



AGENDA ITEM EXECUTIVE SUMMARY

Title: Recommendation to Approve a Request for Funding – 2015 Annual St. Charles Riverwalk: Fox Tales & Trails

Presenter: Mark Koenen

Please check appropriate box:

	Government Operations	X	Government Services 02.23.15
	Planning & Development		City Council
	Public Hearing		

Estimated Cost:	\$1,250.00	Budgeted:	YES		NO	X
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If NO, please explain how item will be funded:

Please note this would be a FY15/16 expense.

Executive Summary:

The City of St. Charles has generously sponsored the River Corridor Foundation’s fundraising run/walk in the past. In prior years the City and Park District have jointly shared the \$2,500 sponsorship equally.

Instead of a 5k run/walk this year, the event planners are hosting a historical walk which will feature some of the people, places, and buildings in downtown St. Charles that have shaped the river corridor area. Additionally the event will offer an audio version of the walk and a scavenger hunt for kids.

The Riverwalk Event, formerly the Bob Leonard River Run/Walk, is planned for August 15, 2015. The Park District is again considering being a co-sponsor of this event and share the financial expense with the City.

This request is being advanced forward ahead of the budget (FY15/16) so the Event Committee can plan now for the summer event.

Attachments: *(please list)*

Information on the 2015 Sponsorship and Annual St. Charles Riverwalk: Fox Tales & Trails

Recommendation / Suggested Action *(briefly explain):*

Recommendation to approve a request for funding – 2015 Annual St. Charles Riverwalk: Fox Tales & Trails.

For office use only:

Agenda Item Number: 4.b

2015 Annual St Charles Riverwalk:

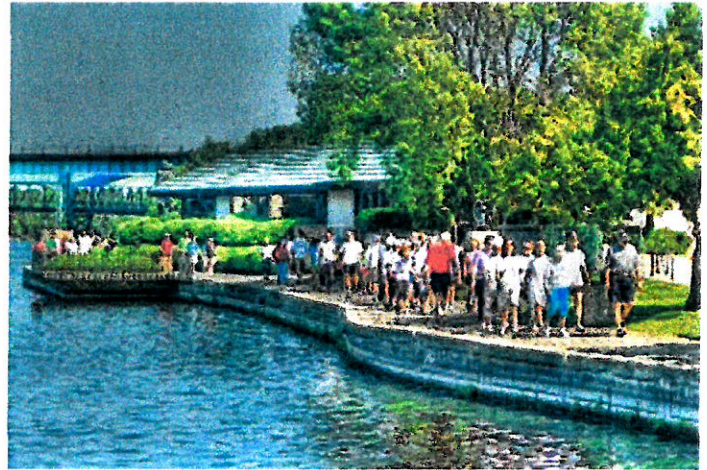
Fox Tales & Trails

Saturday, August 15, 2015

For the 9th straight year, the River Corridor Foundation of St. Charles is hosting a riverwalk to help raise funds to support its mission.

We are excited to announce a number of changes for this year, which we hope will make it.....

- More family friendly
- More educational & interactive
- More environmentally friendly



In conjunction with the walk there is a Post-Walk Party which includes an award ceremony, prize giveaways and photo opportunities.

2015 St Charles Riverwalk - A Family Event

Sponsored by: The City of St. Charles & St. Charles Park District



Offering beautiful views and passing iconic landmarks, the approximately 5K route starts and ends in Pottawatomie Park Grand Pavilion and will include the [summer sculpture exhibition](#) in Mount St. Mary Park. Stroll along the Fox River in downtown St. Charles and hear stories of the people, buildings, art, monuments, and parks that have helped to create the beauty and charm of this area. Cost includes a goodie bag & reusable bottle.

You choose: Follow the route and read about the highlighted sites from a [printed guide](#) or download and use an [audio tour](#) on your smart phone or mp3 player.

Bring your friends! Bring your family! Pets and strollers are welcome!

Registration & Check-in: 8:30 - 9:30 am

Group start*: 9:30 am

Cost: \$20/adult; \$5 /students; \$40/family*

Children's Scavenger Hunt



Sponsored by: Colonial Cafe & Ice Cream

Engage and educate the children during the walk by having them do a scavenger hunt along the way.

All children must be accompanied by a paying adult.

Cost: \$5/child or included in the family price*

* up to 3 children living in the same household

Digital Goodie Bags

We are using a digital event bag in an effort to go green and provide additional benefits to our participants. As a participant of our event you will receive access to your bag both before and after the event.

In your bag you will find an array of valuable information including exclusive content, coupons and other sponsor messages.

A direct link to the bag will be available on this page beginning in June and you will receive an email invitation with a direct link before the event.

Proceeds from this event are used to support the work of the River Corridor Foundation of St. Charles which is a non-profit 501(c)3 organization. If you are interested in volunteering to help with this event, please [contact us](#).

Riverwalk

The 2015 Riverwalk will be a historical tour of the river corridor in downtown St. Charles and will be available as a traditional self-guided tour or audio tour.

For some, the historical format offers a unique opportunity.....inclusion in the tour as a spotlight location.

Scavenger Hunt

To keep the kids engaged we will be providing a Scavenger Hunt that will educate and entertain along the route of the walk.

If you are interested in sponsoring this event or have questions, please contact:

Sponsorship Chairman, Ed Werneke, at riverwalk@strivercorridor.org or

Event Chairman, Julie Hartig, at (630) 465 - 1071.

Sponsorship

Historical Walk: Taken

- Logo on route map
- Logo with link website
- Name/logo on marketing materials
- Logo on event day banner

Scavenger Hunt: Taken

- Logo on route map
- Logo with link website
- Name/logo on marketing materials
- Logo on event day banner