



MANAGER'S MEMO ITEM

ITEM: Ordinance to Establish the 2006 Heritage Festival
WORKSHOP DATE: October 25, 2005
PREPARED BY: Mary Scalzetti, Director Tourism and Events
BID AMOUNT: \$ _____ **ACCOUNT:** _____
BUDGET AMOUNT: \$ _____

PURPOSE: To review the Ordinance to establish the 2006 Heritage Festival and place on the Council agenda for approval.

BACKGROUND:

At their October 13, 2005 Tourism and Events Commission meeting the members reviewed and recommended the approval of the Ordinance to establish the 2006 Heritage Festival. The festival will be held on June 23, 24, 25, 2006, with a ride preview night of June 22, 2006. With approval of the ordinance by council, the planning of the festival will begin.

ATTACHMENTS:

Attached please find a final copy of the ordinance regarding the 2006 Heritage Festival.

STAFF RECOMMENDATION:

Approval of the ordinance establishing the 2006 Heritage Festival.

REQUESTED COURSE OF ACTION:

Placement on the Active Agenda for approval on November 1, 2006.

ORDINANCE NO. _____

AN ORDINANCE REGARDING THE 2006 HERITAGE FESTIVAL

WHEREAS, Heritage Festival has been held annually in the Village of Downers Grove; and

WHEREAS, the Heritage Festival has become an important community event providing educational, entertainment, and cultural activities; and

WHEREAS, the Village Council of the Village of Downers Grove has determined that it is necessary and desirable for the Village to continue to participate in Heritage Festival for 2006 and to provide for the necessary entertainment, food, and other services; and

WHEREAS, the annual Downers Grove Heritage Festival celebration is a meaningful and successful event enjoyed by a great many residents; and

WHEREAS, the Village Council has determined that it is in the best interest of the Village that the planning and conduct of the 2006 Heritage Festival be administered by the Tourism and Events Department along with the Tourism and Events Commission subject to the limitations set forth herein.

NOW, THEREFORE, BE IT ORDAINED by the Village Council of the Village of Downers Grove as follows:

SECTION 1. 2006 Heritage Festival Established. The Village Council determines that it is necessary and desirable that the Village sponsor a community based event to be known as the 2006 Heritage Festival to be held on June 23, 24 & 25, 2006, which will focus on the benefits and amenities of the Village of Downers Grove.

SECTION 2. Definitions. Words and terms not defined shall have the meaning indicated by common usage or dictionary definition.

1. *Applicant.* Any person, business or other entity which files a proper and complete application for booth space.

2. *Application.* Written request for booth space as part of the 2006 Heritage Festival on forms and pursuant to procedures designated by the Commission.
3. *Booth or Booth Space.* Any area or areas designated by the Commission for retail sales or other activities as part of the 2006 Heritage Festival.
4. *Commission.* The Downers Grove Tourism and Events Commission.
5. *Concentrated Business District (CBD).* All businesses or organizations that currently rent or own storefronts located in Downtown Downers Grove.
6. *Local Vendor.* Any vendor which, prior to making application to participate in the 2006 Heritage Festival:
 - a. Is registered with the Illinois Department of Revenue for sales tax purposes as being located within the Village of Downers Grove; or,
 - b. If not required to register with the Illinois Department of Revenue for sales tax purposes, is registered with the Illinois Department of Revenue for income tax purposes as being located within the Village of Downers Grove; or,
 - c. If not required to register with the Illinois Department of Revenue for sales tax or income tax purposes, has its primary place for actual conduct of business within the Village of Downers Grove.
7. *Manager.* The Village Manager or his designee(s).
8. *Non-Local Vendor.* Any vendor which does not qualify as a local vendor.
9. *Not-for-Profit Organization.*
 - a. An organization registered as not-for-profit with the Illinois Secretary of State or an entity affiliated therewith; and/or
 - b. An organization qualified as tax exempt pursuant to the Internal Revenue Code or an entity affiliated therewith; and/or

- c. A unit of government, such as a school or park district or an entity affiliated therewith.
 - d. A local or state political committee, as that term is defined in the Illinois Election Code, or a local, state, or federal elected official or political candidate.
10. *Product.* Any service, good, merchandise or other item of personal property, including but not limited to food products, which is sold, advertised or promoted by a vendor or a not-for-profit organization.
11. *Supplier.* Any person, business or other entity which has a contract with the Village to provide goods or services for the 2006 Heritage Festival including, but not limited to, entertainment.
12. *Vendor.* Any person, business or other entity which makes application for booth space and is authorized by the Village to sell products at retail or otherwise promote commercial activities, including professional services, as part of the 2006 Heritage Festival. Vendor shall not include a supplier or not-for-profit organization as defined herein.

