Direct Spending of Surveyed Attendees	\$39,997	\$195,157		DNA	\$173,136	\$255,674	\$195,663	(\$61,011) - 24%
FV Attendees - based on est attd/srvy %	12,000	25,200	43,000	16,200	52,800	87,000	36,000	(51,000) - 59%
Day Trippers (non FV) based on est attd	47,735	34,049	55,042	43,265	66,666	62,244	52,957	(9,287) - 15%
Estimated Visitors Spending	\$3,628,557	\$2,676,935	\$4,259,423	\$3,313,890	\$5,173,086	\$4,765,824	\$4,106,322	(\$659,502) - 14%
Weather			Extremely Hot	2 days rain/cold - Sun nice	3 days - perfect weather	3 days -perfect weather	Thurs Rain, Misty, windy 40 degrees; Sat, Sun sunny, 40's, windy -	WEATHER! Perhaps Main Street Construction?
STC Police Department Est Attendance	60,000	60,000	100,000	60,000	120,000	150,000	90,000	(60,000) - 40%



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May 16, 2013

The Honorable Raymond Rogina and City Aldermen

2 E. Main St.

St. Charles, IL 60174

Dear Raymond Rogina and City Alderman:

We would like to show our support for the St. Charles Visitor's and Convention Bureau as a thank you for all of the things they have done, and are currently working on, to bring in revenue for the city and the various businesses here. These days people don't travel "just to get away;" they travel for a purpose, and the Visitor's Bureau is giving people a purpose to travel to Saint Charles. They are constantly trying to bring in more events to town, whether it is a business conference or sporting event, etc. I know we receive many proposals for potential business because of their hard work. They are helping to keep our doors open and staff employed in a shaky industry and uncertain economy.

We ask that you consider their proposal carefully, because what they do has a ripple effect on the economy of St. Charles. We want that outcome to be positive for all of its businesses and citizens, as I know you do.

Sincerely,

Best Western Inn of St. Charles

Arpit Patel

General Manager

Atul Patel

Owner



05/15/13

To Whom It May Concern:

I would like to take this opportunity to express how grateful we are to have the St. Charles Visitor's Bureau. They do an excellent job promoting and supporting the City of St Charles. For them, it is not so much a "job", because they care so much for the city and its success. This is especially shown by their leader, Amy Egoff. She is constantly thinking of ways to attract more travelers to this wonderful destination and help businesses all around.

Their quarterly hotel meetings help keep us in loop of everything happening within the city. Their annual Visitor's Guide book is an exceptional reference for my guests to use to find local restaurants, shopping, and fun events. The annual Scarecrow Fest is fun for all and puts the City of St. Charles on the map.

Please accept this letter as support coming from a business who strongly believes it is critical to have a Visitor's Bureau like ours in order to be successful.

Barbara Merigold

A handwritten signature in black ink, appearing to be "Bar", enclosed within a circular scribble.

General Manager



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May 17, 2013

Dear Mayor Rogina and the Aldermen of the City of St Charles,

The Fairfield Inn & Suites has been in partnership with the St Charles Convention & Visitors Bureau since its opening in 2011. I have worked with Amy & her team for the last three years since I started here at the Fairfield.

The St Charles Convention & Visitors Bureau has continued to generate leads for various market segments including leisure, sports, association and convention on behalf of the Fairfield Inn & Suites and the other hotels in St Charles. In addition I have listed a few of the other areas the CVB continues to assist the hotels in St Charles with.

- Organized & executed sales blitzes to feeder cities to bring awareness of St Charles and what it has to offer.
- The hotel committee meetings that the bureau organizes are very informative and great for keeping the communication channels open within St Charles hotels.
- Offering great advertising opportunities for us in the St Charles visitor's guide.
- The online presence and social media efforts of the Bureau continue to bring awareness of St Charles as a destination and align with our hotel specific social media strategy.
- Constant communication with our hotel to ensure that we are aware of all local events.

