

**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 ITEM EXECUTIVE SUMMARY

Title:	Presentation of Mid-Year Report on Activities of Convention and Visitors Bureau
Presenter:	Chris Minick, Finance Director

Please check appropriate box:

XX	Government Operations (12/1/2014)		Government Services
	Planning & Development		City Council
	Public Hearing		

Estimated Cost:	\$585,000 (already awarded)	Budgeted:	YES		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 presentation outlining the status of their activities and Marketing Plan to date and answer any questions. The CVB was awarded \$585,000 in the late spring.

No action requested, the report is informational only.

Attachments: *(please list)*

Information from the CVB (Cover Memo, Marketing Report, Sales Report)

Recommendation / Suggested Action *(briefly explain):*

Presentation of Mid-Year Report on Activities of Convention and Visitors Bureau.

<i>For office use only:</i>	<i>Agenda Item Number:</i> 4a
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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!

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)
- 2006-2014 Annual Leisure Results
- 2011-2014 Return on Investment Snapshot
- 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, Executive Director

C/James Breen, SCCVB President
SCCVB Board of Directors

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FY 2014 ANNUAL GROUP SALES & MARKETING REPORT revised 8-27 following 2014 Data Cleanse

GENERATED LEADS				
Meetings & Conventions Leads Generated				
Quarter	Leads	Rm Nts	#PPL	Spending**
1st Quarter	7	2,519	2,712	\$935,078
2nd Quarter	11	4,418	5,420	\$1,471,916
3rd Quarter	16	6,921	10,051	\$3,280,044
4th Quarter	14	1,975	2,985	\$839,940
M&C Annual Total	48	15,833	21,168	\$6,526,978

Sports Leads Generated				
Quarter	Leads	Rm Nts	#PPL	Spending**
1st Quarter	2	672	3,035	\$302,400
2nd Quarter	1	400	4,151	\$180,000
3rd Quarter	6	2,565	9,100	\$1,154,250
4th Quarter	3	2,400	1,300	\$1,142,000
Sports Annual Total	12	6,037	17,586	\$2,778,650

Tour & Travel Leads Generated				
Quarter	Leads	Rm Nts	#PPL	Spending***
1st Quarter	7	54	202	\$31,014
2nd Quarter	6	39	244	\$27,024
3rd Quarter	0	0	0	\$0
4th Quarter	3	0	157	\$11,775
T & T Annual Total	16	93	603	\$69,813

Total Generated by Quarter				
Quarter	Leads	Rm Nts	#PPL	Spending***
1st Quarter	16	3,245	5,949	\$1,268,492
2nd Quarter	18	4,857	9,815	\$1,678,940
3rd Quarter	22	9,486	19,151	\$4,434,294
4th Quarter	20	4,375	4,442	\$1,993,715
Annual Total - Grand	76	21,963	39,357	\$9,375,441

*DMAI - M&C \$262 per delegate
 **NASG - Sports \$225 per delegate
 ***NTA - \$366 per room

BOOKED LEADS				
Meetings & Conventions Booked				
Quarter	Leads	Rm Nts	#PPL	Spending*
1st Quarter	0	0	0	\$0
2nd Quarter	3	1,067	2,260	\$541,554
3rd Quarter	23	23	10	\$12,052
4th Quarter	6	296	386	\$132,022
M&C Annual Total	10	1,386	2,656	\$685,628

Sports Leads Booked				
Quarter	Leads	Rm Nts	#PPL	Spending**
1st Quarter	2	1,945	3,800	\$875,250
2nd Quarter	1	400	4,151	\$180,000
3rd Quarter	2	1,750	3,500	\$787,500
4th Quarter	2	195	5,000	\$87,750
Sports Annual Total	7	4,290	16,451	\$1,930,500

Tour & Travel Booked				
Quarter	Leads	Rm Nts	#PPL	Spending***
1st Quarter	6	0	185	\$13,875
2nd Quarter	7	67	263	\$34,572
3rd Quarter	1	0	56	\$4,200
4th Quarter	1	0	55	\$4,125
T & T Annual Total	15	67	559	\$56,772

Total Booked By Quarter				
Quarter	Leads	Rm Nts	#PPL	Spending
1st Quarter	8	1,945	3,985	\$889,125
2nd Quarter	11	1,534	6,674	\$756,126
3rd Quarter	4	1,773	3,566	\$803,752
4th Quarter	9	491	5,441	\$223,897
Annual Total - Grand	32	5,743	19,666	\$2,672,900

*DMAI - M&C \$262 per delegate
 **NASG - Sports \$225 per delegate
 ***NTA - \$366 per room

CONVENTION SERVICES*				
Meetings & Conventions				
Quarter	Grps	Rm Nts	#PPL	
1st Quarter	22	1,237	3,180	
2nd Quarter	7	1,144	3,415	
3rd Quarter	3	825	2,350	
4th Quarter	17	1,729	4,487	
M&C Annual Total	49	4,935	13,432	

