



AGENDA ITEM EXECUTIVE SUMMARY

Title:	Recommendation to Approve a Funding Request for The St. Charles Arts Council for Event Advertisement (Charlie’s Center for the Arts – ALL of the ARTS, ALL over TOWN)
Presenters:	Elizabeth Bellaver Matthew O’Rourke

Please check appropriate box:

	Government Operations		Government Services
X	Planning & Development (6/9/14)		City Council

Estimated Cost:	\$2,500	Budgeted:	YES		NO	X
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If NO, please explain how item will be funded:

Executive Summary:

For the third year, the St. Charles Arts Council (in partnership with the St. Charles Park District) has organized the (Charlie’s Center for the Arts – ALL of the ARTS, ALL over TOWN) event. This event features visual art galleries/studios, film, music, literature (spoken word performances), dance, and live theater at various venues throughout St. Charles. (See attached funding request for full details of the event).

In the previous two years, the Art’s Council has received funding assistance to help promote and advertise the event from the City’s Economic Development Department. The Arts Council received \$5,000 in the first year and \$2,500 in the second year. The Arts Council is requesting \$2,500 in funding assistance for this year’s event. These funds are used exclusively to run print and online advertisements in major Chicago area publications. Details of the advertisement campaign are as follows:

- Chicago Tribune: 3 major ads in the Chicago Tribune (front page strip in the A & E section and Sunday Magazine.
- Trib Local: full back page of Trib Local and 5 online ads.
- Daily Herald: 11 major ads in the Daily Herald.
- Kane County Chronicle: 5 ads in the print and online editions.
- All ads will feature the City of St. Charles logo.

These ads will advertise the event and at the same time the City of St. Charles. This broad advertising approach will help raise both the event’s and the City of St. Charles’ regional profiles.

Attachments: *(please list)*

St. Charles Arts Council Funding Request
Examples of Advertisements

Recommendation / Suggested Action *(briefly explain):*

Recommendation to Approve Funding Request for the St. Charles Arts Council for event advertisement (ALL of the ARTS, ALL over TOWN)

<i>For office use only:</i>	<i>Agenda Item Number: 3b</i>
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Charlie's Center for the Arts Event –



The St Charles Arts Council, in partnership with the St. Charles Park District, organizes an annual All-City, All-Arts Event – **Charlie's Center for the Arts – ALL of the ARTS, ALL over TOWN**. This year, the **Charlie's** event will run from Thursday, September 11 to Sunday, September 14. It will encompass venues all over the city that will feature visual art galleries/studios, film, music, literature (spoken word performances), dance, and live theater. **Charlie's** also features the programming of our Arts and Civic Partners, such as Steel Beam Theatre, Fox Valley Repertory, Water Street Studios/PrintLab, the Norris Cultural Arts Center, the Park District, the Library and the Downtown St. Charles Partnership.

The SCAC and our Arts and Civic Partners held the first “concept” **Charlie's** at the Charlestowne Mall in September, 2012. At that time, it appeared as though the mall's owners were not going to follow through with their plans to develop the site, and the city was becoming progressively more concerned about the property. We made a presentation to the mall Event Manager about the basic concept for **Charlie's** – to take multiple storefronts (we ended up using 14 of them) – and converting them into what was essentially a “pop-up” arts center. The City's Economic Development Department was very pleased that we had been able to get an agreement with the mall to put this program together, and agreed to contribute \$5,000 for event promotion – with the caveat that the money was only to be used for print advertising. We advertised in the Chicago Tribune, TribLocal, Kane County Chronicle, and Daily Herald.

In September, 2013 – the inaugural year for the current **Charlie's** template (which is both a modified and expanded version of what we did in the mall) – featuring ALL of the ARTS, ALL over TOWN (the event tag line), the Economic Development Department once again agreed to provide \$2,500 for event promotion, and as before, it was only to be used for print advertising. We purchased 3 major ads in the Chicago Tribune (front page strip in the A & E section and Sunday Magazine, and full back page of TribLocal) and 5 online ads, 11 major ads in the Daily Herald, and 5 ads in the Kane County Chronicle print and online editions. The total cost for these ads was \$3,217.37. The SCAC picked up the additional \$717 from the event promotional budget, which was a total of \$7,950.

The St Charles Arts Council is again requesting \$2,500 from the Community & Economic Development Department for print advertising for the event, principally for coverage outside of St. Charles, as part of the overall effort to make the event a cultural tourist attraction.

Why the City of St. Charles should fund this promotion:

1. This advertising will be for the event, but also for the city *MO1.
2. The event has great potential to become a cultural tourist attraction, due to the depth and breadth of event venues and artistic disciplines. One of **Charlie's** Featured Events is the Jazz Age Party in the Park, which has widespread arts and entertainment appeal.
3. Cultural tourists spend twice as much as local tourists *MO2.

