



ST. CHARLES  
SINCE 1834

## AGENDA ITEM EXECUTIVE SUMMARY

Title: Recommendation to approve funding for the Downtown St. Charles Partnership (DSCP) in the amount of \$250,500 for Fiscal Year 2014-2015

Presenter: Chris Minick, Finance Director

*Please check appropriate box:*

	Government Operations		Government Services
X	Planning & Development (04/14/14)		City Council
	Public Hearing		

Estimated Cost:	\$250,500	Budgeted:	YES	X	NO
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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 and financial status.

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 (\$263,500) and represents all of the proceeds from SSA 1B for the 2013 tax levy to be collected in 2014.

### Attachments: *(please list)*

2014-2015 Summary of Work – Goals and Objectives  
DSCP Budget 2014-2015

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

Recommendation to approve funding for the Downtown St Charles Partnership in the amount of \$250,500 for Fiscal Year 2014-2015.

*For office use only:*

*Agenda Item Number: 3a*

# **Fiscal Year 2014-2015**

## **Summary of Work**

### **Goals and Objectives**

The Downtown St. Charles Partnership has built a program of work focused on enhancing the economic viability of the business and property within the downtown business district, and will continue to build on our recent successes. We will continue to support and complement the efforts of the City of St. Charles, providing additional resources for the downtown district, centered on the following areas: Marketing and Promotions, Business Development and Education, and Downtown Events.

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#### ***Marketing & Promotions***

**Goal:** Execute rollout of brand strategy, resulting in brand awareness among St. Charles constituents and surrounding communities

**Services:**

- Work in partnership with the City of St. Charles to develop and execute a marketing and communications plan for introducing the new brand.
- Through an RFP process, assess and recommend a third-party partner for creative development and execution.
- Utilize all community communications outlets for brand messaging.
- Put a team in place to develop and oversee brand management.

**Goal:** Build on our collaboration and partnership with the city's Economic Development Department in order to maximize resources and programming for the benefit of downtown.

**Services:**

- Partner with ED to develop an advertising campaign aimed at shopping, dining, entertainment and recreation in downtown St. Charles during the holiday season.
- Conduct regular business retention visits, with representation from the DSCP and ED.
- Collaborate with ED to develop a system for meeting with new businesses opening in downtown St. Charles.
- Communicate with ED regularly in the interest of information sharing and collaboration, where appropriate.

**Goal:** Drive traffic into downtown businesses through promotion programs.

**Services:**

- Organize the third annual Jazz Weekend in September 2014.
- Organize the second year of STC Live!, pairing downtown businesses and local talent in order to create activity and vibrancy downtown.
- Organize Art Around the Corner, starting the weekend of the Fine Art Show.
- Organize a winter promotion, such as an Indoor Sidewalk Sale, to promote shopping during the retail off-season.

**Goal:** Support the marketing efforts of our downtown businesses through our communications channels, marketing and promotions.

**Services:**

- Update the following materials in order to provide more up-to-date information about downtown amenities:
  - Downtown Business Directory
  - Bike Maps
  - Parking Kiosks
- Regularly update our website and ensure it is mobile-friendly for ease of use by consumers.
- Grow our e-newsletter and Facebook audiences, with a continued emphasis on shopping, dining, entertainment and recreational opportunities downtown.

**Goal:** Improve the image of downtown St. Charles through regular, positive communications about business openings, milestones, improvements; downtown promotions and activities; and other positive, newsworthy information.

**Services:**

- Distribute regular press releases to local media about local business achievements.
- Provide press releases and story ideas which highlight shopping, dining, and entertainment amenities and options downtown.
- Deliver regular press releases regarding downtown events and promotions.

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## ***Business Development & Education***

**Goal:** Have regular communication with DSCP constituents about the DSCP program of work, educational and marketing opportunities, and business and property owner needs.

**Services:**

- As mentioned on page one, staff will continue conducting regular business retention visits as a touch point for connecting with our constituents, taking the pulse of the business community, and addressing questions or concerns of business owners.
- Meet with new downtown business owners as soon as possible to get them engaged in the downtown business community, provide information on opportunities, and begin marketing support.
- Distribute our Business Newsletter every other week, providing information on advertising and marketing opportunities, links to educational information and Talking Points for front line staff about downtown. We will include an opportunity for downtown businesses to share business-to-business ads, promotions and information as a means to communicate with their local target market.
- Conduct surveys with downtown businesses to assess their education and marketing needs, which will drive future DSCP programming, as needed.
- Coordinate outreach with commercial and residential realtors to provide information on downtown assets, driving the potential for increased occupancy and interest in St. Charles for businesses and residents.

**Goal:** Provide educational opportunities for our downtown business owners as a way to support retention efforts downtown.

**Services:**

- Organize five Business Exchanges during the course of the year, with content being driven by feedback from our business and property owners.
- Continue our *Retail Minded* Partner Program, delivering four electronic magazines and eight business tools throughout the year.
- Provide small group training to support our downtown business community.
- Continue the Mystery Shopper program, providing an opportunity for business owners to receive unbiased feedback on their individual businesses' strengths, weaknesses and opportunities for improvement.