Sports Groups/Events				
Quarter	Grps	Rm Nts	#PPL	
1st Quarter	8	2,820	8,300	
2nd Quarter	0	0	0	
3rd Quarter	3	2,450	7,651	
4th Quarter	3	150	500	
Sports Annual Total	14	5,420	16,451	

Tour & Travel Groups				
Quarter	Grps	Rm Nts	#PPL	
1st Quarter	3	15	128	
2nd Quarter	0	0	245	
3rd Quarter	0	0	0	
4th Quarter	0	0	0	
T & T Annual Total	3	15	373	

Total Serviced By Quarter				
Quarter	Grps	Rm Nts	#PPL	
1st Quarter	34	4,072	11,608	
2nd Quarter	12	1,144	3,660	
3rd Quarter	6	3,275	10,001	
4th Quarter	20	1,879	4,987	
Annual Total - Grand	72	10,370	30,256	

Includes day trips & meetings

Group Sales Contacts By Month									
1st	2nd	3rd	4th	TOTAL	Marketing Activities				
9	7	21	11	48	800# Calls	665	691	395	2,552
218	222	339	297	1,076	Email Inquiries	295	179	114	744
459	526	730	1,056	2,771	Reader Response	2,934	2,042	5,575	15,809
29	96	34	31	190	VG Return Cards	60	32	52	293
116	114	79	52	361	Eblasts & Direct Mail Pieces	40,912	25,305	3,114	72,959
15	46	1	85	147	2014-15 Visitor Guide Mailing	n/a	n/a	n/a	12,939
8	4	0	2	14	Subtotal Contacts	44,866	28,249	9,250	105,296
19	7	7	4	37	Total Websites Unique Visits - Crystal Tech	151,045	156,386	113,100	544,510
10	5	11	6	32					
15	2	10	16	43					
2	2	0	1	5					
21	9	6	19	55	Total Contacts w/Crystal Tech	195,911	184,735	120,649	647,304
15	9	0	3	27					
945	1051	1238	1593	4827	Per advice of Jim Rudy, web designer and support services, we will no longer be tracking Google Analytics.				

FY 14 comparison to FY 13									
TOTAL	FY 14	FY 13	% Change						
2,552	1,763	1,783	(31)%						
744	1,187	1,187	125%						
15,809	14,483	14,483	135%						
293	1,101	1,101	126%						
72,959	42,932	42,932	17%						
12,939	18,736	18,736	14%						
105,296	53,536	53,536	14%						
544,510	141,712	141,712	35%						
647,304	86,475	86,475	15%						

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

BUDGET		FY 2008	FY 2009	FY 2010	FY 2011	FY 2012	FY 2013	FY 2014	GRAND Totals	FY 14 vs FY 13
TOTAL Annual Budget		\$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
LEADS & ROOM NIGHTS		FY 2008	FY 2009	FY 2010	FY 2011	FY 2012	FY 2013	FY 2014	GRAND Totals	
Leads Generated										
Meetings & Conventions	53	36	36	32	46	36	42	48	293	
Sports	9	5	5	9	3	9	11	12	58	
Tour & Travel	28	42	42	25	29	17	22	16	179	
Total Leads Generated	90	83	83	66	78	62	75	76	530	1%
Room Nights Generated										
Meetings & Conventions	19,524	17,624	17,624	6,343	14,880	16,214	13,061	15,833	103,479	
Sports	4,855	1,090	1,090	4,145	1,104	5,069	3,221	6,037	25,521	
Tour & Travel	2,250	279	279	249	297	65	98	93	3,331	
Total Room Nights Generated	26,629	18,993	18,993	10,737	16,281	21,348	16,380	21,963	132,331	34%
Potential Estimated Direct Spending from Room Nights Generated	\$11,168,095	\$8,731,594	\$8,731,594	\$4,221,561	\$6,350,712	\$7,907,218	\$6,900,457	\$9,375,441	\$54,655,078	36%
Leads Booked										
Meetings & Conventions	7	6	6	9	6	10	20	10	68	
Sports	4	1	1	5	1	1	9	7	28	
Tour & Travel	52	44	44	27	27	11	17	15	193	
Total Leads Booked	63	52	52	41	34	22	46	32	290	30%
Room Nights Booked										
Meetings & Conventions	697	418	418	1,059	178	876	588	1,386	5,202	
Sports	333	45	45	1,040	48	50	971	4,290	6,777	
Tour & Travel	915	127	127	297	227	35	0	67	1,668	
Total Room Nights Booked	1,945	590	590	2,396	453	961	1,559	5,743	13,647	268%
Potential Estimated Direct Spending from Room Nights Booked	\$873,113	\$422,039	\$422,039	\$1,094,894	\$267,577	\$312,544	\$766,459	\$2,672,900	\$6,409,526	249%
Conversion Rate	49%	53%	53%	55%	53%	51%	52%	51%		
Year-end PENDING Room Nights				12,527	13,676	11,349	6,565	11,504		1
Sales Contacts Made	8,974	4,132	4,132	2,705	3,353	2,600	5,346	4,827	31,937	10%
Room Nights Serviced	N/A	29,506	29,506	25,756	11,102	20,954	11,508	10,370	109,196	10%

