



MANAGER'S MEMO ITEM

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

PURPOSE: To report the financial status of the Community Events Fund through the 2005 Heritage Festival Annual Report

BACKGROUND:

At their October 13, 2005 Tourism and Events Commission meeting the members reviewed and approved the 2005 Heritage Festival Annual Report, to be submitted to council for approval.

ATTACHMENTS:

Attached please find a final copy of the 2005 Heritage Festival Annual Report

STAFF RECOMMENDATION:

Approval of the Heritage Festival 2005 Annual Report as submitted.

REQUESTED COURSE OF ACTION:

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

VILLAGE OF DOWNERS GROVE



HERITAGE FESTIVAL 2005 ANNUAL REPORT



Published October 2005
Tourism & Events Department

Tourism and Events Commission

ANNUAL REPORT

for the

2005 HERITAGE FESTIVAL

as presented on
October 25, 2005

Village of Downers Grove • 801 Burlington • Downers Grove, Illinois 60515 • 630-434-5500
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2005 Heritage Festival Annual Report

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Community Events Commission History And the Tourism and Events Commission Formation

The Community Events Commission was established by Ordinance 2686 in December 1982 to coordinate, supervise, and publicize any community-wide celebration supported by the Village Council. The Commission has performed this function for each Heritage Festival since 1983.

Effective May 15, 2001, the Community Events Commission was combined with the Visitor's Bureau Board of Directors to form the Tourism and Events Commission, established by Ordinance 4294. The Tourism and Events Commission submits this report to the Village Council for review.

The Tourism and Events Commission planned and assisted in the implementation of the 2005 Heritage Festival. An Amusement Ride Preview Night began the festivities on June 23rd, along with a pre-festival concert "The Temptation Revue featuring Dennis Edwards". The Street Fair was held on June 24, 25, and 26. The traditional Independence Day celebration was held on Monday, July 4th, with a parade, and evening fireworks. The Bike and Buggy Parade was held on Sunday, July 10th in Fishel Park.

TOURISM AND EVENTS COMMISSION

Members: Chairman, Commissioner Martin Tully

Cynthia Bach	Kathy Nybo	Lt. Bill Budds, Ex-officio
Dave Dahm	Ellen Pendola	Sgt. Dominic Scalzetti, Ex-officio
Dave Humphreys	John Randall	John Tucker, Pub. Works, Ex-officio
Frank Fulco	Mary Scalzetti, Director	Keven Bobikiewicz, Public Works
Patti Marino	Audrey Priorello, Staff	D.C. Bob Tutko, Fire Dept
Tessa McGuire	Barb Martin, Staff	Jenny Rizzo, VOC

The Tourism and Events Commission is comprised of two sub-committees, Events and Tourism. The Events sub-committee provides valuable input for community event planning, keeping hotel occupancy in mind. The Tourism sub-committee provides marketing and advertising strategies for Downers Grove hotel properties. The Events sub-committee meets monthly and the Tourism sub-committee meets on a quarterly basis. The full Tourism and Events Commission meets each month to finalize the ideas and efforts of both sub-committees.

The format for monthly meetings includes informal discussion moderated by the Chairman of the Commission. If a unanimous conclusion cannot be reached on a particular subject, a recorded vote is used to settle the issue.

ASSESSMENT

General

The Twenty-fourth Annual Heritage Festival was a success in terms of participation, attendance, and community spirit. Although the excessive heat all weekend and the threat of rain on Sunday, provided by Mother Nature, was not the picture perfect weather of the past two years, generally speaking, festive spirits prevailed. Families and attendees seemed to take a break during the mid afternoon, in order to get out of the heat. However the evening hours saw the crowds return to the usual packed event.

The festival encompassed much of the downtown area, utilizing Main Street from the railroad tracks south to Maple, Burlington and Curtiss from Forest to Washington, Fishel Park and numerous public and private parking areas. The Car Show on Sunday was north of the railroad tracks, and the Tivoli Theater was the site of entertaining performances each day of the weekend.

Many residents and visitors came out to enjoy each other's company and the festivities of our community event. Based on ticket and beverage sales, crowd estimates were down approximately 8.5% to 9.0%, during mid-day due to the heat. As the sun set, Friday and Saturday evening drew huge crowds. Sunday also saw slightly less attendance mid-day mainly due to the threat of thunderstorms which passed over. There was a steady crowd the remainder of the evening.

