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

MONDAY, DECEMBER 1, 2014 IMMEDIATELY FOLLOWING CITY COUNCIL MEETING CITY COUNCIL CHAMBERS 2 E. MAIN ST.

1. Call to Order

- 2. Roll Call
- **3. Omnibus Vote** None.
- **4. Finance Department** a. Presentation of Mid-Year Report on Activities of Convention and Visitors Bureau.

5. City Administrator Office

a. Discussion on advancing the Bloomberg Public Art Challenge application based on the use of City land and need for City funding in future fiscal years.

6. Executive Session

- Personnel
- Pending Litigation
- Probable or Imminent Litigation
- Property Acquisition
- Collective Bargaining
- Review of Minutes of Executive Sessions

7. Additional Items

8. Adjournment

| | | | Agenda I | тем Ехе | CUTIVE SUM | IMARY |
|--|---|---|--|-----------------------------------|---------------|--|
| | | Title: | Presentation o and Visitors B | | Report on A | ctivities of Convention |
| | CHARLES CE 1834 | Presenter: | Chris Minick, | Finance Dir | ector | |
| Please | e check appr | opriate box: | | | | |
| XX | Governme | nt Operations (12/ | (1/2014) | G | overnment Ser | vices |
| | Planning & | & Development | 1.5.51 10.0 | Ci | ty Council | |
| | Public Hea | aring | | | | |
| Eatim | ated Cost: | \$585 000 (almost | (h a haavee veh | Dudaated | VEG | NO |
| Estima | aled Cost: | \$585,000 (alread | iy awarded) | Budgeted | YES | NO |
| IT NO | | | | | | |
| | , please expl | ain how item will | be funded: | | | |
| Execu Repres status \$585,0 | Itive Summa sentatives of of their activ 000 in the lat | ary: f the Convention a vities and Marketin | nd Visitors Burea ng Plan to date an | | | sentation outlining the The CVB was awarded |
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November 19, 2014

Chris Minick, Finance Director, City of St. Charles 2 E. Main Street St. Charles, Illinois 60174

Dear Chris:

On Monday, December 1, the SCCVB will provide an update to the City of St. Charles on Bureau accomplishments made since last spring's presentation on May 19, 2014.

Since that presentation, the Bureau has:

- Completed FY 2014: July 1, 2013 June 30, 2014: \$11,495,807 estimated potential spending
 - Increased lead generated group room nights by 34% compared to FY 13
 - Increased booked room nights by 268% compared to FY 13
 - Tracked \$14.74 potential ROI for each state and local funding dollar received, an increase of .34 compared to FY 13, including 1992 reservation referrals to 11 transient hotels via JackRabbit Reservation System widgets/visitstcharles.com and scarecrowfest.com
- Completed 1st Qtr FY 2015: July 1 September 30, 2014: \$1,112,677 estimated potential spending
 - Generated 37 leads reflecting 14,444 room nights, up 345% compared to 1st Quarter FY 14....the highest generated room total in SCCVB history!
 - Restored local funding dollars have enabled our sales team to:
 - Nearly triple the number of client appointments
 - More than double the number of tradeshow appointments
 - Reach 2.5 times more meeting/event planners via emails and phone calls
 - Booked 400 group rooms/\$194,605 estimated potential spending
 - St. Charles' 11 transient hotels received 1068 reservation referrals via Jack Rabbit website widgets (6% increase/FY 14) PLUS 75 mobile phone referrals (3650% increase/FY 14) /\$918,072 estimated potential spending
- Produced 2014 Scarecrow Fest: \$4,786,539 estimated potential spending/non-Fox Valley attendees
 - 120,000+ estimated attendees
 - 22 states
 - 131 Illinois Communities
 - 30% First Time Attendees
- Unveiled Year of Scarecrow Campaign through December 30, 2015
 - Special hotel rates leisure and group
 - Community partner participation encouraged
 - Original "What's in a Scarecrow?" song as anthem
 - Charity Component: Lurie Children's Hospital/Children's Miracle Network
 - Promotion of Scarecrow Fest 2015 30th Year Anniversary!

telephone: 630.377.6161 . toll free: 800.777.4373 . facsimile: 630.513.0566 . info@visitstcharles.com . www.visitstcharles.com

Enclosed, please find the following reports regarding the Bureau accomplishments outlined above:

- FY 2014 Annual Group Sales & Marketing Report
- FY 2014 Sales Comparisons (FY 2008-2014)
- o 2006-2014 Annual Leisure Results
- o 2011-2014 Return on Investment Snapshot
- o 1st Quarter FY 2015 Group Sales & Marketing Report
- Scarecrow 2014 Tracking Results
- Scarecrow Fest Tracking Comparisons 2006-2014

The SCCVB Staff is proud to present these achievements for your review and to have this opportunity to personally thank the City of St. Charles for its continued and valued support.