*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 multiplier based on single vs double occupancy
- 3) FY 14 duplicate databases - in-house security measures have been tightened
- 4) Human error in manually transferring data - automated reports by 11/1/2014

**Annual Leisure Visitor Results
2006-2014**

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- 6/30/13	FY 2014 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 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	\$5,846,600-7,914,300	\$4,010,456-5,428,788
							NEW in FY 14	J Rbbit Referrals	3,113
								J 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)

GENERATED LEADS

Meetings & Conventions Leads Generated				
Month	Leads	Room Nts	# PPL	Spending
July	6	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 Leads Generated

Month	Leads	Room Nts	# PPL	Spending
July	1	822	300	\$369,900
August	6	6,465	13,150	\$2,909,250
September	0	0	0	\$0
QUARTER TOTAL	7	7,287	13,450	\$3,279,150

Tour and Travel Leads Generated

Month	Leads	Room Nts	# PPL	Spending
July	2	0	70	\$5,250
August	0	0	0	\$0
September	5	0	157	\$11,775
QUARTER TOTAL	7	0	227	\$17,025

Total Leads Generated by Month

Month	Leads	Room Nts	# PPL	Spending
July	9	2,414	1,086	\$809,504
August	16	9,952	15,530	\$4,267,458
September	12	2,078	1,647	\$1,098,597
GRAND TOTAL	37	14,444	18,263	\$6,175,559

BOOKED LEADS

Meetings & Conventions Leads Booked				
Month	Leads	Room Nts	# PPL	Spending
July	0	0	0	\$0
August	1	40	15	\$10,480
September	2	0	235	\$4,500
QUARTER TOTAL	3	40	250	\$14,980

Sports Leads Booked

Month	Leads	Room Nts	# PPL	Spending
July	0	0	0	\$0
August	1	360	1,000	\$162,000
September	0	0	0	\$0
QUARTER TOTAL	1	360	1,000	\$162,000

Tour and Travel Leads Booked

Month	Leads	Room Nts	# PPL	Spending
July	1	0	52	\$3,900
August	1	0	45	\$3,375
September	4	0	138	\$10,350
QUARTER TOTAL	6	0	0	\$17,625

Total Leads Generated by Month

Month	Leads	Room Nts	# PPL	Spending
July	1	0	52	\$3,900
August	3	400	1,060	\$175,855
September	6	0	373	\$14,850
GRAND TOTAL	10	400	1,485	\$194,605

CONVENTION SERVICES

Meetings & Conventions			
Month	Groups	Rooms	# PPL
July	2	110	335
August	2	45	150
September	2	95	300
QUARTER TOTAL	6	250	250

Sports Groups/Events

Month	Groups	Rooms	# PPL
July	1	0	0
August	0	0	0
September	1	360	1,000
QUARTER TOTAL	2	360	1,000

Tour and Travel Groups

Month	Groups	Rooms	# PPL
July	0	0	0
August	0	0	0
September	1	8	12
QUARTER TOTAL	1	8	12

Total Groups Served by Month

Month	Groups	Rooms	# PPL
July	3	110	335
August	4	131	580
September	4	463	1,312
GRAND TOTAL	11	704	2,227

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

Group Sales Contacts by Month

Type	July	August	September	Quarter Total
Appointments	2	13	6	21
Calls	74	69	121	264
Emails	245	416	441	1,102
Tradeshaw Appt	1	29	39	69
Site Inspection/FAM	0	2	1	3
Lead/Ltr/Packel/Etc	25	34	60	119
Direct Mail/Ebals/Prer	0	0	1	1
Client Meet & Greet	1	1	0	2
Networking/Presentati	27	0	23	50
Hotel Visits	4	0	0	4
Venue Visits	1	0	0	1
Driving Tour	1	0	8	9
Convention Services	7	7	6	20
Media Tours/PR/Inq.	2	2	2	6
Total Contacts	390	573	708	1,671

Marketing Activities

Item	July	August	September	Quarter Total
800# Calls	358	191	263	812
Email Inquiries	47	45	92	184
Reader Response	1,570	729	11	2,310
VG Return Cards	26	15	9	50
EBlasts	9,376	9,126	655	19,157
VG Mailing	0	0	0	0
Direct Mail Pieces	0	0	12,937	12,937
Subtotal	11,377	10,106	13,967	35,450
Website Unique Visits	48,502	47,105	62,393	158,000
Grand Total	59,879	57,211	76,360	193,450