As in the past, the 2005 festival provided "something for everyone". The spacious amusement ride area decreased congested lines and offered greater mobility of pedestrian traffic through the area. Thursday evening's pay-one-price ride preview saw a \$9,500 increase in revenues over last year. Visitors who anticipated the excessive heat to come throughout the weekend took advantage of the cool Thursday evening to experience the amusement rides.

Sponsored attractions such as the Tiki Climbing Wall, the Spiderman Slide, the Builder Bob Bounce and the Pony Rides were offered free to festival goers and provided a variety of options for the young and the young at heart.

The Beer Garden again proved itself to be a highly attended section of the festival. Entertainment was once again highlighted on six outdoor stages and in the historic Tivoli Theatre. The festival opening act for entertainment was the "Temptation Revue, featuring Dennis Edwards". This is the only ticketed event. The performance was held Thursday evening at the Tivoli Theatre, while the rest of the festival was being set up on the south side of the tracks. The other stages during the festival featured a wide variety of music, theatrical performances, and dance. The festival opened and closed on a high note with close proximity fireworks on Friday night and Sunday night, displayed from the top of the parking garage. It offered a great view from just about every area of the festival. The enormous ooh's and aahh's revealed the crowds overwhelming appreciation for this attraction.

The annual 4th of July Parade was held on Main Street. The parade headed north from the railroad tracks to Sherman. The holiday fireworks, on 75th Street and Dunham Road, were a colorful display in the evening for many residents to enjoy.

The popular downtown Bike and Buggy Parade was held on July 10th. Many children decorated themselves as well as their bikes, strollers, and roller blades. Fishel Park provided a great venue at the end of the parade route where all those who participated in the parade were welcome to enjoy refreshments, ice cream and entertainment.

Participation

The 2005 festival hosted 187 organizations, churches, and businesses that actively participated in the Street Fair and other special events. This number is thirteen less than 2004. While all applicants pay a nominal application processing fee, Not-for-Profits are exempt from the booth fee normally charged for a single booth space. If they wish to have two single booths, there is a \$100 fee for the second booth. The commission offered non-profit groups tent space, tables, and chairs in the Community Info and Expo areas for a low fee of \$30 for one day, \$40 for two days or \$50 for all three days. The Community Info and Expo areas allowed six groups to share a 20' by 30' tent with a table and two chairs included for each group. Local businesses were eligible to rent space in the Info and Expo areas for \$150 - \$275. In order to have their own single booth space on the street, a fee of \$300 was charged for local businesses without food, and \$400 with food. Non-local businesses paid \$1000. Additionally, charges for electricity, water or the rental of a tent, if needed were not included above.

Putting on such an enormous event takes dedication, spirit, and determination especially working in extreme heat. Our volunteers and village employees symbolize community. Over seventy five village employees worked various positions during the event. This year we recruited approximately ninety volunteers who helped produce our community event as well as operating some of their own booths within the festival.

Volunteers are an essential part of community events and we are striving to build a larger volunteer base. With rising festival costs it is imperative that our volunteers are considered valuable assets and we treat them as such. We host an appreciation picnic after the festival for all volunteers and employees who assisted in the presentation of our outstanding community event. The picnic truly serves as a bonding session and a brainstorming session for next year's event.

Sponsors are an important component of Heritage Festival, as they help defray costs. Sponsors participate in the festival by making a monetary donation or an in-kind donation, which is usually a product or service that would normally have to be purchased, for the festival, as part of operations. This year we had six Corporate Sponsors donating \$21,143, as compared to \$13,600 in 2004. Corporate sponsorships have slowly increased over the past few years.

Pepsi America was one of our corporate sponsors. Pepsi America offered to help us identify our volume of sales number as well as offering some additional benefits. We were able to determine our volume of non-alcoholic drink sales, and additionally we were able to provide customer service to the vendors by delivering the product to them. Thus, we cut down on the number of vehicles within the festival site and vendors didn't have to cart the product into the site. Also, Pepsi agreed to buy back any unused full cases so that organizations didn't have to pay for several unwanted cases that they would then have to lug back out of the festival site. A schedule was set up for deliveries and pick ups. However, not all organizations followed the schedule causing some late deliveries and a few unhappy vendors. The soda and water cases were sold at \$8.00 per case.