Highest regards,

Amy Egolf, Execu e Director

C/James Breen, SCCVB President SCCVB Board of Directors

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| 8 4 0 2 14 19 7 7 4 37 704a 10 5 11 6 32 704a 15 2 10 16 43 | | 249 | 9.250 | 22.130 | 105 296 | 10121010 | | | |
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| 10 5 11 6 32 s 15 2 10 16 43 | sits - Crystal Tech 151,045 | 156.486 | 113,100 | 123.879 | 544 510 | 141.712 35% | | | |
| 15 2 10 16 | | | | | | | ļ | | |
| | | | | | | | ļ | | |
| 2 2 0 1 | I Tech 195,911 | 184,735 | 120,649 | 146,009 | 647,304 | 86,475 15% | ļ | | |
| 21 9 6 19 55 | | | | | | | | | |
| Per ad | vice of Jim Rudny, web designer and support services, we will no longer be tracking Google Analytice. | s, we will no ic | onger be trac | king Google Ana | stytics. | | | | |

| TOTAL Annual Budget | FY 2008 | FY 2009 | FY 2010 | FY 2011 | FY 2012 | FY 2013 | FY2014 | GRAND Totals | FY 14 vs FY 13 |
|-------------------------------------|--------------|-------------|-------------|-------------|--------------|--------------|----------------|---------------------|----------------|
| | \$1,018,709 | \$1,047,106 | \$929,144 | \$907,246 | \$842,008.00 | \$975,166.00 | \$1,020,390.00 | \$6,739,769 | \$45,224 |
| LEADE & DOOM NICUTE | -10000 | 2000 | 12 | | | | | | |
| LEADS & RUUM NIGHIS | FY 2008 | FY 2009 | FY 2010 | FY 2011 | FY 2012 | FY 2013 | FY 2014 | GRAND Totals | |
| Leads Generated | | | | | | | | | |
| Meetings & Conventions | s 53 | 36 | 32 | 46 | 36 | 42 | 48 | 293 | |
| Sports | 6 | 5 | 6 | 3 | 5 | 11 | 12 | 58 | |
| Tour & Travel | 28 | 42 | 25 | 29 | 17 | 22 | 16 | 179 | |
| Total Leads Generated | | 83 | 99 | 78 | 62 | 75 | 76 | 520 | 40/ |
| Room Nights Generated | | | | | | | | 000 | % I |
| Meetings & Conventions | | 17,624 | 6,343 | 14,880 | 16,214 | 13.061 | 15.833 | 103 479 | |
| Sports | 4,855 | 1,090 | 4,145 | 1,104 | 5,069 | 3.221 | 6.037 | 25.521 | |
| Tour & Travel | | 279 | 249 | 297 | 65 | 86 | 93 | 3 331 | |
| Total Room Nights Generated | 26.629 | 18.993 | 10.737 | 16.281 | 21 348 | 16 3RD | 21 062 | 133 334 | 2.48/ |
| Potential Estimated Direct Spending | | | | | | 00010- | 000117 | 100'701 | 2.40 |
| from Room Nights Generated | \$11,168,095 | \$8,731,594 | \$4,221,561 | \$6.350.712 | \$7.907.218 | \$6.900.457 | \$9.375.441 | 554 655 078 | 7692 |
| Leads Booked | | | | | | | | | 20.00 |
| Meetings & Conventions | 7 | 9 | 6 | 9 | 10 | 20 | 10 | 68 | |
| Sports | 4 | F | 5 | - | 1 | 6 | 7 | 28 | |
| Tour & Trave | 52 | 44 | 27 | 27 | 11 | 17 | 15 | 193 | |
| Total Leads Booked | 63 | 52 | 41 | 34 | 22 | 46 | 32 | 790 | 3002 |
| Room Nights Booked | | | | | | | 5 | | 20.00 |
| Meetings & Conventions | 697 | 418 | 1,059 | 178 | 876 | 588 | 1.386 | 5 202 | |
| Sports | 333 | 45 | 1,040 | 48 | 50 | 971 | 4 290 | 6 777 | |
| Tour & Travel | 915 | 127 | 297 | 227 | 35 | 0 | 67 | 1.668 | |
| Total Room Nights Booked | 1,945 | 590 | 2,396 | 453 | 961 | 1.559 | 5743 | 13 647 | 7680/ |
| Potential Estimated Direct Spending | | | | | | anal. | 24-15 | | 9/ 007 |
| from Room Nights Booked | \$873,113 | \$422,039 | \$1,094,894 | \$267,577 | \$312,544 | \$766,459 | \$2,672,900 | \$6.409.526 | 249% |
| Conversion Rate | 49% | 53% | 55% | 53% | 51% | 52% | 51% | | |
| Year-end PENDING Room Nights | | | 12,527 | 13,676 | 11,349 | 6,565 | 11,504 | | - |
| Sales Contacts Made | 8,974 | 4,132 | 2,705 | 3,353 | 2,600 | 5,346 | 4,827 | 31.937 | 10% |
| Room Nights Serviced | NIA | 29,506 | 25,756 | 11,102 | 20,954 | 11,508 | 10.370 | 109.196 | 10% |

