



ST. CHARLES  
SINCE 1834

## AGENDA ITEM EXECUTIVE SUMMARY

Title:	Presentation for Discussion and Feedback Regarding Adirondack Chair Promotion “Chair-ity Event”
Presenter:	Rita Tungare Lynne Schwartz, Downtown St. Charles Partnership

*Please check appropriate box:*

<input checked="" type="checkbox"/>	Government Operations- 11/17/14		Government Services
	Planning & Development		City Council
	Public Hearing		

Estimated Cost:	\$ 0.00	Budgeted:	YES		NO	
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If NO, please explain how item will be funded:

**Executive Summary:**

Lynne Schwartz of the Downtown St. Charles Partnership and I will present information on a promotion that the DSCP is organizing for the summer of 2015. Businesses, community groups and individuals will decorate Adirondack chairs which will be placed throughout downtown St. Charles from Memorial Day weekend through Labor Day.

The purpose of the event is to: provide incentive for people to come downtown; further explore and enjoy all areas of the central business district; and lengthen the time they spend downtown, providing further opportunities for positive economic impact to the downtown businesses.

Participants may opt to donate the chair for auction, which will take place online for the duration of the event. Proceeds will cover all upfront costs, with the remainder going toward furthering other economic development efforts within our downtown. We are currently exploring options to ensure we make the most impact with that money.

The DSCP will continue working with City staff on the logistics during the next few months.

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

Program Overview; Entry Form; Map with Suggested Locations; Chair Samples

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

Presentation for discussion and feedback regarding Adirondack Chair Promotion “Chair-ity Event”.

*For office use only:*      *Agenda Item Number: 4a*



## **Downtown St. Charles Adirondack Chair-ty Event Program Overview**

### **What is it?**

The Chair-ity Event is a downtown St. Charles, outdoor, public art exhibition sponsored by the Downtown St. Charles Partnership. We are asking the community to use their imaginations to create works of art with Adirondack chairs as their canvas.

### **Why are we doing this?**

Creating something out of the ordinary with visual interest is a great way to showcase our beautiful downtown. It gives people a reason to explore, a way to discover new parts of the city, and a reason to stay.

### **How does it work?**

Participants are encouraged to create imaginative and unique works of art appropriate for public display. Any individual, group or business can participate, with the option of donating the chair for auction at the conclusion of the event.

### **Tell me more about the auction!**

An online auction will take place for the duration of the Chair-ity event, starting Memorial Day weekend concluding Labor Day weekend. All chairs that are donated for auction will have signage with the auction number and the website where people can go to bid on the chair. The online portal will have both the chair number as well as a photo, and it will be promoted via Facebook, so there are multiple ways to garner interest. Auction proceeds will be used to benefit downtown St. Charles.

### **Where do I start?**

Use your imagination and paint, sculpt, decoupage or modify your chair to create your own unique design. We can also provide you with many ideas!

### **What is the deadline for completing the chair?**

Complete & send in the attached form by April 15, 2015. The sooner the better!

### **Where do we find an artist?**

*YOU ARE THE ARTIST!* If you really want help, a list of artists is available upon request.

**When does the Adirondack need to be finished by?**

The deadline to finish the chair and submit a photo is May 1, 2015. Participants will be assigned a location, and will be responsible for delivering it to that location by May 22. All chairs not delivered on time will be excluded from the auction.

**What if I don't have a digital camera to send you a picture?**

Contact Marketing & Development Coordinator Jenna Sawicki at [jsawicki@downtownstcharles.org](mailto:jsawicki@downtownstcharles.org).

**How much does it cost?**

You can use your own Adirondack chair or purchase one. St. Charles ACE Hardware has a chair available at a special discounted rate of \$39.99 for this event. They are located at 2750 E. Main Street, St Charles, IL 60174 (630) 377-2254. Please indicate that you are purchasing the chair for the Chair-ity event when making your purchase to receive the discount.