The Pepsi America sponsorship program was a pilot program introduced for the first time in 2005. This experimental program was expected to produce certain benefits, beyond the sponsorship dollars, that will be analyzed and reported out at a later time. However, the introduction of this program also presented new challenges and some concerns regarding the impact upon certain not-for-profit groups who raise funds principally by selling beverages at the festival. The Events Sub-committee has heard from a number of groups on this subject and will be carefully reviewing the program to determine whether it should be repeated, modified, or discontinued. It has also been suggested that participant not-for-profit groups be included in future planning sessions regarding alternative funding sources for the festival.

Pepsi advised that 1732 cases of pop and water were sold at the festival. This did not include the other beverage items offered for sale at the festival, which were excluded from the Pepsi contract. Those other drinks included lemon shake-up's, rootbeer floats, and coconut drinks. Also, with the excess heat at this year's festival and the afternoon drop in attendees because of the heat, sales volumes were down as well.

Attendance

Since the festival is a free non-gated venue it is not possible to provide accurate attendance numbers. For the past several years, a crowd estimate of "100,000 plus" has been provided as a guideline to the public. Attendance estimates have been based on the density of the crowds, ride revenue and bus ridership. Based on those measures, the attendance at this year's Street Fair was down approximately 10%.

An Economic Impact Study was conducted at this year's event to capture the expenditures of non locals as well as the local spending. Baird and Warner, a local Real Estate office, celebrating 150 years in business volunteered to be our survey hosts for the study. The Baird and Warner group collected 256 surveys over the weekend.

Tourism and Events staff performed a telephone survey after the event. There were 118 telephone surveys conducted with 94 advising that they attended the festival, or 80%. Utilizing the calculation for estimation of attendance, Enigma Research Corporation developed we were able to estimate attendance at 70,175. The estimate was surmised through a calculation that combined our on-site surveys taken at the event, with the telephone surveys taken after the event and the total population within the village. A separate report, the Heritage Festival 2005 Economic Impact Study, details the expenditures of visitors and the impact on the village.

Transportation and Parking

The "Fest Express", our shuttle bus program, continued with ridership at approximately 13,480. The cost to ride the bus was \$1 per person for a round trip ride. Children 5 years of age and under were free. The revenue collected, \$7,353, was placed in the transportation fund to cover the costs of the drivers and servicing the buses. Bus ridership was down this year by a little over 50%. The two factors that most likely affected the bus ridership were having the parking garage opened this year along with lower day time attendance due to excessive heat. The bus service is a wonderful amenity, which helps to alleviate the parking problem in our downtown area. Both Downers Grove North and South High School parking lots were utilized as off site parking locations, as well as the Fairview and Belmont train stations.

An added plus for this year, was the fact that the parking deck was open during the festival. As there were discussions of safety and traffic issues it was decided to have a group assist people parking within the deck. The J. Kyle Braid Leadership Group of Downers Grove North High School and Downers Grove South High School was selected as the organization to handle the parking. A \$3.00 fee was charged. After paying for supplies, such as radio rental, signage and Auxiliary Police officers needed to run the operations which came to \$2,382 the leadership group received \$7,081. It should be noted that if a not-for-profit organization continues to operate the parking in the future perhaps an RFP should be requested from interested parties.

Finance

The budget presented for the 2005 festival anticipated that 109.22% of expenses would be covered by revenue received. The attached report depicts the actual percentage as 96.27%.

The Community Events Fund, established in 1999 to more accurately track revenue and expenses associated with Village sponsored events, currently contains only resources used for Heritage Festival events. As shown on the 2005 Heritage Festival financial summary, the event generated \$393,962 in revenue while incurring \$409,222 in expenses in this fund. Total revenues were down 9.5%

from 2004 figures. Staffing expenses for the festival are included in the total expense numbers. The July 4th activities are accounted for separately.

Sponsorships were up this year by approximately \$13,000, coming in at \$69,738 as compared to \$56,406 in 2004. In-kind sponsorships, those donating services or product needed for the festival were valued at \$21,400.

The Rotary Club, who operated the Beer Garden, presented the Village with a check for \$76,998, which was a decrease of \$8,369 from 2004. Mother Nature is certainly powerful, as excessive heat can diminish revenues at a festival just as rain or the threat of rain. However, the planning and execution of the Beer Garden area by the Rotary Club, was superb. The Rotary Club handled themselves and the patrons of the Beer Garden with professionalism. They are to be commended.