FY 2014 Sales Comparisons - revised August 27, 2014 after InfoTrak Data Cleanse

"2014 Backend Data Cleanse resulted in changes to historical data and reports due to the following:

1) Miscategorization of market segments

2) Coding change for M&C mulitplier based on single vs double occupancy

FY 14 duplicate databases - in-house security measures have been tightened
 Human error in manually transferring data - automated resports by 11/1/2014

| Leisure Visitor Results | 2006-2014 |
|-------------------------|-----------|
| Annual | |

| | | FY 2007 | | FY 2009 | FY 2010 | FY 2011 | FY 2012 | FY 2013 | |
|---|--|-----------------------|-----------------------|--|---------------------|----------|---|-----------------------|-----------------------|
| Greater St. Charles CVB | FY 2006 | 7/1/06- | FY 2008 | 7/01/08- | 7/01/09- | 7/01/10- | 7/01/11- | 7/1/12- | FY 2014 |
| Leisure Marketing Initiatives | 7/1/05-6/30/06 | 6/30/07 | 7/1/07-6/30/08 | 6/30/09 | 6/30/10 | 6/30/11 | 6/30/12 | 6/30/13 | 7/1/13-6/30/14 |
| UNIQUE Web Visits | Data Not Available | Data Not Available | 161,070 | 223,773 | 133,092 | 220,742 | 355,184 | 402,798 | 544,510 |
| TOTAL Non-web Marketing Responses | 27,279 | 20,515 | 21,012 | 62,408 | 109,403 | 65,031 | 131,228 | 157,949 | 105,296 |
| 800# Inquiries | 4,900 | 5,059 | 5,152 | 4,955 | 5,148 | 4,088 | 3,570 | 2,629 | 2.552 |
| Email Inquiries | 2010 | 1833 | 2106 | 2418 | 1,951 | 2,077 | 1,671 | 931 | 744 |
| Print Ad Reader Responses | 20,369 | 13,623 | 13,754 | 13,405 | 26,573 | 22,204 | 29,354 | 24,292 | 15,809 |
| Total 800 # & Reader Responses** | 27,279 | 20,515 | 21,012 | 20,778 | 33,672 | 28,369 | 34,595 | 27,852 | 19.105 |
| **64% Conversion of 800#, Email & Reader Responses to Leisure Visitors | 17,459 | 13,130 | 13,448 | 13,298 | 21,550 | 18,156 | 22.141 | 17,825 | 12 227 |
| **Estimated Day Visitors | 8,730 | 6,565 | 6,724 | 6,649 | 10,775 | 9,078 | 11,071 | 8,913 | 6.114 |
| **Estimated 1-2 Night Stays | 5,936 | 4,464 | 4,572 | 4,521 | 7,327 | 6,173 | 7,528 | 6,061 | 4,157 |
| **Estimated 3-5 Night Stays | 2095 | 1576 | 1614 | 1596 | 2586 | 2179 | 2,657 | 2,139 | 1467 |
| **Estimated 6-10 Night Stays | 524 | 394 | 403 | 399 | 647 | 545 | 664 | 535 | 367 |
| **Estimated 11 Nights | 174 | 131 | 135 | 133 | 215 | 181 | 221 | 178 | 122 |
| ** Total Estimated Ecomomic Impact Range | \$5,726,552-7,751,796 \$4,306,640-5,829,720 \$4,41 | \$4,306,640-5,829,720 | \$4,410,944-5,970,912 | 10,944 -5,970,912 \$4,361,744 -5,904,312 \$7,068,400 -9,568,200 \$5,955,168 -824,064 | 7,068,400-9,568,200 | | \$7,262,248-9,830,604 \$5,846,600-7,914,300 \$4,010,456-5,428,788 | \$5,846,600-7,914,300 | \$4,010,456-5,428,788 |
| | | | | | | < | NEW in FY 14 | J Rbbt Referrals | 3,113 |
| | | | | | | | | I Rabbit conversion | 1,992 |
| | | | | | | | | J Rabbit est impact | \$653,376-884,448 |
| | | | | | | | | | \$4,663,832-6,313,236 |

