

2003 Heritage Festival

Budget Summary - *Draft* copy at 12/05/02 meeting

Revenue			Expenses		
2002 actual	2003 budget	project code	description	2002 actual	2003 budget
\$48,449.20	\$48,449.20	100	PUBLICITY & RECOGNITION	\$25,276.40	\$24,425.00
\$16,300.00	\$16,300.00	HF101	Friends	\$383.52	\$400.00
	\$0.00	HF102	Contests	\$518.76	\$650.00
	\$0.00	HF103	Refreshments - current year	\$1,128.31	\$1,225.00
	\$0.00	HF104	Refreshments - past/future event	\$49.96	\$150.00
	\$0.00	HF105	Publications	\$18,603.60	\$17,800.00 *
\$2,399.20	\$2,399.20	HF106	Souvenirs	\$2,842.40	\$2,500.00
\$16,150.00	\$16,150.00	HF107	Sponsors	\$1,353.58	\$1,200.00
\$13,600.00	\$13,600.00	HF108	Facilities & Attractions Sponsors	\$426.27	\$500.00
\$37,110.76	\$67,000.00	200	STREET FAIRS OPERATIONS	\$105,242.05	\$114,924.00
		HF201	Apparel	\$719.00	\$1,000.00
\$56,611.50	\$58,000.00	HF202	Booth space	\$249.96	\$425.00
\$5,254.75	\$4,000.00	HF203	Contracted Services	\$4,922.50	\$5,700.00
		HF204	Electricity	\$19,660.13	\$20,400.00
\$5,100.50	\$5,000.00	HF205	Rentals - current year	\$53,691.03	\$57,154.00 *
		HF206	Rentals - past/future event	\$4,443.00	\$4,905.00
		HF207	Supplies - current year	\$8,684.00	\$8,115.00
		HF208	Supplies - past/future event	\$2,271.91	\$2,225.00
		HF209	Insurance	\$10,600.00	\$11,000.00
		HF210	Capital Purchases	\$0.00	\$4,000.00
\$153,831.84	\$157,400.00	300	STREET FAIR ATTRACTIONS	\$148,861.85	\$148,241.00
\$131,666.08	\$110,000.00 *	HF301	Amusement Rides	\$0.00	\$0.00
\$1,410.00	\$0.00	HF302	Arts in the Park	\$1,282.72	\$0.00
		HF303	Bands & Variety - current year	\$76,753.00	\$75,100.00
		HF304	Bands & Variety - past/future event	\$14,617.00	\$16,000.00
		HF305	Associated entertainment costs	\$24,790.72	\$26,216.00 *
\$2,855.86	\$2,400.00	HF306	Car Show	\$1,953.41	\$2,450.00
\$57,900.00	\$45,000.00 *	HF307	Contracted Attractions	\$29,315.00	\$28,475.00 *
\$909,467.89	\$272,849.20		STREET FAIR TOTAL	\$279,180.30	\$287,590.00
difference between 2003 BUDGETED revenue & expenses \$14,740.80					
difference between 2002 ACTUAL revenue & expenses -\$30,287.59					
\$2,260.22	\$5,000.00	400	SPECIAL EVENTS	\$27,330.00	\$26,000.00
\$0.00	\$0.00	HF401	Fireworks	\$9,800.00	\$10,000.00 *
\$2,260.22	\$5,000.00	HF402	Parade	\$17,530.00	\$16,000.00
		500	TRANSFER FM OTHER FUNDS	\$151,182.29	\$149,000.00
-\$6,217.81	\$35,740.80	HF501	to balance budget		
\$10,046.00	\$11,000.00	HF502	Outside contracted staffing	\$10,545.00	\$11,000.00
\$140,637.29	\$128,000.00	HF503	Staffing - Festival	\$140,637.29	\$128,000.00
included above	\$10,000.00	HF504	Staffing - July 4	\$0.00	\$10,000.00
\$457,692.59	\$462,590.00		GRAND TOTALS	\$457,692.59	\$462,590.00

% of expenses covered by revenue (AS BUDGETED for 2003) 60.06%

% of expenses covered by revenue (ACTUAL for 2002) 68.11%

* explanation detail on following page

2003 Heritage Festival

budget explanations and guidelines
draft copy at 12/5/02 meeting

Revenue anticipated

HF301	\$110,000	amusement rides - 21 rides are tentatively scheduled
HF307	\$45,000	Beer Garden - \$57,900 in 2002; \$53,000 in 2001; \$25,500 in 2000 (rain); \$31,200 in 1999

Expenses anticipated

HF105	\$17,800	HF News printing and new sponsorship brochure printing for all events throughout the year
HF205/6	\$59,000	\$12,000 toilets \$14,000 stages \$26,000 tents (\$5000 are vendor tents, reflected in revenues as well) \$6,000 buses - will only pay \$20/hr instead of \$35/hr \$2,000 barricades \$2,000 portable signs, radios, private property, searchlights
HF210	\$4,000	\$2,200 s/o cord for electric panels \$1,800 garbage and recycling containers
HF305	\$26,000	\$19,000 sound \$6,000 lights \$1,200 misc.
HF307	\$28,475	\$15,000 downtown fireworks \$2,800 petting zoo \$2,800 ponies \$3,600 climbing wall \$1,800 caracaturist \$2,475 inflatable
HF401	\$10,000	\$10,000 fireworks for July 4th

December 10, 2002

Mayor Brian J. Krajewski
Downers Grove Village Council

Dear Mayor and Commissioners,

Attached please find a copy of the proposed budget for the year 2003 Heritage Festival. The Tourism and Events Commission approved the recommendation of this budget at their December 5, 2002 meeting. Primarily this budget is for the Heritage Festival Street Fair, however, it also includes expenses for the annual fireworks display and the 4th of July parade.

The 2003 street fair will, for the most part, be settled back to its familiar site south of the tracks. A few events will be held north of the tracks; the Tivoli Theatre as a stage all three days as well as the car show on Sunday. At this time the location of the festival fireworks is undecided, however, I am positive we will find a safe and secure location within the downtown area for the show. The fireworks have become a focal point each evening during the festival weekend.

As construction of the parking deck will be in full swing during this festival as well as Station Crossing being near completion, our challenge will be to effectively maneuver our events around the construction areas. We are already working with other village departments to coordinate those efforts.

The festival was extremely well received last year by all our visitors. The weather cooperated tremendously, and record numbers were seen throughout the festival. The fest continues to grow in popularity within the community and surrounding area. It is truly a community event and community effort.

The Council has always been a great support of this community event. We continue to look for new revenue opportunities and expense savings while maintaining our over-riding mission to provide a family-oriented, community based event. Last year our financial results exceeded our expectations. Our goal for this year will be to once again return results to the Council far better than projections.

Thank you again for your support of community events in Downers Grove.

Sincerely,

Mary Scalzetti,
Director of Tourism and Events

VILLAGE OF DOWNERS GROVE