4. The event also has great potential for the city because its depth and breadth will add “arts and culture destination” to the list of things for which the city is noted. The payoff for this “brand” in terms of community development and engagement is significant. See attached information from the groundbreaking Gallup study, SoulOfTheCommunity.org.
5. The SCAC is partnered with arts-based businesses and civic entities that have a “piece” of the arts in STC. See the attached “About *Charlie’s*” PDF.
6. In its second year, the event is already drawing requests to participate from arts-based groups in Chicago, Elgin, Naperville, and DeKalb. *Charlie’s* will include seven new programs this year, plus expanded programming from Arts Partners such as the Fine Line and Norris Cultural Arts. Gaining traction as a desired venue with artists/arts groups is a strong precursor to gaining event attendees.

The SCAC has requested funding from the Visitors and Cultural Commission for this fiscal year. However, we feel that the request we submitted to the VCC is entirely different than this specific request for print advertising for a major arts event. The VCC 2014/2015 request is SCAC Mission Direct, and is divided into two basic categories. The requested funds are for what our mission calls “tangible support to artists” – paying both professional and student artists for their artwork/performance. And for an independent contractor who will develop and execute an intensive social media program for the SCAC and all of our Arts Partners (both individual and largely underserved visual artists, as well as arts-based businesses and schools) throughout the year – what our mission calls “support to existing arts-based businesses”.

Some of our Arts and Civic Partners who have programming in the 2014 *Charlie’s* event:





The St Charles Arts Council, in partnership with the St. Charles Park District, has organized an All-City, All-Arts Event – **Charlie's Center for the Arts – ALL of the ARTS, ALL over TOWN**. The **Charlie's** event will run from Thursday, September 11 to Sunday, September 14. It will encompass venues all over the city that will feature visual art galleries/studios, film, music, literature (spoken word performances and storytelling), dance, live theater, and as much Arts Programming as we can pack into a long weekend. **Charlie's** also features the programming of our Arts Partners, such as Steel Beam Theatre, Fine Line Creative Arts Center, Fox Valley Repertory, Water Street Studios/PrintLab and the Norris Cultural Arts Center, and our Civic Partners, such as the Park District, the Library and the Downtown St. Charles Partnership.

<u>Event Organizer/Sponsor</u>	<u>Event Title</u>	<u>Location</u>	<u>Date(s)</u>
St Charles Arts Council	<i>Charlie's Art Show</i>	Multiple venues	13, 14
St Charles Arts Council	neXt gallery	Multiple venues	11, 12, 13, 14
Cedar Avenue Studios	Open House	1020 Cedar Avenue	13, 14
Steel Beam Theatre	<i>Almost Maine</i>	Steel Beam Theatre	12, 13, 14
Fox Valley Repertory	<i>Brighton Beach Memoirs</i>	Pheasant Run/FVR Main Stage	11, 12, 13, 14
Fine Line Creative Arts Center	Kavanagh Gallery – Layers Collage Show	Fine Line Creative Arts Center	12, 13, 14
Downtown St. Charles Partnership	Jazz Weekend	Multiple venues - Downtown	11, 12, 13, 14
St. Charles Park District	Sculpture in the Park	Mt. St. Mary Park	11, 12, 13, 14
St. Charles Park District	The Art of Nature	Hickory Knolls Discovery Center	11, 12, 13, 14
SCAC/Library/Russ Devereaux	GrassRoots Literary Showcase	TBA	13
St. Charles Public Library	Literature Programming	St. Charles Public Library	14
Norris Cultural Arts	Art Show	Gallery – Norris Cultural Arts Center	13, 14
PrintLab/Water Street Studios	Awesome Art Afternoons and Demonstrations	PrintLab – 117 W. Main Street	11, 12, 13, 14
All Things Art Studio	Art Classes and Demonstrations	All Things Art Studio	12, 13
Tri-City Swing/SCAC/Park District	Jazz Age Party in the Park	Pottawatomie Park and Pavilion	14
St Charles Arts Council/Milan Shah	Film App Festival presents the cult classic “Night of the Living Dead”	Arcada Theatre	11
	Indie Films	Baker Community Center	13
SCAC/Bart Woodstrup	Interactive Video Projection Project	Downtown venue	11, 12, 13, 14
Cultural Connection	A Gallery of Nature	Wasco Nursery and Garden Center	11, 12, 13, 14
SCAC/Park District	Concerts in the Park at Charlie's	Lincoln Park	11

For more information, click on the web site's [Events](#) page, call the SCAC at 630.443.3794 or email us at info@StCharlesArtsCouncil.org.

ALL of the ARTS • ALL over TOWN



**Multiple venues ALL over St. Charles featuring
Art Shows, Exhibitions & Galleries
Film Festivals & Interactive Projection Project
Music
Spoken Word Performances
Dance**

September 11-14, 2014

For info, venues, events & schedules:

StCharlesArtsCouncil.org

or call **630-443-3794**



**Featuring
Jazz Age Party
in the park**

●
Pottawatomie Park



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