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

First Quarter 2015 GROUP Sales & Marketing Report (July-August-September)

Meetings & Conventions Leads Booked

BOOKED LEADS

| Mee | tings & Con | Meetings & Conventions Leads Generated | s Generated | - |
|---------------|--------------|--|-------------|-------------|
| Month | Leads | Room Nts | # PPL | Spending |
| VIIV | 9 | 1,592 | 716 | \$434,354 |
| August | 10 | 3,487 | 2,380 | \$1,358,208 |
| September | 7 | 2,078 | 1,490 | \$1,086,822 |
| QUARTER TOTAL | 23 | 7,157 | 4,586 | \$2,879,384 |
| | | | | |
| | Sportd | Sportd Leads Generated | ted | |
| Month | Leads | Room Nts | # bbr | Spending |
| July | - | 822 | 300 | \$369,900 |
| August | 9 | 6,465 | 13,150 | \$2,909,250 |
| September | 0 | 0 | 0 | \$0 |
| QUARTER TOTAL | 2 | 7,287 | 13,450 | \$3,279,150 |
| | | | | |
| | Tour and Tra | Tour and Travel Leads Generated | nerated | |
| Month | Leads | Room Nts | # PPL | Spending |
| yılı | 2 | 0 | 70 | \$5,250 |
| August | 0 | 0 | 0 | \$0 |
| September | 5 | 0 | 157 | \$11,775 |
| QUARTER TOTAL | 1 | | 227 | \$17,025 |
| | Total Leads | Total Leads Generated by Month | Month | |
| Month | Leads | Room Nts | # PPL | Spending |
| July | 6 | 2,414 | 1,086 | \$809,504 |
| August | 16 | 9,952 | 15,530 | \$4,267,458 |
| September | 12 | 2,078 | 1,647 | \$1,098,597 |
| | | | 10.001 | 40 475 EEO |

| Month | Leads | Room Nts | # PPL | Spending | Month | Groups | Rooms | |
|---------------|-------------|-------------------------------------|-------|-----------|--------------------|--------------------------------|------------|-----|
| July | 0 | 0 | 0 | \$0 | July | | 0 | |
| August | - | 360 | 1,000 | \$162,000 | August | 0 | 0 | |
| September | 0 | 0 | 0 | \$0 | September | ۲ | 360 | |
| QUARTER TOTAL | - | 360 | 1,000 | \$162,000 | QUARTER TOTAL | 2 | 360 | |
| Raw Wassesson | | and the second | | | | Second Street | | |
| | Tour and 1 | Tour and Travel Leads Booked | ooked | | Tou | Tour and Travel Groups | Groups | |
| Month | Leads | Room Nts | # PPL | Spending | Month | Groups | Rooms | - |
| July | - | 0 | 52 | \$3,900 | July | 0 | 0 | |
| August | - | 0 | 45 | \$3,375 | August | 0 | 0 | |
| September | 4 | 0 | 138 | \$10,350 | September | F | 8 | |
| QUARTER TOTAL | 9 | | 0 | \$17,625 | QUARTER TOTAL | | 80 | |
| | Total I and | | 4 | | | | | |
| | Iotal Leads | Iotal Leads Generated by Month | Month | | Total Gr | Total Groups Serviced by Month | ed by Mont | -1 |
| Month | Leads | Room Nts | # PPL | Spending | Month | Groups | Rooms | -94 |
| July | - | 0 | 52 | \$3,900 | July | 3 | 110 | |
| August | в | 400 | 1,060 | \$175,855 | August | 4 | 131 | |
| September | 9 | 0 | 373 | \$14,850 | September | 4 | 463 | |
| GRAND TOTAL | 10 | 400 | 1,485 | \$194,605 | GRAND TOTAL | = | 704 | 1 |