It was extremely tough keeping expenses down this year. Many of our vendors/suppliers whom we rent equipment from, such as portable toilets, generators, tents, tables and chairs, all increased their fees. Many of these suppliers have kept their costs down for the past three years and were unable to do so again.

Staffing costs have been a major concern for the past few years. The 2001 festival saw an all time high staffing cost of \$150,000 for the Heritage Festival and July 4th activities combined. The Tourism and Events department made a concerted effort to evaluate staffing at the festival, offer comp time and utilize more volunteers. The volunteer pilot program that began in 2002 was continued in 2005. Additionally, all directors were asked to volunteer some time on Friday in order to cut costs. Finally, a choice of selecting compensatory time, up to 16 hours, was offered to festival workers. These efforts lowered staffing costs in 2003. These efforts were again implemented in 2005 with staffing costs totaling \$127,556, (\$118,040 for Heritage Festival and \$9,516 for the July 4th). We utilized a number of groups this year and we will continue to seek reliable, responsible volunteers to lower staffing costs.

AWARDS AND RECOGNITION

The Heritage Festival Street Fair is widely acclaimed as one of the premier festival events in the area and has received International and national recognition. The International Festival and Events Association, (IFEA) paid tribute to the Downers Grove Heritage Festival on November 10, 2004 at the IFEA's 49th Annual Convention & Expo Experience in Boston MA. The festival received three very prestigious Pinnacle Awards. A Gold Pinnacle award was received for our TV Promotion (commercial). Another Gold Pinnacle award was received for our full length local TV Program. A Bronze Pinnacle award was also received for our Street Banner. The professional competition drew 1458 entries from around the world.

In 1998 the festivals publication, the *Heritage Festival News*, was recognized as a Silver Pinnacle award winner for Best Newspaper Supplement. Additionally, Heritage Festival was chosen by West Suburban Living Magazine as the 2005 Best Festival in the Chicagoland suburbs. We have also been runner up for several years.

The Heritage Festival is a member of the Illinois Special Events Network, an affiliated chapter of IFEA. IFEA is primarily an association of events, event managers and event suppliers that provides networking, resources and ideas for planners.

RECOMMENDATIONS

The Tourism and Events Commission respectfully recommends the continuation of the Heritage Festival in 2006. The support of the event through attendance, participation, and donations indicates an overall approval by the community. Input from local residents indicates pride in the event. Survey responses, letters, e-mails and phone calls were generally positive and complimentary.

The Festival serves to define Downers Grove to its surrounding communities. However, there is always room for improvement and the Tourism and Events Commission will look at the overall operations and advise where improvement can be implemented.

It is the strong opinion of the Commission that the Street Fair is an asset to the Village of Downers Grove, providing a venue for service clubs, nonprofit organizations, and businesses to work together in a community project and promote themselves.

At the same time, Heritage Festival provides an excellent opportunity for positive interaction between Village staff, residents and the business community. The Heritage Festival is an accomplished event, which provides a positive image of Downers Grove as a viable, community-oriented municipality. The Commission recommends continued concentration on providing amenities and entertainment of the highest caliber possible.

As the Events Commission in 1988 recommended a permanent date for the Street Fair, it will continue to be scheduled for the last full weekend in June. The 2006 dates will be June 23, 24, and 25. The annual parade and fireworks will be held on Tuesday, July 4th. The Bike & Buggy Parade will be held on Sunday, July 9th.

FUTURE PLANNING

The 2006 festival will celebrate the 25th Annual Downers Grove Heritage Festival. A historic theme is currently being considered by the Tourism and Events Commission. Additionally, 2007 will mark the Village's 175th birthday. We would like to include participation by service organizations with a long history of service in the community and/or a connection with the festival. These groups would probably include, the Masons, American Legion, Lions Club and the Rotary Club to name a few. The 2006 festival could be used to build excitement for the 175th birthday.

Major development in the downtown area has altered the layout of the festival for the past several years. The parking garage development is complete and provided many additional parking spaces for visitors to the festival. The Curtiss Block development, a.k.a. Acadia on the Green, is the next key project for the downtown area and will have a major impact on the layout of the festival site. We will keep the lines of communication open between the Village, Downtown Management, and local businesses so as to utilize our resources most effectively.