**If I donate the Chair for auction, is my contribution tax deductible?**

If the chair is donated to the auction and ultimately sold, the individual who paints the chair can deduct the cost of the chair and materials. The individual who buys the chair via the auction can deduct the portion of the auction purchase that is above and beyond the cost for the chair and decorating.

## Checklist

- Complete a Chair-ity Application Form and submit to the Downtown St. Charles Partnership by April 15, 2015.
- Purchase, assemble and decorate an Adirondack Chair, if you don't already have one. Let your imagination go wild! (See page 3 for Tips on How to Prep and Preserve Your Chair.)
- Submit a digital photo of your completed chair to [jsawicki@downtownstcharles.org](mailto:jsawicki@downtownstcharles.org) by May 1, 2015.
- You will be notified via email of your designated location by May 15, 2015.
- Deliver your chair to the assigned location on or before May 22, 2015.
- Enjoy the display of chairs downtown, and encourage people to bid on your chair!
- Anyone keeping their chair at the conclusion of the event must pick up the chair by September 13, 2015.
- Be sure to like and tag us on Facebook and Instagram!  
Facebook: [#STCchairity](https://www.facebook.com/stcchairity), [www.facebook.com/stcchairity](http://www.facebook.com/stcchairity)  
Instagram: [#STCchairity](https://www.instagram.com/downtownstcil), [@downtownstcil](https://www.instagram.com/downtownstcil)

## Tips on How to Prep and Preserve Your Chair

**Choose the Right Finish:** Just as a long-sleeved shirt provides protection from sunburn, multiple coats of an exterior finish help protect furniture from UV rays as well as moisture. Since paint blocks UV rays better than a clear finish, your best bet is to apply a quality exterior primer, topped by an exterior latex or oil-based paint.

**Sand First:** Before painting, sand the surface down to bare wood, or use a chemical wood stripper, so your primer will adhere well to the wood.

**Seal Completely:** Don't leave any of the wood unfinished – seal every nook and cranny and fill all cracks. That goes for the joints, underneath, even the bottoms of the legs.

The logo for CHAIRITY features the word in a blue, serif font. The letter 'C' is on the left, followed by a red chair icon that serves as the letter 'H'. The remaining letters 'A', 'I', 'R', 'I', 'T', and 'Y' are in blue. The chair icon is a simple silhouette of a chair with a backrest and four legs.



## **DSCP's Chair-ity Event Entry Form**

Name(s): \_\_\_\_\_

Company or Organization (if any): \_\_\_\_\_

Phone (Day): \_\_\_\_\_ Phone (Night): \_\_\_\_\_

Email(s): \_\_\_\_\_

**Please check one of the boxes below that will pertain to your "Chair-ity" entry:**

I would like to donate my chair to be auctioned off for the benefit of revitalization in downtown St. Charles. You will be notified by September 8<sup>th</sup> if your entry did not receive the minimum bid required for auction.\*

I will be picking up my chair at the conclusion of the event.

**\*All chairs not sold at auction must be picked up by 5:00pm on September 13, 2015\***

### **Rules and Regulations:**

- The Chair-ity application form must be received by the Downtown St. Charles Partnership by April 15, 2015.
- Any chairs not delivered to their assigned location by May 22, 2015 will be ineligible for the online auction.
- The Downtown St. Charles Partnership and the City of St. Charles are not responsible for any theft or damage to the chairs.
- Participants will not be reimbursed for stolen chairs or damage to any chair. If a chair is stolen, damaged or deemed unfit for any reason, it will be disqualified from the event.