1,000

1,000

C 0 12

PPL

12

580 1,312

335

PPL

2,227

0 0

PPL

Sports Groups/Events

150 300

250

250

QUARTER TOTAL September August

2

335

110 45 95

PPL

Rooms

Groups 3 2

Month July

> \$10,480 \$4,500 \$14,980

> > 235

0 40

250

19

QUARTER TOTAL

September

August

Sports Leads Booked

\$0 Spending

> 0 15

0

"HPPL

Room Nts

Leads 0 -2 3

Month

July

CONVENTION SERVICES Meetings & Conventions

Printed: 11/17/2014 12:10PM

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| ō | Group Sales Contacts by Month | ontacts by | y Month | | | Marke | Marketing Activities | 8 | |
|-------------------------|-------------------------------|------------|-----------|---------------|-----------------------|--------|-----------------------------|-----------|---------------|
| Type | July | August | September | Quarter Total | Item | July | August | September | Quarter Total |
| Appointments | 2 | 13 | 9 | 21 | 800# Calls | 358 | 191 | 263 | 812 |
| Calls | 74 | 69 | 121 | 264 | Email Inquiries | 47 | 45 | 92 | 184 |
| Emails | 245 | 416 | 441 | 1,102 | Reader Response | 1,570 | 729 | 11 | 2,310 |
| Tradeshow Appt | ۲ | 29 | 39 | 69 | VG Return Cards | 26 | 15 | 6 | 50 |
| Site Inspection/FAM | 0 | 2 | - | e | EBlasts | 9,376 | 9,126 | 655 | 19.157 |
| Lead/Ltr/Packet/Etc | 25 | 34 | 60 | 119 | VG Mailing | 0 | 0 | 0 | . c |
| Direct Mail/Ebalst/Prer | 0 | 0 | - | - | Direct Mail Pieces | 0 | 0 | 12,937 | 12 037 |
| Client Meet & Greet | ٠ | ٢ | 0 | 2 | | | | | 106'71 |
| Networking/Presentatic | 27 | 0 | 23 | 50 | Subtotal | 11,377 | 10,106 | 13,967 | 35,450 |
| Hotel Visits | 4 | 0 | 0 | 4 | Website Unique Visits | 48,502 | 47,105 | 62,393 | 158,000 |
| Venue Visits | ۰ | 0 | 0 | - | Grand Total | 59,879 | 57,211 | 76,360 | 193,450 |
| Driving Tour | - | 0 | 80 | 6 | | | | | |
| Convention Services | 7 | 7 | 9 | 20 | | | | | |
| Media Tours/PR/Inq. | 2 | 2 | 2 | 9 | | | | | |
| Total Contacts | 390 | 573 | 708 | 1,671 | | | | | |

2014 SCARECROW FESTIVAL INTERCEPT SURVEY TRACKING INITIATIVES

Sites of surveys – SCCVB Gazebo Lincoln Park Visitor Info Booth Walking Surveys

Total Surveys Overview

*723 Surveys completed

*2309 attendees

*30% of surveys reflecting responses to first time/repeat question indicated first time attendees. 111 surveys (15%) reflected no response.

*Average # of ppl per party: 3.1

*22 States : AL,CO, DE, FL, IA, IL, IN, KS,KY, MI, MN,MO, NJ, NM,NY, OH,PA, SC, TN,TX,VA, WI,

*3 Countries: USA, Germany, Singapore

*382 surveys reflecting 1216 attendees (53%) from OUTSIDE the Fox Valley (Elgin-Aurora)

- *341 surveys reflecting 1093 (47%) attendees identified from FOX VALLEY
- * 644 surveys completed from 2028 IL attendees
- *131 IL communities identified
- *35 (5%) Surveys indicated hotel stays

*St. Charles PD weekend attendee estimate: 130,000+ - using 120,000 for spending estimates++

*"First Timers"= 162 Surveys, 600 attendees

| Sources: | 54 | Friends/Family | Favorites: | 21 Make Your Own Scarecrow |
|----------|----|--------------------------|------------|------------------------------|
| | 25 | Word of Mouth | | 18 Scarecrow Display/Contest |
| | 15 | Internet | | 17 Ambience |
| | 6 | Drive by, signs, banners | | 17 Food |
| | 5 | Websites | | 11 Activities for Kids |
| | 2 | Advertising | | 11 Craft Show |
| | 2 | Newspaper | | 10 Carnival |
| | 1 | Hotel Referral | | 6 Everything |
| | 50 | N.T. | | |