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
	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**

51% reflected visitors from OUTSIDE the Fox Valley (Elgin-Aurora)

8% reflected visitors from OUTSIDE Illinois

3% 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 Guests
91,200 DayVisitors (Fox Valley attendees NOT included)

\$130,764 TOTAL DIRECT SPENDING FROM SURVEYED (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
- 307 identified overnight attendees
63,293 Day Trippers outside of the Fox Valley

63,293 estimated day tripper attendance @ \$75 = \$4,746,975
100 identified hotel room nights= $\frac{39,564}{100}$
\$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

Scarecrow Fest Tracking Comparisons 2006-2014

Survey Components	2006	2007	2008	2009	2010	2011	2012	2013	2014	2014-13 Comparison
Surveys Completed	164	305	222	288	755	1161	396	708	723	1488.00%
Days of Survey	Sunday am only	Sat & Sun - pm only	Fr-Sat-Sun	Fr-Sat-Sun	Fr (21%), Sat (56%), Sun (23%)	Fr (11%), Sat (37%), Sun (53%)	Fr - Sat - Sun	Fr-Sat-Sun	Fr-Sat-Sun	Same
Attendees Represented	408	1129	1154	861	2482/3 28 visitors per survey	4052/3 5 visitors per survey	1438/3 6 per survey	2339/3 3 per survey	2309/3 1 per survey	-1
States Represented (including IL)	11	9	9	13	14	16	18	25	22	-3
Countries Represented	1/USA	2/USA & England	USA	USA	USA, Bulgaria, Korea, UK	USA, Mexico, Turkey	6	USA, Israel	USA, Germany, Singapore	1
Communities Represented	79	78	78	108	138	142	90	128	131	5
% of Family Attendees	20%	42%	43%	27%	44%	48%	40%	50%	47%	-3%
% of Family Attendees	65/35 6%	120/29 3%	82/11%	124/2%	272/36%	1638/44%	449/31%	782/33%	600/30%	-3%
% of Repeat Visitors Attendees	89/60 3%	165/35 6%	130/60 6%	174/56%	483/64%	647/56%	988/69%	1489/64%	1368/70%	6%
% Surveyed from Illinois - First Timers	na	34%	34%	84%	96%	85%	89%	90%	92%	2%
% Surveyed from Illinois - First Timers	na	31%	38%	81%	32%	43%	28%	37%	23%	9%
Top Three Sources for First Timers	WOM, F&E, Bus	WOM, F&E, Newspaper	WOM, Newspaper, Internet	WOM, F&E, Scarecrow Brochure	WOM, Internet, Family	WOM, Family, Internet	WOM, Internet, Family	Family, WOM, Internet	Family, WOM, Internet	Same
Room Nights Tracked	27	207	279	191	187	216	300	187	100	-87
Day Trippers Tracked	325	1283	970	DNA	2431	2122	1072	1162	1216	54
Direct Spending of Surveyed Attendees	\$39,697	\$195,157		DNA	\$173,136	\$256,674	\$195,663	\$169,549	\$130,764	\$37,785
FV Attendees - based on est. att/d/srvy %	12,000	25,200	43,000	16,200	52,800	87,000	36,000	55,000/50%	56,400/47%	3%
Day Trippers (non FV) based on est. att/d	47,735	34,049	55,042	43,265	86,666	62,244	52,957	54,369	63,293	8,924/16%
Estimated Visitors Spending	\$3,626,557	\$2,676,935	\$4,258,423	\$3,313,890	\$5,173,086	\$4,785,824	\$4,106,322	\$4,199,075	\$4,786,539	\$627,464/15%
Weather			Extremely Hot	2 days rain/cool - Sun nice	3 days - perfect weather	3 days - perfect weather	Thurs Rain; 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 & sunny but cool/cold in evenings	
STC Police Department Est Attendance	60,000	60,000	100,000	60,000	120,000	150,000	90,000	110,000	120,000	10,000/9%

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 VISITOR SPENDING	\$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 Attendees	87,000	36,000	36,000	55,000
Groups/Attendees Served	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	Untrackable	Untrackable	Untrackable	Untrackable
Business generated by 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 leisure getaway	Untrackable	Untrackable	Untrackable	Umtrackable

 <p>ST. CHARLES S I N C E 1 8 3 4</p>	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					
	Presenter:	Mark Koenen and Elizabeth Bellaver					
Please check appropriate box:							
X	Government Operations 12-1-14				Government Services		
	Planning & Development				City Council		
	Public Hearing						
Estimated Cost:	\$Not determined			Budgeted:	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:							
<p>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.</p>							
<p><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.</p>							
<p>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.</p>							
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						