SECTION 3. Administration. The Tourism and Events Department and the Tourism and Events Commission shall plan, organize and generally oversee the operation of the 2006 Heritage Festival, subject to budget limitations, the provisions of this and all Village ordinances, and such other mandates or directives as may from time to time be given by the Village Council. The Commission may adopt rules and regulations, not inconsistent with the provisions of this ordinance, or any other ordinance or law regarding the conduct of the 2006 Heritage Festival including, but not limited to the following:

- 1. Number and assignment of booth spaces.
- 2. Any fees for booths or other activities.
- 3. Standards for assuring a diverse mix of vendors consistent with the community based nature of the 2006 Heritage Festival.

4. Standards of conduct for vendors, not-for-profit organizations and suppliers consistent with the community based nature of the 2006 Heritage Festival.
5. Deadlines for applications for booth space.
6. Rules and regulations applicable to all participants of the 2006 Heritage Festival including the determination of any fee or fine imposed for a violation of these rules or any State statute or local ordinance.
7. Resource allocation or reallocation, including but not limited to electrical supply.
8. Product diversity and appropriateness in light of the purpose and nature of the 2006 Heritage Festival.

The Village staff, under the overall direction of the Manager, is authorized to take such steps as may be necessary or convenient to conduct the 2006 Heritage Festival in a manner consistent with this and all Village ordinances and the rules of the Commission. During conduct of the 2006 Heritage Festival, the Manager or his designee(s) shall supervise and oversee general operations, and shall have the authority to suspend or terminate any rights or privileges granted to vendors, suppliers or not-for-profit organizations for any violation of this ordinance or applicable rules and regulations, or for activity which is in conflict with the historical and community nature of the 2006 Heritage Festival, which threatens the public health, safety, or welfare, or which threatens a breach of the peace. Where practical, the Manager will endeavor to encourage voluntary compliance with this and all Village ordinances and applicable rules and may consult with vendors, suppliers and not-for-profit organizations to correct any violations. In the event vendor privileges are suspended or terminated under the provisions of this paragraph, the Manager shall submit a written report to the Village Council setting forth the findings and reasons for such actions.

SECTION 4. Supplier Contracts. The Village Manager is authorized and empowered to sign contracts not exceeding \$15,000.00 with suppliers, on behalf of the Village, for the purpose of providing services and materials for the 2006 Heritage Festival. Provided, said contracts shall not, either individually

or in their aggregate, when added to contracts approved by the Village Council, exceed the amount specified in the approved budget for the 2006 Heritage Festival. Village Council approval shall be required for all contracts in excess of \$15,000.00.

SECTION 5. Booth Space Regulations. Vendors and not-for-profit organizations may be granted the privilege of utilizing booth space at the 2006 Heritage Festival. Booth space privileges may be terminated, revoked, rescinded, suspended or altered, at the sole discretion of the Village, for violation of any provision of this ordinance or any rule or regulation of the Commission or lawful directive of the Manager regarding the 2006 Heritage Festival. Booth space users shall be subject to all directives, rules and regulations of the Village, including those promulgated by the Commission, regarding the conduct of the 2006 Heritage Festival. The Village reserves the absolute authority, to the full extent permitted by law, to regulate or terminate any activity that is in violation of this ordinance or any rule of the Commission; or which is in conflict with the historical and community nature of the Festival; or which threatens the public health, safety, or welfare; or which threatens a breach of the peace.

For the safety and convenience of those attending the Festival, and to maintain the orderly movement of the crowd, no person shall sell, display, distribute or exhibit any product, material or other information at the Festival except from an assigned booth space. One booth will be set aside for all non-profit groups or persons who did not apply for booth space but desire to sell, display, distribute or exhibit products or materials at the Festival. Any person who does not comply with this ordinance regarding booth space and the selling, displaying, distributing or exhibiting of any product, material or other information may be in violation of Section 19-47 of the Downers Grove Municipal Code.

Section 6. Assignment of Booth Spaces. Local vendors and not-for-profit organizations shall be given preference in allocation and assignment of booth spaces. On or after April 10, 2006, the Commission shall determine a tentative number of booth spaces to be made available to non-local vendors

which shall not exceed 25% of the total anticipated booth spaces. Booth space will be allocated in accordance with the following priority:

1. The prior year's not-for-profit and local commercial participants.
2. New not-for-profit and local commercial applicants and the prior year's non-local commercial applicants with same product.
3. New non-local commercial applicants or prior year's non-local participants with a new product.