52 No response

- 5 Shopping
- 2 Entertainment
- 2 Mini Abe
- 2 Petting Zoo
- 40 No response

70% were from OUTSIDE the Fox Valley (Elgin to Aurora)
22% were from OUTSIDE Illinois
11% stayed in hotels
Of the out of state, first time visitors:

63% heard of fest from friends/family
9% from Internet
6% from website

Of the out of state, first time visitor favorites:

11% Scarecrows, Activities for Kids and Food
9% Make Your Own Scarecrow and Ambience
6% Everything, Craft Show, Shopping, Carnival

15% were from Greater St. Charles

Favorite things:
13% each – Scarecrows, Carnival, MYOS, Food
8% - ambience
4% each – Activities for Kids, Entertainment, Everything, Shopping

*"Repeat Visits"= 450 Surveys, 1368 attendees

ž.

51% reflected visitors from OUTSIDE the Fox Valley (Elgin-Aurora)8% reflected visitors from OUTSIDE Illinois3% reflected visitors who stayed in hotels

Favorites: 78 Scarecrows
42 Food
38 Everything
37 Ambience
35 Crafts
33 Carnival
31 Make Your Own Scarecrow
17 Activities For Kids
10 Entertainment
10 Stores & Pubs (5 each)
4 Mini Abe
1 each: Antiques, Paddlewheel Cruise, Petting Zoo. Vendors
114 No response

108 (24%) surveys reflecting 349 (26%) attendees who were repeat, non-St. Charles visitors came to St. Charles between 2013 and 2014 Scarecrow Fests.

OVERNIGHT STAYS

94 room nights were tracked by five St. Charles hotels: Best Western (33), Courtyard (7), Fairfield (20), Quality Inn (6), Pheasant Run (28)

Four St. Charles properties did not track: Country Inn (Sold Out), Hampton Inn (Sold Out), Geneva Motel, Hotel Baker

One hotel (Super 8) reported no rooms from Scarecrow

30 surveys indicated stays at seven St. Charles hotels: Best Western -2; Courtyard - 1; Fairfield - 1; Hampton - 1; Hilton - 2; Hotel Baker - 3; Pheasant Run Resort - 18; Only the **bolded** rooms have been included in estimated attendee spending. (6 rooms added to reported 94 - 100 total tracked rooms)

One survey indicated stays outside St. Charles: Hampton Inn Aurora. This room has NOT been included in estimated attendee spending

Estimated overnight attendee spending:

94+ 6 (surveys) = 100 room nights (97 @ 3.1 ppl per room, 3 rooms @ 2 ppl per room/estimated daily per person expenditure \$129*: \$39,603 estimated overnight spending from 307 attendees

SURVEYED DAY VISITORS (not including estimated 50% attendees from Fox Valley):

1216 x \$75 = \$91,200 Surveyed day visitor spending

DIRECT SPENDING OF SURVEYED (non-Fox Valley) VISITORS & HOTEL OVERNIGHTS

\$39,564 Overnight Guests91,200 DayVisitors (Fox Valley attendees NOT included)

\$130,764 TOTAL DIRECT SPENDING FROM <u>SURVEYED</u> (non-Fox Valley) ATTENDEES

ESTIMATED SPENDING BASED ON SURVEY INFO AND FESTIVAL ATTENDANCE OF 120,000++

120,000 estimated attendance
56,400 estimated Fox Valley attendees
<u>307</u> identified overnight attendees
63,293 Day Trippers outside of the Fox Valley

63,293 estimated day tripper attendance @ \$75 = \$4,746,975100 identified hotel room nights= <u>39,564</u> \$4,786,539

Estimated Impact of '14 Scarecrow Visitors Spending

Figure includes NO revenue generated by approximately 56,400 visitors who attended the festival from communities in the Fox Valley – including St. Charles, Geneva, Elgin, Aurora Batavia, etc.,

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

For every \$1 spent by a visitor, the state receives 4.7 cents in tax revenues and the local community receives 2.4 cents returned in tax revenue. Every \$97,916 spent by visitors directly generates one job.