- Oversee the Storefront Improvement Grant, providing regular reminders about this program on new business and retention visits, as well as in our Business Newsletter.

**Goal:** Support the city and property owners' efforts to attract new businesses downtown.

**Services:**

- Provide window panels for vacant storefronts, promoting shopping, dining, entertainment and recreation downtown.
  - Meet with prospective business owners, when appropriate, to share information on support services available through the Downtown St. Charles Partnership.
  - Ensure that property owners are receiving regular communications.
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## ***Events***

**Goal:** Facilitate the Event Review process for new events proposed for downtown, ensuring that event components are consistent with our brand.

**Services:**

- Add information and questions to the application to ensure that the event concept and execution supports the downtown brand.
- Work with event organizers to better align the event with our brand, when necessary.
- Provide prospective event organizers feedback on how to most effectively work with downtown businesses to ensure a mutually beneficial experience.

**Goal:** Produce events that have a positive impact on the economics and/or image of downtown St. Charles.

**Services:**

- Organize the Fine Art Show, Holiday Homecoming, and St. Patrick's Parade with funding from sponsorships and other related event fees.
  - Provide business owners with ideas on how to best capitalize on foot traffic created by the events.
  - Facilitate partnerships between sponsors and businesses, where appropriate.
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Downtown St Charles Partnership, Inc  
Profit Loss Budget vs. Actual  
May 1, 2013 through April 30, 2014

	<u>Budget</u> <u>FYE 15</u>
<b>Income</b>	
<b>Income operating</b>	
4000 - SSA-1B Revenues	253,200
4000.00 - Investor Dues	
4000.01 - Diamond Fox	
4000.02 - Platinum Fox	
4000.03 - Gold Fox	
4000.04 - Silver Fox	
4000.05 - Bronze Fox	
4000.06 - Family	
4000.07 - Non- Profit	
4000.00 - Investor Dues - Other	27,000
<b>Total 4000.00 - Investor Dues</b>	<u>27,000</u>
4000.10 - Miscellaneous Revenues	-
4090 - Interest Revenues	50
<b>Total Income operating</b>	<u>280,250</u>
<b>Project Income</b>	
<b>Business Development&amp;Education</b>	
4110 - Public Art	
4110.05 - Note Cards	-
4110.06 - Snow Globes	-
4110.02 - Trinket Boxes	1,200
<b>Total 4110 - Public Art</b>	<u>1,200</u>
4200 - Grant Programs - Historical Markers	-
4201 - Education Curriculum	-
<b>Total Business Development&amp;Education</b>	<u>1,200</u>
<b>Marketing &amp; Promotion Committee</b>	
4330 - Holiday Home Homecoming Revenue	
4330.00 - Sponsorship - General	23,000
4330.05 - Business Entry	2,125
<b>Total 4330 - Holiday Home Homecoming Revenue</b>	<u>25,125</u>
4350 - Fine Art Show Revenues	
4350.02 - Sponsorships	8,000
4350.05 - Booth Fees	41,000
4350.06 - Jury Fees	6,300
<b>Total 4350 - Fine Art Show Revenues</b>	<u>55,300</u>
4351 - St. Patricks Day Parade Revenues	

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	<u>Budget</u> <u>FYE 15</u>
4351.01 - Sponsorships	17,500
4351.03 - Business Entry Fees	2,500
4351.05 - Political Entry Fees	1,250
4351.06 - Fundraising	300
<b>Total 4351 - St. Patricks Day Parade Revenues</b>	<u>21,550</u>
<b>Total Marketing &amp; Promotion Committee</b>	101,975
<b>Total Project Income</b>	<u>103,175</u>
<b>Total Income</b>	<u>383,425</u>
	383,425
<b>Expense</b>	
<b>Operations</b>	
5020 - Equipment Leasing & Rental	1,300
5021 - Software/Technology Fees	2,000
5023 - Equipment Purchases	500
5025 - Professional Developmt/Travel	1,750
5028 - Dues, Memberships	
5028.02 - Kiwanis	510
5028.03 - Rotary	
5028.06 - STC Chamber	100
5028 - Dues, Memberships - Other	-
<b>Total 5028 - Dues, Memberships</b>	<u>610</u>
5029 - Magazine, Newspapers etc.	275
5034 - Insurance & Bonding	
5034.00 - General Liability	4,471
5034.01 - Workers Compensation Insurance	791
5034.03 - Umbrella	
5034.04 - Auto Insurance	197
5034 - Insurance & Bonding - Other	-
<b>Total 5034 - Insurance &amp; Bonding</b>	<u>5,459</u>
5035 - Accounting Services	10,250
5038 - Event Fees	1,200
5039 - Repairs & Maintenance	500
5040 - Office Supplies	2,000
5041 - Printing/Photo Processing	750
5042 - Postage	750
5043 - Miscellaneous	1,500
5044 - Office Furniture	

