

 ST. CHARLES <small>SINCE 1834</small>		AGENDA ITEM EXECUTIVE SUMMARY						
		Title:		Recommendation to Approve The Adirondack Chair Promotion “Chair-ity Event”				
		Presenter:		Lynne Schwartz, Downtown St. Charles Partnership				
<i>Please check appropriate box:</i>								
	Government Operations				Government Services			
X	Planning & Development (1/12/15)				City Council			
	Public Hearing							
Estimated Cost:	N/A			Budgeted:	YES		NO	X
If NO, please explain how item will be funded:								
<p>The DSCP is not seeking any money from the City for this project. The DSCP will be covering any upfront expenses.</p>								
Executive Summary:								
<p>Lynne Schwartz of the Downtown St. Charles Partnership will provide additional information on the Chair-ity promotion being organized by the DSCP 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.</p> <p>The DSCP has sought guidance from City staff and IDOT on permissible locations for the chairs, and have recommendations for chair placement on public property throughout downtown. The number of recommended chairs at each site is provided as a range, with a maximum number per site based on allowable space. This provides flexibility since the number of total chairs to place will not be known until the entry deadline, and conforms to all applicable ordinances.</p> <p>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 being used for enhancements of the Volunteer Plaza north of the municipal building. The DSCP will work with City staff on a specific allocation once the final proceeds are tallied and received.</p>								
Attachments: <i>(please list)</i>								
Map with Suggested Locations; Program Overview; Entry Form; Chair Samples								
Recommendation / Suggested Action <i>(briefly explain):</i>								
Recommendation to approve The Adirondack Chair Promotion “Chair-ity Event”								
<i>For office use only:</i>		<i>Agenda Item Number:</i> 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 Volunteer Plaza.

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. Chairs might need to be moved during the event for safety or for other events going on throughout the downtown.

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

Contact Marketing & Development Coordinator Jenna Sawicki at 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. Either drop it off to City Hall (2 E. Main street) or email to jsawicki@downtownstcharle.org.
- 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 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, www.facebook.com/stcchairity
Instagram: #STCchairity, @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.





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 the new Volunteer Plaza in downtown St. Charles. You will be notified by September 8th 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.
- The DSCP has the right to move chairs for safety or for any reason they see fit.
- 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 Downtown St. Charles Partnership, the St. Charles Park District, City of St. Charles or any event and or organization in place for the benefit of greater St. Charles. I 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.





New Municipal Plaza



WEST SIDE MUNI BLDG

police river deck



Bob Leonard Walkway



