

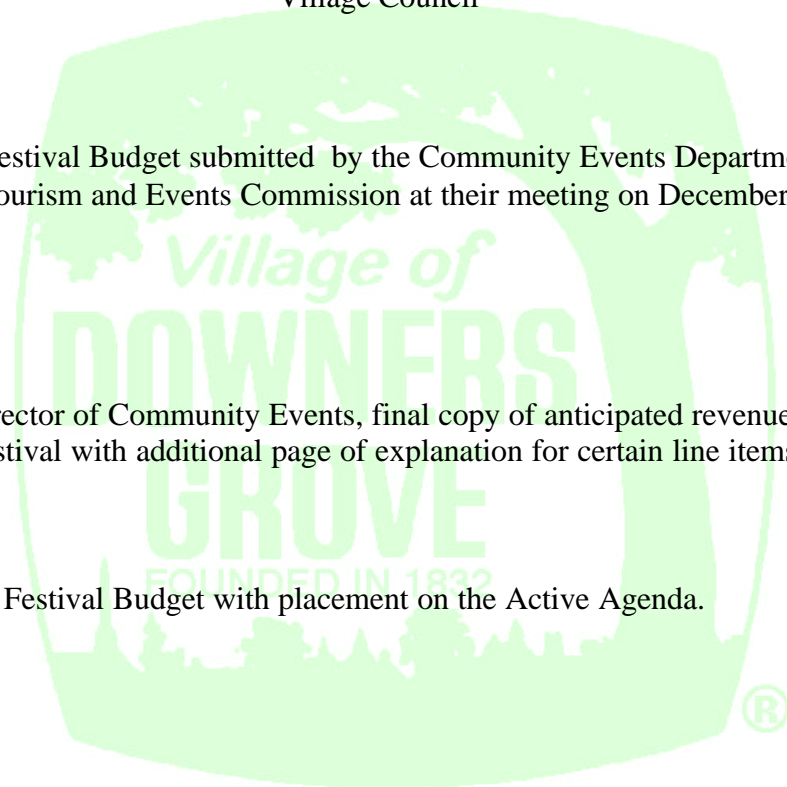
COUNCIL WORKSHOP ITEM

ITEM: 2002 Heritage Festival Budget
DATE: December 28, 2001
PREPARED BY: Mary Scalzetti, Director of Community Events
PURPOSE: Consideration of the 2002 Heritage Festival Budget for the Mayor and Village Council

DISCUSSION:
Review of the 2002 Heritage Festival Budget submitted by the Community Events Department. Budget was approved by the Tourism and Events Commission at their meeting on December 17, 2001.

ATTACHMENTS:
Letter from Mary Scalzetti, Director of Community Events, final copy of anticipated revenue and expenses for 2002 Heritage Festival with additional page of explanation for certain line items.

RECOMMENDATION:
Approval of the 2002 Heritage Festival Budget with placement on the Active Agenda.





**Twenty First Annual
Heritage Festival**

Street Fair
June 28, 29, 30, 2002

Parade
Fireworks & Table Party
July 4, 2002

**Tourism and Events
Commission**

Dave Humphreys, Chairman
Greg Bollendorf
Paul Bleuher
Dave Dahn
Frank Fulco
Gus Hernandez
Patti Marino
Kathy Nybo
Ellen Pendola
John Randall
Mark Stutz

December 28, 2001

Mayor Brian J. Krajewski
Downers Grove Village Council

Dear Mayor and Commissioners,

Attached please find a copy of the proposed budget for the year 2002 Heritage Festival. The Tourism and Events Commission approved the recommendation of this budget at their December 17, 2001 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.

After several years of construction the 2002 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. Warren Avenue will also be the location for the firework display to be launched nightly at the festival.

Although the future construction of the parking deck and Station Crossings will add to our challenges for this year I believe we will be able 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 4th of July Fireworks Table Party was a nice addition in 2001, which was enjoyed by over 300 people. With some tweaking, it will be an added revenue source as well as an interesting and exciting way to enjoy the show.

The Council has always been a great support of this community event and it is our goal to continue a frugal approach to the fest. 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 Community Events

VILLAGE OF DOWNERS GROVE

"A Community Celebration"