All CBD participants utilizing their private property are considered on an equal basis.

SECTION 7. The Village of Downers Grove reserve the absolute authority, to the fullest extent permitted by law, to regulate or terminate any activity that is in violation of this and all Village ordinances or State statutes or Rules or Regulations of the Commission; or which is in conflict with the historical and community nature of the Festival; or which threatens the public health, safety and or which threatens a breach of the peace.

SECTION 8. That all ordinances or resolutions, or parts thereof, in conflict with the provisions of this ordinance be and are hereby repealed.

SECTION 9. That this ordinance shall be in full force and effect from and after its passage and publication in the manner provided by law.

Mayor

Passed:
Published:
Attest: _____

Village Clerk

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MANAGER'S MEMO ITEM

ITEM: Heritage Festival Budget
WORKSHOP DATE: October 25, 2005
PREPARED BY: Mary Scalzetti, Director Tourism and Events
BID AMOUNT: \$ _____ **ACCOUNT:** _____
BUDGET AMOUNT: \$ _____

PURPOSE: Consideration of the 2006 Heritage Festival Budget for the Mayor and Village Council Review.

BACKGROUND:

At their October 13, 2005 Tourism and Events Commission meeting the members reviewed and recommended the 2006 Heritage Festival Budget for approval by council.

ATTACHMENTS:

Attached please find a final copy of anticipated revenue and expenses for the 2006 Heritage Festival including an additional page of explanation for opportunity costs and economic impact as well as an explanation page for particular line items.

STAFF RECOMMENDATION:

Approval of the Heritage Festival 2006 Budget as submitted.

REQUESTED COURSE OF ACTION:

Placement on the Active Agenda for approval on November 1, 2006.