The Tourism and Events Department along with the Tourism and Events Commission will continue its efforts towards a self-supporting event. Future budgeting for the festival will be a challenge and a balancing act.

CONCLUSION

In conclusion the Tourism and Events Commission would like to thank Mayor Krajewski, the Council, and the Village staff for their continued support of the Heritage Festival. The Commission wishes to assure the Mayor and members of the Village Council that they will continue to seek activities and events that will enhance the Festival as well as encourage active participation by Village residents, organizations, and businesses.

2005 Heritage Festival Financial Summary

Project Code	Description	Revenues		Expenses		Rev. less Exp (Actual)
		Budget	Actual	Budget	Actual	
HERITAGE FESTIVAL OPERATIONS						
HF101	Friends	\$22,000	\$22,718	\$300	\$846	
HF102	Contests			\$200	\$175	
HF103	Refreshments - current year			\$1,400	\$1,156	
HF104	Refreshments - past/future event			\$200	\$180	
HF105	Advertising & Public Relations			\$22,900	\$18,471	
HF106	Souvenirs	\$2,500	\$795	\$1,600	\$930	
HF107	Sponsors	\$28,000	\$26,000	\$2,445	\$1,893	
HF108	Facilities & Attractions Sponsors	\$20,000	\$20,225	\$350	\$248	
TOTAL	PUBLICITY & RECOGNITION	\$72,500	\$69,738	\$29,395	\$23,899	\$45,839
HF201	Apparel	\$0		\$1,000	\$591	
HF202	Booth space	\$77,000	\$73,297	\$150	\$50	
HF203	Contracted Services	\$22,000	\$17,763	\$7,700	\$6,501	
HF204	Electricity	\$0	\$0	\$19,800	\$21,397	
HF205	Rentals - current year	\$6,500	\$8,480	\$49,800	\$56,512	
HF206	Rentals - past/future event	\$0	\$0	\$3,000	\$2,150	
HF207	Supplies - current year	\$0	\$0	\$7,815	\$10,933	
HF208	Supplies - past/future event	\$0	\$0	\$700	\$0	
HF209	Insurance	\$0	\$0	\$15,200	\$15,792	
HF210	Capital Purchases	\$0	\$0	\$6,000	\$2,003	
TOTAL	STREET FAIR OPERATIONS	\$105,500	\$99,540	\$111,165	\$115,929	(\$16,389)
HF301	Amusement Rides	\$170,000	\$143,709	\$0	\$0	
HF303	Bands & Variety - current year	\$0		\$75,000	\$70,488	
HF304	Bands & Variety - past/future event	\$0		\$15,000	\$22,538	
HF305	Associated entertainment costs	\$0		\$26,230	\$27,925	
HF306	Car Show	\$2,500	\$2,477	\$1,900	\$1,763	
HF307	Contracted Attractions	\$90,000	\$76,998	\$19,000	\$18,185	
HF308	Bingo Tent Reimbursement	\$1,500	\$1,500	\$0	\$0	
TOTAL	STREET FAIR ATTRACTIONS	\$264,000	\$224,684	\$137,130	\$140,899	\$83,785
HF501	Contracted staffing			\$11,000	\$10,455	
HF502	Village Staffing - Heritage Festival			\$116,000	\$118,040	
TOTAL	STAFFING (General Fund Budget)	\$0	\$0	\$127,000	\$128,495	(\$128,495)
HERITAGE FESTIVAL TOTALS *		\$442,000	\$393,962	\$404,690	\$409,222	(\$15,260)
% of expenses covered by revenue (AS BUDGETED)						109.22%
% of expenses covered by revenue (ACTUAL)						96.27%
JULY 4 EVENT OPERATIONS						
HF401	Fireworks	\$0		\$10,000	\$9,870	
HF402	Parade	\$3,500	\$982	\$14,000	\$11,595	
HF403	July 4th Entertainment Sponsor	\$1,000	\$2,000			
TOTAL	July 4th Activities	\$4,500	\$2,982	\$24,000	\$21,465	(\$18,483)
HF503	Village staffing - July 4			\$9,000	\$9,516	
TOTAL	STAFFING (General Fund Budget)	\$0	\$0	\$9,000	\$9,516	(\$9,516)
JULY 4 EVENT TOTALS *		\$4,500	\$2,982	\$33,000	\$30,981	(\$27,999)
% of expenses covered by revenue (AS BUDGETED)						13.64%
% of expenses covered by revenue (ACTUAL)						9.63%
GRAND TOTALS		\$446,500	\$396,944	\$437,690	\$440,203	(\$43,259)
% of expenses covered by revenue (AS BUDGETED)						102.01%
% of expenses covered by revenue (ACTUAL)						90.17%