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	<u>Budget</u> <u>FYE 15</u>
<b>5049 - Bank Service Charge</b>	
5049 - Bank Service Charge - Other	50
5400.13 - Annual Meeting Expense	500
5400.14 - Annual Report	250
<b>Total Operations</b>	<u>29,644</u>
 <b>Personnel</b>	
5010.01 - Salaries and Payroll Expense	185,500
5010.05 - Contractor/IT	5,000
5010.06 - Payroll Tax Expense	19,584
<b>Total Personnel</b>	<u>210,084</u>
 <b>Project Expenses</b>	
<b>5110 - Public Art</b>	
5100.01 - Bridge Flower Program	3,750
5100.07 - Grant Program - Historical Markers	-
5110 - Public Art - Other	5,827
<b>Total 5110 - Public Art</b>	<u>9,577</u>
 <b>5200 - Business Development/Education</b>	
5200.03 - Signage/Awning Program	5,000
5200.05 - Workshops & Training (Business Exchanges)	2,500
5206 - Vacant Storefront Panels	-
5xxx - Retail Minded	2,000
5xxx - Residential Realtor Program	1,000
5xxx - Parking Map	-
5xxx - Secret Shopper	900
<b>Total 5200 - Business Development/Education</b>	<u>11,400</u>
 <b>5300 - Marketing &amp; Promotion Committee</b>	
<b>5301 - Downtown STC Marketing</b>	
5301.00 - Advertising	11,400
5301.18 - Promotions	3,600
5301.21 - Shop Local	-
5900.03 - Bike Map	1,800
5315 - Kiosks	2,000
5xxx - Website - Mobile App	1,200
5xxx - Photography	500
5xxx - Directories	2,500
5xxx - Branding	10,000
5301 - Downtown STC Marketing - Other	-
<b>Total 5301 - Downtown STC Marketing</b>	<u>33,000</u>



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	<u>Budget</u> <u>FYE 15</u>
<b>5312 · Sponsorships</b>	
5312.06 · Sculpture In the Park	500
<b>Total 5312 · Sponsorships</b>	<u>500</u>
<b>5330 · Homecoming &amp; Electric Parade</b>	
5330.01 · City of St Charles	8,000
5330.02 · Professional Floats	-
5330.05 · Horse Drawn Sleigh	-
5330.xx · Paid Elements	4,655
5330.xx · Video/Photography	550
5330.xx · Banners	400
5330.08 · Those Funny Little People	-
5330. · Marketing Materials	550
5330.13 · Advertising	5,100
5330.14 · Explorer Party	
5330.17 · Miscellaneous	400
5330.19 · Float Awards	
5330.xx · Santa Fees	2,000
5330.xx · Logistics	2,500
5330.23 · Santa House	-
5330.25 · Volunteer Acknowledgments	600
5330.26 · Sound System	-
<b>Total 5330 · Homecoming &amp; Electric Parade</b>	<u>24,755</u>
<b>5350 · Fine Art Show</b>	
5350.00 · Judges	600
5350.01 · Artist's Lunches	3,500
5350.02 · Security	750
5350.03 · Artist's Awards	6,200
5350.04 · Banners	1,000
5350.05 · Hydro Ports and Dumpster	-
5350.06 · Tents	2,500
5350.08 · Advertising	18,000
5350.09 · Printing	4,000
5350.12 · Volunteer Expenses	500
5350.14 · Transportation/Trolley	2,500
5350.xx · Preview Party	1,000
5350.15 · Purchase Award Program	500
5350.16 · Music/Entertainment	2,000
5350.xx · Graphic Design	600
5350.xx · Labor	1,000
5350.xx · Contingency	500
<b>5350 · Fine Art Show - Other</b>	<u></u>

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	<u>Budget</u> <u>FYE 15</u>
<b>Total 5350 - Fine Art Show</b>	45,150
<b>5360 - Jazz Weekend</b>	
5360.01 - Printing	350
5360.xx - Music Stipend	1,400
5360.xx - Advertising	1,600
5360 - Jazz Weekend - Other	
<b>Total 5360 - Jazz Weekend</b>	<u>3,350</u>
<b>5351 - St. Patricks Parade</b>	
5351.01 - Advertising	
5351.02 - Marketing	
5351.03 - Sponsors	
5351.04 - Other	
5351.06 - Paid Elements	
5351.07 - Sponsor Banners	
5351.08 - Logistics	
5351 - St. Patricks Parade - Other	21,500
<b>Total 5351 - St. Patricks Parade - Other</b>	<u>21,500</u>
<b>Total 5300 Marketing Committee</b>	128,255
<b>5400 - Organization</b>	
5400.04 - Investor Cultivation/Retention	2,000
5400.06 - Volunteer Recruitment	2,250
5400.17 - Annual Strategic Planning Sessi	1,500
5400.18 - Business Awards & Recognition	500
5xxx - Student Rep Program	200
5xxx - Stakeholder Engagement	250
5400.22 - Sponsorship Cultivation	1,200
<b>Total 5400 - Organization</b>	<u>7,900</u>
<b>Total Project Expenses</b>	<u>157,132</u>
<b>Total Expense</b>	<u>396,860</u>
	<u><u>(13,435)</u></u>