In the three years I have been working with them everyone at the St Charles CVB has been professional, helpful, and constantly looking for ways they can support us in our strategies and goals. They are a true asset to our city. I speak on behalf of both my team at Fairfield Inn & Suites and our ownership in thanking the St Charles Convention & Visitors Bureau for their continued dedication to the City of St Charles and its tourism.

Sincerely,

Alison Papini

General Manager



St. Charles Hampton Inn & Suites 2875 Foxfield Rd., St. Charles, IL 60174

tel: 630.584.0222  
fax: 630.584.0215

May 21, 2013

To Whom It May Concern;

The St. Charles Convention and Visitors Bureau is the common thread that binds all aspects of tourism together for our city by facilitating the connection between area attractions, shops, and restaurants with our local hotels. The Bureau's marketing campaigns, sales collateral, their website, and our quarterly Hotel meetings are all centered around offering visitors to our city a complete and unique tourism experience.

We also benefit from the creativity of the Bureau's team as they are constantly evolving and attracting interest from new pieces of business that bring exposure to our city from market segments that may not have ever considered St. Charles as a destination for their business or event.

I consider everyone on their staff to be an extension of our property's sales team. They have the ability to showcase the city of St. Charles to individuals and organizations that we would not otherwise be able to reach, and for a small property such as mine, that assistance is priceless.

And most importantly is the leadership that Amy Egolf provides to her team. She has a clear understanding of the Bureau's role in our community and a passion for promoting St. Charles and all of the wonderful attributes our city has to offer. Her dedication to, and support of, our community should not go unnoticed.

Your time is valuable, and I could write a book on the importance of the team at the St. Charles CVB, so please feel free to contact me at anytime, as it would be my pleasure to further elaborate on how the efforts of these hardworking individuals are an asset to every business in our great city.

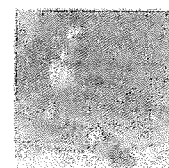
Kindly ~

Teri DeLee

General Manager

Direct Phone (630) 338-4037

[teri.delee@hilton.com](mailto:teri.delee@hilton.com)



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ST. CHARLES

May 17, 2013

The Honorable Mayor and City Councilmen of St. Charles,

I and my staff have had the distinct privilege of working with Amy and her team at the St. Charles Convention and Visitor's Bureau for approximately one year since I became the General Manager at the Holiday Inn Express. In all of our interactions I have found them to be most professional and at all times conducting themselves with the highest interests of St. Charles in mind. They serve a vital function not only in promoting tourism to our town but also in providing the utmost of assistance to all of the hotels they serve.

There have been other Visitors Bureaus with whom I have worked in the past, and my experience with many of them is that they focus on a small number of hotels in a particular location. Whether through design or neglect the perception is that they provide the lion's share of leads to only those hotels. I have seen that this is clearly not the case with the St. Charles CVB, and when leads for room nights are generated everyone is given an equal opportunity to try and win that business without preference. As a hotelier I can ask for no more than that, and further appreciate that Amy and everyone on her staff is always available to work with the hotels in any way possible.

In your deliberations and budgeting processes for the next and each successive year I believe it is imperative that you strongly fund the CVB so that they may continue the excellent work that they do that will only inure to the benefit of the residents of this community.

Thank you,

A handwritten signature in cursive script, appearing to read 'Robert Frejlich'.

Robert Frejlich  
General Manager



May 20, 2013

To Whom It May Concern:

We have had the pleasure of working with Amy Egolf and the St. Charles Convention and Visitors Bureau for the past several years. We have experienced firsthand the hard work, focus and determination Amy and her team put forth in the work they do for us and the community as a whole. The St. Charles Convention and Visitors Bureau team always has a professional & positive attitude while always keeping the best interest of St. Charles top of mind.

We take pleasure in writing this recommendation for Amy and her team. Our confidence in this bureau continues to grow and thrive with each year that passes. For this we highly recommend the St. Charles Visitors Bureau and are deeply thankful for their partnership.

Sincerely,

Tim Foley, General Manager

&

Jeanne Hahn, Director of Sales and Marketing

Pheasant Run Resort

4051 East Main St.

St. Charles, IL 60174

[tfoley@pheasantrun.com](mailto:tfoley@pheasantrun.com)

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May 20, 2013

Mayor Raymond Rogina and Aldermen, City of St. Charles:

This letter is written to endorse the work of the dedicated professionals who comprise the staff of the St. Charles Convention and Visitors Bureau.