* Do not include expenses associated with planning and setup for events/activities conducted by Village staff during regular business hours

Revenue Detail 2005 Final Report

Project Code	Description	Charged to FY2004-05	Charged to FY2005-06	2005 event actual	2005 event budget done 8/23	Variance
HERITAGE FESTIVAL OPERATIONS						
HF101	Friends	\$11,675	\$11,043	\$22,718	\$22,000	\$718
HF106	Souvenirs	\$0	\$795	\$795	\$2,500	(\$1,705)
HF107	Entertainment Sponsors	\$6,000	\$20,000	\$26,000	\$28,000	(\$2,000)
	Toilet	\$600	\$0	\$600		
	Bench	\$825	\$300	\$1,125		
	Slide - Washington Mutual		\$3,000	\$3,000		
	Ponies - Mid America Bank	\$3,000	\$0	\$3,000		
	Water Mistlers - Burke LTD	\$3,000	0	\$3,000		
	Climbing Wall - Rotary Club	\$0	\$3,000	\$3,000		
	Builder Bounce -Community Bk of DC	\$0	\$3,000	\$3,000		
	Caracacurist - See's Candy	\$0	\$3,000	\$3,000		
	Joe Madden - Car Show Trophies	\$0	\$500	\$500		
HF108	Facilities & Attraction Sponsors	\$7,425	\$12,800	\$20,225	\$20,000	\$225
TOTAL	PUBLICITY & RECOGNITION	\$25,100	\$44,638	\$69,738	\$72,500	(\$2,762)
HF202	Booth Space	\$340	\$72,957	\$73,297	\$77,000	(\$3,703)
	Ice Sales	\$0	\$6,259			
	Temptations Ticket Sales	\$4,532	\$6,972			
HF203	Contracted Services	\$4,532	\$13,231	\$17,763	\$22,000	(\$4,237)
HF205	Rentals (Vendor Tent Rentals)	\$0	\$8,480	\$8,480	\$6,500	\$1,980
TOTAL	STREET FAIR OPERATIONS	\$4,872	\$94,668	\$99,540	\$105,500	(\$5,960)
HF301	Amusement Rides (see detail below)		\$143,709	\$143,709	\$170,000	(\$26,291)
HF306	Car Show	\$300	\$2,177	\$2,477	\$2,500	(\$23)
HF307	Contracted Attractions (Beer Garden)		\$76,998	\$76,998	\$90,000	(\$13,002)
HF308	Tent Reimbursement (Bingo)		\$1,500	\$1,500	\$1,500	\$0
TOTAL	STREET FAIR ATTRACTIONS	\$300	\$224,384	\$224,684	\$264,000	(\$39,316)
HERITAGE FESTIVAL TOTALS		\$30,272	\$363,690	\$393,962	\$442,000	-\$48,038
JULY 4 EVENT OPERATIONS						
HF402	Parade (Contrib's from water billing)	\$0	\$982	\$982	\$3,500	(\$2,518)
HF403	July 4th Entertainment Sponsor	\$0	\$2,000	\$2,000	\$1,000	\$1,000
TOTAL	JULY 4TH ACTIVITIES	\$0	\$2,982	\$2,982	\$4,500	(\$1,518)
JULY 4 EVENT TOTALS		\$0	\$2,982	\$2,982	\$4,500	-\$1,518
GRAND TOTALS		\$30,272	\$366,672	\$396,944	\$446,500	(\$49,556)

2005 in-kind donations valued at \$21,400 - detail on page 9

Amusement Ride Summary	
June Presale tickets	\$99,110
Thursday night pay one price	\$41,445
Children's pay one price	\$6,880
Days of festival	\$146,790
Total gross sales	\$294,225
Village share at 40% (\$0 to \$100k)	\$40,000
Village share at 43% (\$100k to \$150k)	\$21,500
Village share at 45% (\$150k to \$225k)	\$33,750
Village share at 50% (over \$225k)	\$34,613
Total ticket sales	\$129,863
16 skill games @ \$600 each	\$10,800
2 food booths @ \$900 each	\$1,800
skytracker sponsorship	\$0
total misc.	\$12,600
Overage - event sales	\$1,246
Total Village Share	\$143,709