2006 Heritage Festival Budget

Revenue

Expenses

project code	description	2003 actual	2004 actual	2005 actual	2006 budget	2003 actual	2004 actual	2005 actual	2006 budget
HF101	Friends	\$22,125.00	\$17,975.00	\$22,718.00	\$22,000.00	\$0.00	\$0.00	\$846.00	\$600.00
HF102	Contests	\$0.00	\$0.00	\$0.00	\$0.00	\$182.00	\$175.00	\$175.00	\$200.00
HF103	Refreshments - current year	\$0.00	\$0.00	\$0.00	\$0.00	\$1,017.00	\$1,314.00	\$1,156.00	\$1,500.00
HF104	Refreshments - past/future event	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$93.00	\$180.00	\$180.00
HF105	Publications	\$0.00	\$0.00	\$0.00	\$0.00	\$18,151.00	\$22,981.00	\$18,471.00	\$19,000.00
HF106	Souvenirs	\$1,140.00	\$1,706.00	\$795.00	\$1,200.00	\$1,003.00	\$1,629.00	\$930.00	\$1,000.00
HF107	Sponsors	\$18,150.00	\$24,450.00	\$26,000.00	\$28,000.00	\$2,252.00	\$2,444.00	\$1,893.00	\$2,000.00
HF108	Facilities & Attractions Sponsors	\$8,875.00	\$12,275.00	\$20,225.00	\$20,000.00	\$436.00	\$286.00	\$248.00	\$300.00
Total	PUBLICITY & RECOGNITION	\$50,290.00	\$56,406.00	\$69,738.00	\$71,200.00	\$23,051.00	\$28,922.00	\$23,899.00	\$24,780.00
HF201	Apparel	\$0.00	\$0.00	\$0.00	\$0.00	\$853.00	\$988.00	\$591.00	\$700.00
HF202	Booth space	\$70,895.00	\$73,060.00	\$73,297.00	\$75,000.00	\$467.00	\$138.00	\$50.00	\$150.00
HF203	Contracted Services	\$4,929.00	\$20,979.00	\$17,763.00	\$18,000.00	\$3,988.00	\$9,200.00	\$6,501.00	\$6,800.00
HF204	Electricity	\$0.00	\$0.00	\$0.00	\$0.00	\$18,015.00	\$19,728.00	\$21,397.00	\$20,000.00
HF205	Rentals - current year	\$6,120.00	\$6,120.00	\$8,480.00	\$8,000.00	\$50,659.00	\$48,322.00	\$56,512.00	\$52,000.00
HF206	Rentals - past/future event	\$0.00	\$0.00	\$0.00	\$0.00	\$2,558.00	\$2,108.00	\$2,150.00	\$2,500.00
HF207	Supplies - current year	\$0.00	\$0.00	\$0.00	\$0.00	\$9,429.00	\$8,455.00	\$10,933.00	\$9,000.00
HF208	Supplies - past/future event	\$0.00	\$0.00	\$0.00	\$0.00	\$1,788.00	\$758.00	\$0.00	\$500.00
HF209	Insurance	\$0.00	\$0.00	\$0.00	\$0.00	\$14,472.00	\$15,177.00	\$15,792.00	\$15,800.00
HF210	Capital Purchases	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,927.00	\$2,003.00	\$3,000.00
Total	STREET FAIRS OPERATIONS	\$81,944.00	\$100,159.00	\$99,540.00	\$101,000.00	\$102,229.00	\$107,801.00	\$115,929.00	\$110,450.00
HF301	Amusement Rides	\$146,702.00	\$169,609.00	\$143,709.00	\$168,000.00	\$0.00	\$0.00	\$0.00	\$0.00
HF303	Bands & Variety - current year	\$0.00	\$0.00	\$0.00	\$0.00	\$63,830.00	\$76,395.00	\$70,488.00	\$75,000.00
HF304	Bands & Variety - past/future event	\$0.00	\$0.00	\$0.00	\$0.00	\$9,775.00	\$10,550.00	\$22,538.00	\$15,000.00
HF305	Associated entertainment costs	\$0.00	\$0.00	\$0.00	\$0.00	\$21,289.00	\$26,878.00	\$27,925.00	\$26,900.00
HF306	Car Show	\$2,348.00	\$2,980.00	\$2,477.00	\$2,500.00	\$1,837.00	\$1,722.00	\$1,763.00	\$1,800.00
HF307	Contracted Attractions	\$77,234.00	\$85,367.00	\$76,998.00	\$88,500.00	\$12,225.00	\$18,425.00	\$18,185.00	\$18,200.00
HF308	Bingo	\$650.00	\$750.00	\$1,500.00	\$1,500.00	\$0.00	\$0.00	\$0.00	\$0.00
Total	STREET FAIR ATTRACTIONS	\$226,934.00	\$258,706.00	\$224,684.00	\$260,500.00	\$108,956.00	\$133,970.00	\$140,899.00	\$136,900.00
HF502	Outside contracted staffing	\$0.00	\$0.00	\$0.00	\$0.00	\$10,440.00	\$10,575.00	\$10,455.00	\$11,000.00
HF503	Staffing - Festival	\$0.00	\$0.00	\$0.00	\$0.00	\$115,538.00	\$113,414.00	\$118,040.00	\$125,000.00
Total	STAFFING (General Fund Budget)	\$0.00	\$0.00	\$0.00	\$0.00	\$125,978.00	\$123,989.00	\$128,495.00	\$136,000.00
Total	STREET FAIR TOTAL	\$359,168.00	\$415,271.00	\$393,962.00	\$432,700.00	\$360,214.00	\$394,682.00	\$409,222.00	\$408,130.00
	difference between 2006 BUDGETED revenue & expenses \$24,670.00								
	difference between 2005 ACTUAL revenue & expenses (\$15,260.00)								
	difference between 2004 ACTUAL revenue & expenses \$20,589.00								
	difference between 2003 ACTUAL revenue & expenses (\$1,046.00)								
HF401	Fireworks	\$0.00	\$0.00	\$0.00	\$0.00	\$9,800.00	\$8,930.00	\$9,870.00	\$10,000.00
HF402	Parade	\$2,749.00	\$1,093.17	\$982.00	\$3,500.00	\$11,128.00	\$13,768.36	\$11,595.00	\$12,500.00
HF403	July 4th Entertainment Sponsor	\$1,000.00	\$1,000.00	\$2,000.00	\$1,000.00	\$0.00	\$0.00	\$0.00	\$0.00
Total	July 4th Activities	\$3,749.00	\$2,093.17	\$2,982.00	\$4,500.00	\$20,928.00	\$22,698.36	\$21,465.00	\$22,500.00
HF504	Staffing - July 4	\$0.00	\$0.00	\$0.00	\$0.00	included abv	\$8,912.00	\$9,516.00	\$9,500.00
Total	STAFFING (General Fund Budget)	\$0.00	\$0.00	\$0.00	\$0.00	\$20,928.00	\$31,610.36	\$30,981.00	\$32,000.00
Total	JULY 4TH TOTALS	\$3,749.00	\$2,093.17	\$2,982.00	\$4,500.00	\$20,928.00	\$31,610.36	\$30,981.00	\$32,000.00
	July 4th difference betw 2006 BUDGETED revenue & expenses \$17,179.00								
	July 4th difference betw 2005 ACTUAL revenue & expenses \$27,999.00								
	July 4th difference betw 2004 ACTUAL revenue & expenses \$29,517.19								
	July 4th difference betw 2003 ACTUAL revenue & expenses \$17,179.00								
Total	GRAND TOTALS	\$362,917.00	\$417,364.17	\$396,944.00	\$437,200.00	\$381,142.00	\$426,292.36	\$440,203.00	\$440,130.00
	% of expenses covered by revenue (AS BUDGETED for 2006) 99.33%								
	% of expenses covered by revenue (ACTUAL for 2005) 90.17%								
	% of expenses covered by revenue (ACTUAL for 2004) 97.91%								
	% of expenses covered by revenue (ACTUAL for 2003) 95.22%								