Based on estimated spending of \$4,786,539 State of Illinois received: \$224,967.33 City of St. Charles received: \$114,876.93 in tax revenue 49 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 | 2013 | 2014 | 2014-13 Comparison |
|---|----------------|---------------------|--|---------------------------------|---------------------------------|--|--|--|--|--------------------|
| Surveys Completed | 164 | 305 | 222 | 298 | 755 | 1161 | 396 | 708 | 173 | 1498 00% |
| 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 | Fri - Sat - Sun | Fri-Sat-Sun | Fri-Cat-Cim | Como |
| Attendees Represented | 408 | 1129 | 1154 | 861 | 2482/3.28 visitors per survey | 4052/3 5 visitors per survey | 1438/3 6 ner stimmen | 23300 3 nor el mon | 2300/3 1 nor cumun | Calling |
| States Represented (including IL) | 1 | 6 | 6 | 13 | 14 | 16 | 10 | | And an an an an | |
| Countries Represented | 1/USA | 2/USA & England | NSA | USA | LISA Ruharia Korea LIK | IICA Marina Tratar | 2 | 110.4 10.001 | 27 0 191 | ? |
| II Communities Renresented | 20 | 11 | 78 | 404 | 10 100101 10000 1000 | CON, MEANU, LUNGY | | UOA, ISrael | USA, Germany, Singapore | - |
| 02 Eau Vallan Anandana | John Land | 1961 | 200 | 00 | 8 | 142 | 90 | 128 | 131 | 5 |
| A LOK VAILEY ALLENDERS | 20.20 | 94.74 | 43% | 21% | 44% | 48% | 40% | 50% | 47% | -3% |
| #/% First Time Attendees | 65/39.6% | 120/39.3% | 92/41% | 124/42% | 272/36% | 1638/44% | 449/31% | 782/33% | 800/30% | Se. |
| #/% Repeat Visit Attendees | 99/60.3% | 185/60.6% | 130/60.6% | 174/58% | 483/64% | 647/56% | 989/63% | 1499/64% | 1368/70% | Per la |
| % Surveyed from Illinois | n/a | 94% | 94% | 88% | %96 | 95% | 89% | 90% | 42% | 24 |
| % Surveyed from Illinois - First Timers | Na | 31% | 38% | 51% | 32% | 43% | 28% | Joce . | 7956 | De |
| 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 | Family | Eamle MOM Internet | Came |
| Room Nights Tracked | 27 | 207 | 279 | 191 | 157 | 216 | 300 | 187 | 100 | -87 |
| Day Trippers Tracked | 325 | 1283 | 970 | DNA | 2431 | 2122 | 1072 | 1162 | 1216 | 3 |
| Direct Spending of Surveyed Attendees | \$39,997 | \$196,157 | | DNA | \$173,136 | \$256,674 | \$195,663 | \$168.549 | \$130.764 | \$37.785 |
| FV Attendees - based on est attd/srvy % | 12,000 | 25.200 | 43,000 | 16,200 | 52,800 | 87,000 | 36,000 | 55,000/50% | 56.400/47% | f m |
| Day Trippers (non FV) based on est attd | 47,735 | 34,049 | 55,042 | 43,265 | 66,666 | 62.244 | 52.957 | 54 369 | 63 293 | R 924/16% |
| Estimated Visitors Spending | \$3.628,557 | \$2,676,935 | \$4.258.423 | \$3,313,890 | \$5.173.086 | \$4,765,824 | \$4,106.322 | \$4,159,075 | \$4,786,539 | S627 464/15% |
| Weather | | | Extremely Hot | 2 days rain/cold - Sun nice | 3 days - perfect weather | 3 days -perfect weather | Fri Misty, windy 40 degrees; Sat, Sun sunny, 40's, windy - | Thurs & Fri nice, clear Sat: gray skies, 2 hrs pm rain Sun PERFECT: | Three days of nice weather - 60's & sumy but cool/cold in evenings | |
| STC Police Department Est Attendance | 60,000 | 60,000 | 100,000 | 60,000 | 120,000 | 150.000 | 90.00 | 110.000 | 120.000 | 10.0004% |

