

 ST. CHARLES <small>SINCE 1834</small>		AGENDA ITEM EXECUTIVE SUMMARY					
		Title:	Recommendation to Approve Chair Placement on Public Property for the Chair-ity Promotion.				
		Presenter:	Lynne Schwartz, Downtown St. Charles Partnership Rita Tungare				
<i>Please check appropriate box:</i>							
<input checked="" type="checkbox"/>	Government Operations- 2/1/16		Government Services				
<input type="checkbox"/>	Planning & Development		City Council				
<input type="checkbox"/>	Public Hearing						
Estimated Cost:	\$ 0.00	Budgeted:	YES	<input checked="" type="checkbox"/>	NO		
If NO, please explain how item will be funded:							
Executive Summary:							
<p>Lynne Schwartz of the Downtown St. Charles Partnership and I will present information on the Chair-ity promotion that the DSCP is organizing for the summer of 2016. Businesses, community groups and individuals will decorate Adirondack chairs which will be placed throughout downtown St. Charles.</p> <p>This year, participants may once again 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 a public improvement on 1st Street, to be determined. The DSCP will work with City staff on a specific allocation once the final proceeds are tallied and received.</p> <p>Based on feedback and observations last year, program changes will include a shorter duration, to run from May 27 through August 12, which allows better chair preservation. There will be the addition of a social media contest to further engage the public.</p> <p>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.</p>							
Attachments: <i>(please list)</i>							
Program Overview; Entry Form; Map with Suggested Locations							
Recommendation / Suggested Action <i>(briefly explain):</i>							
Recommendation to approve chair placement on public property for the Chair-ity promotion.							
<i>For office use only:</i>		<i>Agenda Item Number:</i> 4a					



Downtown St. Charles Adirondack 2016 Chair-ty 2 Event Program Overview

What is it?

Due to the great success we had with the 2015 Chair-ty Event, we have decided to bring it back for another summer! The Chair-ity Event will run from May 27 – August 12th and 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?

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 do I participate?

Participants are encouraged to create imaginative and unique works of art appropriate for public display. Any individual/resident, group or business can participate, with the option of donating the chair for auction at the conclusion of the event. Ideas will also be provided to participants if needed. In addition, chairs will be auctioned off as in 2015 and we will be adding a social media contest via Facebook.

Tell me more about the auction!

An online auction will take place for the duration of the Chair-ity event, starting in early June and concluding August 1st. 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 the downtown .

Where do I start?

Applications can be found on our website, www.downtownstcharles.org and must be completed & sent in by May 13th, 2016. The sooner the better!

When does the Adirondack need to be finished by?

The deadline to finish the chair and submit a photo is May 13th, 2016. Participants will be assigned a location, and will be responsible for delivering it to that location on May 26th – 27th.

How much does it cost?

There is no entry fee. 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.

What are the changes from last year?

We shorted the event to two months from **May 27th – August 12th**. We are also adding a social media contest with more information to follow.

Checklist

- € Complete a Chair-ity Application Form and submit to the Downtown St. Charles Partnership by May 13th, 2016. Either drop it off to City Hall (2 E. Main Street) or email to jsawicki@downtownstcharles.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.) YOU ARE THE ARTIST! If you really want help, contact us and we will point you in the right direction.
- € You will be notified via email of your designated location by May 20th, 2016.
- € Deliver your chair to the assigned location between May 26th - 27th, 2016.
- € 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 August 12th, 2016.
- € Be sure to like and tag us on Facebook and Instagram!
 - Facebook: #STCchairity
 - Instagram: @stc_cityside, #STCchairity

Tips on How to Prep and Preserve Your Chair

Last year we had over 100 entrants use the unfinished and unassembled chair from Ace Hardware St. Charles. The chair worked extremely well for the promotion.

1. Remove the chair parts from the box and lay them out on a surface that you can easily paint on. Paint one side and set it aside to dry before turning it over to paint the other side.
2. For best results, sand and prime the chair. The best chair paint, and easiest to use, is a gloss or semi-gloss latex paint made for outdoor use. Apply two coats of paint. (We do not recommend oil based paints.)
3. To assemble, simply follow the directions given, step by step. Remember to tighten the nuts/bolts so the chair is safe to sit on.
4. Decorate! This is the fun part. If you like, you can free hand your design using an acrylic or latex paint. If using a decal, use a Mod Podge finish (used for decoupage) designated for OUTDOOR use. For white chairs, use a non-oil based seal. For all other chairs, a varnish or oil based clear finish can be used
5. HAVE FUN....LET YOUR CREATIVITY RUN WILD!





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 downtown St. Charles' enhancements. You will be notified by August 1st 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 August 12th, 2016

Rules and Regulations:

- The Chair-ity application form must be received by the Downtown St. Charles Partnership by May 13th, 2016.
- 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: _____

Chair-ity 2 runs May 27th- August 12th, 2016

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.

CHAIRITY

2016



SUMMARY OF "CHAIRITY" PLACEMENTS ON CITY MANAGED PROPERTY

- 20 - the new Municipal Volunteer Plaza
- 10+ - along riverwalk between Muni bldg & Police station
- 4-6 - on deck outside Police
- 6-8 - around Muni Building , same as last year
- 6 - along/in alcoves of wall -West side Muni facing river
- 8 - 2 in each of 4 Bridge Gazebos on river side
- 20+ - in the 1st ST. Plaza- 15 in the amphitheatre / 15 in plazaspace
- 5 - Bob Leonard Walkway at sculpture plaza area
- 15+ - Lincoln Park Band Shell area

EACH AREA WAS UTILIZED AND ESTIMATES ARE CONSERVATIVE . EACH SPACE IS MORE THAN ADEQUATE TO ACCOMODATE THE DESIGNATED PLACEMENTS WE HAVE GOTTEN STRONG INTEREST AND WE FORECAST AROUND 100 CHAIRS AGAIN.