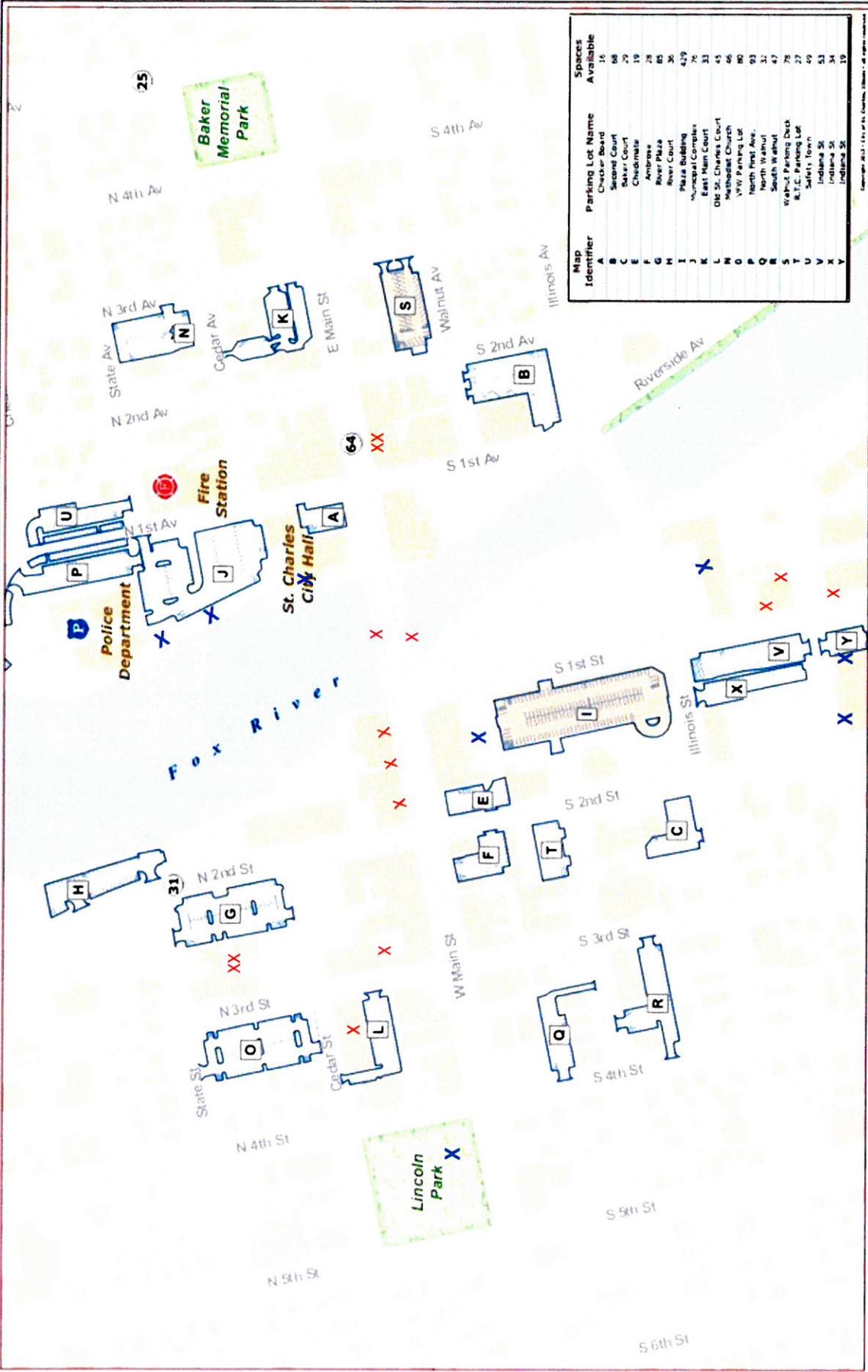
I agree to hold harmless the City of St. Charles and the Downtown St. Charles Partnership, and agree to the Rules and Regulations outlined above.

Signature: \_\_\_\_\_ Print: \_\_\_\_\_ Date: \_\_\_\_\_

In advance, WE APPRECIATE your efforts and we look forward to seeing the creativity that St. Charles has to offer. Be sure to Like and Tag us on Facebook and Instagram: #STCchairity and @downtownstcil.

Any questions? Please email Marketing and Development Coordinator Jenna Sawicki at [jsawicki@downtownstcharles.org](mailto:jsawicki@downtownstcharles.org).

# Downtown Parking



**Public Parking Lot**

**A Red X** indicates where we would place one Adirondack Chairs throughout the downtown  
**A Blue X** indicates where 5 or more Adirondack chairs could be placed in a grouping