Scarecrow Fest Tracking Comparisons 2006-2014

| RETURN ON | | | | |
|---|---------------------------------|---|---|---|
| INVESTMENT SNAPSHOT | FY 2011 | FY 2012 | FY 2013 | FY 2014 |
| SCARECROW FEST ESTIMATED NON- FOX VALLEY ATTENDEE SPENDING | \$5,173,086 | \$4,765,824 | \$4,106,322 | \$4,159,075 |
| ESTIMATED LEISURE | \$5,955,168 | \$7,262,248 | \$5,846,692 | \$4,663,832 |
| GROUP SALES | \$267,577 | \$312,544 | \$766,459 | \$2,672,900 |
| ESTIMATED SPENDING TOTAL | \$11,395,831 | \$12,340,616 | \$10,719,473 | \$11,495,807 |
| ROI from local hotel funding: \$526,500 | 21.64 per local hotel tax \$ | \$23.44 per local hotel tax \$ | \$20.36 per local hotel tax \$ | \$21.83 per local hotel tax \$ |
| Local & State Funding: FY 11 - \$708,063; FY 12 - \$740,121; FY 13 \$744,666 FY 14 (preliminary audit): \$780,008 | \$16.09 per state & local \$ | \$16.67 per state & local hotel tax \$ | \$14.40 per state & local hotel tax \$ | \$14.74 per state & local hotel tax \$ |
| INITIATIVES NOT INCLUDED IN ROI or TRACKABLE | FY 2011 | FY 2012 | FY 13 | FY 2014 |
| Fox Valley Scarecrow Fest | | 112012 | F1 15 | FT 2014 |
| Attendees | 87,000 | 36,000 | 36,000 | 55,000 |
| Groups/Attendees Serviced | 77 grps/11,102 ppl | 119 grps/20,954 ppl | 98 grps/23,570 ppl | 72 grps/30,256 ppl |
| Conversion of unique website visits | 220,742 unique visits | 355,184 unique visits | 402,798 | 544,510 |
| Media exposure - magazine & newspaper editorial, tv & radio mentions | N/A | N/A | N/A | N/A |
| 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 | | | | |
| Business generated by | Untrackable | Untrackable | Untrackable | Untrackable |
| planners whose events were serviced by the Bureau who decided to rebook for another year | Untrackable | Untrackable | Untrackable | Untrackable |
| Event attendees who decided to stay an extra day OR come back to St. Charles for a | | | | |
| eisure getaway | Untrackable | Untrackable | Untrackable | Umtrackable |

| | | AGENDA ITEM EXECUTIVE SUMMARY | | | | | | | |
|--|-------------------------------|-------------------------------|---|-------|---------------------|--|--|--|---|
| | | Title: | Discussion on Advancing the Bloomberg Public Art Challenge Application Based on the use of City Land and Need for City Funding in Future Fiscal Years | | | | | | |
| SINCE 1834 | | Presenter: | Mark Koenen and Elizabeth Bellaver | | | | | | |
| Please check appropriate box: | | | | | | | | | |
| Х | Government Operations 12-1-14 | | | | Government Services | | | | |
| | Planning & Development | | | | City Council | | | | |
| Public Hearing | | | | | | | | | |
| | | | | | | | | | V |
| Estimated Cost: \$Not determined | | | 0 1 1 | Budge | eted: YES NO X | | | | |
| If NO, please explain how item will be funded: | | | | | | | | | |
| The current and future fiscal years do not have money included in the City's budget for the local contribution for the Bloomberg Public Art Challenge. | | | | | | | | | |
| Executive Summary: | | | | | | | | | |
| Elizabeth Bellaver, St Charles Arts Council (SCAC), approached the Park District and the City concerning an opportunity to apply for grant funding from the Bloomberg Art Challenge. "Bloomberg Philanthropies has announced the launch of a new initiative to support public art projects that enhance creativity and enrich the vibrancy of communities across the country The foundation is inviting mayors in cities with at least 30,000 residents to submit proposals for temporary public art projects that demonstrate close collaboration between artists or art organizations and city government." The City executed application for the grant is due on Dec. 15. The SCAC project concept includes an expansion of the Sculpture in the Park program along the riverbanks northerly into Pottawatomie Park. Additionally, the project proposal would include art in the river. The art in the river will be detailed at the meeting. | | | | | | | | | |
| <u>City involvement</u> - The Council would need to authorize use of City property along the river for the display of sculpture. Sculpture installations would need to be consistent with floodplain regulations. Elizabeth Bellaver, on behalf of the SCAC, has asked the City (and Park District) for financial assistance. | | | | | | | | | |
| This is a conceptual presentation to gauge interest for the City making the application for a grant, recognizing there will be City participation in the future if the application is elevated in the process of review. | | | | | | | | | |
| Attachments: (please list) | | | | | | | | | |
| Recommendation / Suggested Action (briefly explain): | | | | | | | | | |
| Discussion on advancing the Bloomberg Public Art Challenge application based on the use of City land and need for City funding in future fiscal years. | | | | | | | | | |
| For office use only: Agenda Item Number: 5a | | | | | | | | | |