Opportunity Costs and Economic Impact

	Revenues	Expenses	
	2006 budget	2006 budget	
STREET FAIR TOTAL	\$432,700.00	\$408,130.00	
JULY 4TH TOTALS	\$4,500.00	\$32,000.00	
COMP TIME TOTAL		\$11,252.00	x includes salaries and benefit amounts
Preparation for Events			Event work description
Tourism and Events		\$116,873.00	x organize, coordinate, develop village sponsored events. Includes salaries and benefit amounts
Public Works		\$19,377.00	Set up of festival area. Note: information was estimated by public works.
Police		\$1,500.00	safety issues & layout Note: information was estimated.
Fire		\$800.00	safety issues & layout Note: information was estimated.
Legal		\$1,543.00	contract and rfp review Note: information was estimated .
Finance		\$391.00	Presale tickets, acct'ing,accounts payable Note: information was estimated.
Building Services		\$660.00	repair and paint HF equipment Note: Information was estimated.
Cable and publications		\$720.00	publications/graphic design, posters app's, certs. Note: information was estimated.
EVENT PREP TOTALS		\$141,864.00	
GRAND TOTAL*	\$437,200.00	\$593,246.00	73.70%

Direct Benefits to Village

Hotel Tax dollars
Sales Tax dollars

In-Direct Benefits to Village

Community Event gives Not-For-Profits ample opportunity to gain major revenue \$'s for their organizations

Revenue to vendors
Public Relations and Name recognition for Downers Grove.

Positives - Intangible impact is not accounted for

Negatives - Spending is completed in DG, however not necessarily placed in Village General fund.

ECONOMIC IMPACT** **\$1,252,296.00**

**See indicator used below

** 2005 Heritage Festival Economic Impact Study- indicator for non-local spending per person equates to \$41.57

Downers Grove population 50,000

80%of residents attended the festival based on telephone survey.

Crowd estimated at 70,125 per Downers Grove 2005 Heritage Festival Economic Impact Study.

70,125 attendees minus (-) 40,000 locals equates to 30,125 day trippers.

30,125 x \$41.57 per person = \$1,252,296

X salaries and benefit costs included in dollar amounts

2006 Heritage Festival

budget explanation
(draft) on 10/13/05

Revenue anticipated

Project code	06 Budget	Explanation
HF202	\$75,000	Booth space fees including \$20 processing fee for every vendor. Beer Garden - \$76,998 in '05; \$85,367 in '04; \$77,234 in '03; \$57,900 in '02;
HF307	\$88,500	\$53,000 in '01; \$25,500 in '00 (rain); \$31,200 in '99.

Expenses anticipated

Project code	06 Budget	Explanation
HF205/206	\$54,500	\$10,000 portable toilets \$31,000 tents, tables, chairs \$10,000 stages \$1,500 barricade rental \$2,000 portable signs, radios, private property, searchlights
HF210	\$3,000	Staging and barricades
HF303/304	\$90,000	Bands and Variety acts
HF305	\$26,900	\$19,300 Sound \$5,000 lights \$2,600 instrument/equipment rental
HF307	\$18,200	Attractions \$2,600 ponies \$1,600 caricaturist \$6,000 inflatables/climbing wall \$8,000 fireworks
HF503/504	\$134,500	Staffing costs for HF and July 4th activities