I have had the distinct privilege to serve as a CVB Board Member the past few years and to work closely with the CVB the past twenty-four years as a member of the management team at Q Center. During my tenure I have been uniquely involved in all aspects of the CVB's efforts to promote St. Charles businesses, particularly those in the hotel and restaurant segments. First and foremost, St. Charles is a great place to live and work. As you know the community has so much to offer our residents and visitors. Great location, family-friendly environment, great school system, parks, recreational venues, retail shopping, restaurants, neighboring communities, access to Chicago, ...to name a few. But it's the people of St. Charles that make all these wonderful attributes come to life as a desirable location to live and raise a family.

The staff members of the St. Charles CVB are great ambassadors of the community. They are committed to the growth and development of the businesses and community they represent. They work very hard to achieve their goals and objectives. They conduct themselves in a warm friendly manner that reflects the "natural charm" of our residents and community. The Bureau is a wonderful resource and it is a pleasure to work closely with them.

Sincerely,

Thomas J. Donahue  
Q Center – General Manager





*Be Our Guest.*

COUNTRY INN & SUITES BY CARLSON  
ST. CHARLES, IL

Dear Mayor and Alderman of the City of St. Charles,

I realize it is that time of year again to review budgets and allocation of funds. As an hotelier and a resident of St Charles I am writing to ensure that any of the funding allocated for the Convention and Visitors Bureau remains intact.

I have been in the hotel industry for over 20 years and always been grateful when I find myself with strong and engaging County CVB. I am sure you can imagine my delight to be fortunate to have such a CVB in my own city.

In this day and age I realize budget cuts are a necessity in all avenues of business. But with the downward spiral happening in the hotel industry, and other businesses as well, this is not the time to cut back but to put all of our efforts behind the CVB to ensure the economic health of all trades within our city.

I am in a slightly different position than my counterparts as I see the value of a CVB from the residential side as well as I have been a resident of St Charles for over ten years. I am saddened every day I see another independent business close their doors as this is the back bone of what makes St Charles what it is. Through the CVB's diligent efforts to uncover new commerce and attract it to St Charles, they ensure the sustainability of all of our ventures – big and small.

Although the effects of whatever decision you make will not be seen immediately - for good or bad they will be realized a few years from now. The only way we will succeed is that if St Charles remains a thriving city that draws businesses, conventions and social markets alike to our city. The CVB is integral in that goal and sustaining all of our financial futures.

I know the difficulties you face every year in allocating funds but I implore you to continue the support of the CVB for many years in the future – our financial futures depend on it.

Thank you for your consideration.

Sincerely,

Kimberley Nosko  
General Manager  
Country Inn & Suites St Charles  
155 38<sup>th</sup> Avenue  
St Charles IL, 60174  
630-587-6564  
[Cx\\_schl@countryinns.com](mailto:Cx_schl@countryinns.com)



Dear Mayor Rogina,

As a representative of a hotel in the historical river front community of St. Charles, Illinois I am honored to say that our Convention & Visitors Bureau has generated business for over 30 years to our community. Our bureau, named "#1 Bureau in Illinois 2011" has continued to build our economy in the leisure travel market, business, sports and convention business. It is imperative that our bureau receive proper funding needed to continue their successes.

As a Hilton Garden Inn hotel offering 120 Guest Rooms as well as Expo Space, and a Training Center we would be directly affected should our bureau not receive appropriate funding needed to generate business to the St. Charles Illinois community. Much of our own success comes from the hard work and dedication of these individuals. I can only hope that you take time to review past history of our bureau, how well previous dollars had been spent and the impact that St. Charles would have if the money was not there to properly do their jobs.

Best Regards,

HILTON GARDEN INN ST. CHARLES

A handwritten signature in black ink, appearing to read "Vinny Bucci". The signature is stylized with a large loop and a long horizontal stroke.

Vinny Bucci  
General Manager