2002 Heritage Festival

Budget Summary - *Draft* copy at 12/17/01 meeting

Revenue			Expenses		
2001 actual	2002 budget	project code	description	2001 actual	2002 budget
\$36,120.50	\$48,700.00	100	PUBLICITY & RECOGNITION	\$18,021.32	\$21,250.00
\$5,075.00	\$5,200.00	HF101	Friends	\$740.00	\$750.00
		HF102	Contests	\$1,165.50	\$1,200.00
		HF103	Refreshments - current year	\$747.36	\$1,200.00
		HF104	Refreshments - past/future event	\$500.00	\$300.00
		HF105	Publications	\$10,681.65	\$13,000.00
\$3,485.50	\$3,500.00	HF106	Souvenirs	\$2,083.25	\$2,500.00 *
\$17,300.00	\$30,000.00 *	HF107	Sponsors	\$1,314.60	\$1,500.00
\$10,250.00	\$10,000.00	HF108	Facilities & Attractions Sponsors	\$788.96	\$800.00
\$70,206.50	\$66,500.00	200	STREET FAIRS OPERATIONS	\$106,514.49	\$107,300.00
		HF201	Apparel	\$1,424.50	\$1,400.00
\$61,665.00	\$58,000.00	HF202	Booth space	\$467.11	\$500.00
\$3,505.50	\$3,500.00	HF203	Contracted Services	\$3,037.50	\$3,600.00
		HF204	Electricity	\$18,317.28	\$19,300.00
\$5,035.00	\$5,000.00	HF205	Rentals - current year	\$49,437.74	\$50,000.00 *
		HF206	Rentals - past/future event	\$9,000.00	\$9,000.00 *
		HF207	Supplies - current year	\$8,987.60	\$9,000.00 *
		HF208	Supplies - past/future event	\$1,000.00	\$1,000.00 *
		HF209	Insurance	\$8,722.00	\$10,000.00
		HF210	Capital Purchases	\$5,120.56	\$3,500.00 *
\$187,059.73	\$154,260.00	300	STREET FAIR ATTRACTIONS	\$148,676.49	\$145,650.00
\$125,010.25	\$105,000.00 *	HF301	Amusement Rides	\$0.00	\$0.00
\$1,630.00	\$1,860.00	HF302	Arts in the Park	\$1,432.83	\$1,500.00
		HF303	Bands & Variety - current year	\$73,719.38	\$75,000.00
		HF304	Bands & Variety - past/future event	\$19,500.00	\$17,370.00
		HF305	Associated entertainment costs	\$24,576.61	\$24,230.00 *
\$2,383.00	\$2,400.00	HF306	Car Show	\$2,322.67	\$2,350.00
\$57,826.53	\$45,000.00 *	HF307	Contracted Attractions	\$25,125.00	\$25,200.00 *
\$293,386.73	\$269,460.00		STREET FAIR TOTAL	\$271,212.30	\$274,200.00
<i>difference between 2002 BUDGETED revenue & expenses</i>				\$4,740.00	
<i>difference between 2001 ACTUAL revenue & expenses</i>				-\$22,174.48	
\$6,651.83	\$11,000.00	400	SPECIAL EVENTS	\$31,341.48	\$31,000.00
\$2,770.00	\$5,000.00 *	HF401	Fireworks & Table Party	\$15,257.46	\$15,000.00 *
\$4,081.83	\$6,000.00	HF402	Parade	\$16,084.00	\$16,000.00
		500	TRANSFER FM OTHER FUNDS	\$161,191.63	\$146,000.00
\$2,815.35	\$24,740.00	HF501	to balance budget		
\$11,170.50	\$12,000.00	HF502	Outside contracted staffing	\$11,170.50	\$12,000.00
\$137,987.06	\$124,000.00	HF503	Staffing - Festival	\$137,987.06	\$124,000.00
\$12,034.07	\$10,000.00	HF504	Staffing - July 4	\$12,034.07	\$10,000.00
\$463,745.39	\$451,200.00		GRAND TOTALS	\$463,745.39	\$451,200.00

% of expenses covered by revenue (AS BUDGETED for 2002) 62.16%

% of expenses covered by revenue (ACTUAL for 2001) 64.74%

* explanation detail on following page

2002 Heritage Festival

budget explanations and guidelines
approved at 12/17/01 meeting

Revenue anticipated

HF107	\$30,000		Monies anticipated from entertainment sponsors
HF301	\$105,000		amusement rides - 20 rides are tentatively scheduled
HF307	\$45,000	\$40,000	Beer Garden - \$53,000 in 2001; \$25,500 in 2000; \$31,200 in 1999
		\$5,000	small admission charge for non-sponsored attractions, if any
HF401	\$5,000		Table Party on July 4 at 75th - 50 tables @ \$100 a table

Expenses anticipated

HF106	\$2,500		souvenirs - have stock from 2001; order some special commemorative items
HF205/6	\$59,000	\$12,000	toilets
		\$13,000	stages
		\$25,000	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
		\$1,000	portable signs, radios, private property, searchlights
HF207/8	\$9,000	\$3,500	operating supplies
		\$2,500	ice
		\$1,500	banners: stage \$700, welcome - \$400, directional - \$400
		\$500	office supplies
		\$1,000	absorbent & cleaners
HF210	\$3,500	\$2,000	s/o cord for electric panels
		\$1,500	Banners for street fair - reusable - to be placed on street poles
HF305	\$24,230	\$19,000	sound
		\$4,500	lights
		\$730	misc.
HF307	\$25,200	\$15,000	downtown fireworks
		\$2,500	petting zoo
		\$2,500	ponies
		\$3,500	climbing wall
		\$1,700	inflatable
HF401	\$15,000	\$10,000	fireworks
		\$5,000	tables at 75th party - tables, etc, entertainment, sound, prizes