2005 Heritage Festival Listing of Sponsorship Revenue

Entertainment Sponsors (actual cash)

Sun Publications	\$300.00
Baird & Warner	\$500.00
Beard Auto Repair, Inc.	\$500.00
Bojo's Elephant Ears & More	\$500.00
Commissioner Martin Tully	\$500.00
DG Prof. Fire Fighters Assoc Local 3234	\$500.00
Downers Grove National Bank	\$500.00
Ebersold, Inc.	\$500.00
Fraternal Order of Police Lodge #73	\$500.00
Hamilton Partners	\$500.00
Hinsbrook Bank	\$500.00
Kane, McKenna & Associates	\$500.00
Lee's Concessions	\$500.00
Lumina, Inc.	\$500.00
Neuco, Inc.	\$500.00
North Beach Downers Grove	\$500.00
Robert Bair Services Plumbing Heating &	\$500.00
Robert R. Dylla, Sr., C.P.A., P.C.	\$500.00
Roundhead's Pizzeria	\$500.00
S. G. Architects, Inc.	\$500.00
Shanahan's	\$500.00
Citibank	\$1,000.00
Downers Grove Junior Woman's Club	\$1,000.00
Johnson Printers	\$1,000.00
M & M Orthopaedics, Ltd.	\$1,000.00
Midwest Bank	\$1,000.00
ScotPress Printing	\$1,000.00
Stephens Plumbing & Heating	\$1,000.00
The Alter Group	\$1,000.00
BFI	\$1,200.00
New England Builders	\$1,500.00
Rosol Construction, Inc.	\$5,000.00

Total Entertainment \$ 26,000.00

Attraction Sponsors (actual cash)

Bench and Portable Sponsors	\$ 1,725.00
Joe Madden Ford	\$500.00
See's Candies	\$3,000.00
MidAmerica Bank	\$3,000.00
Christopher Burke Engineering, LTD	\$3,000.00
Community Bank of Downers Grove	\$3,000.00
Washington Mutual	\$3,000.00
Downers Grove Rotary Club	\$3,000.00

Total Attraction \$ 20,225.00

Friends of Fest & Corp Sponsors (actual cash)

Friends of Festival	\$ 1,575.00
PepsiAmericas	\$2,143.00
Liberty Suburban Chicago Newspapers	\$3,000.00
Euclid Beverage	\$3,000.00
Good Samaritan Hospital	\$3,000.00
Sam's Wine and Spirits	\$5,000.00
Sunquest Vacation	\$5,000.00

Total FOF & Corporate \$ 22,718.00

In-kind Donations (sevices or product)

Sun Publications	\$200.00
United Limousine Service Inc.	\$400.00
Holiday Inn Express	\$500.00
Comfort Inn Downers Grove	\$500.00
Marriott Suites	\$1,000.00
Wireless Now	\$1,000.00
DoubleTree Guest Suites	\$1,000.00
Pro Electric	\$2,300.00
Tivoli Theatre & Tivoli Bowl	\$3,000.00
Chicago White Sox	\$3,000.00
Browning-Ferris Industries, Inc.	\$8,500.00

(not included as revenue) **Total In-kind** \$21,400.00

**Expense Detail
2005 Final Report**

Project Code	Description	Charged to FY2004-05	Charged to FY2005-06	2005 event actual	2005 event budget	Variance
HERITAGE FESTIVAL OPERATIONS						done 8/23
	certificate frames		\$261			
	certificate paper		\$8			
	sponsor mailings		\$577			
HF101	Friends	\$0	\$846	\$846	\$300	(\$546)
	photo contest awards		\$175			
HF102	Contests	\$0	\$175	\$175	\$200	\$25
	Appreciation picnic		\$1,081			
	HF staff mtgs		\$75			
HF103	Refreshments	\$0	\$1,156	\$1,156	\$1,400	\$244
	Sponsor Meetings	\$180				
HF104	Refreshments-future/past	\$180	\$0	\$180	\$200	\$20
	CBD notice paper	\$10				
	HF News		\$13,711			
	HF insertion delivery		\$2,642			
	HF & Temptation ad		\$844			
	HF sponsor brochure	\$1,263				
HF105	Advertising & Public Relations	\$1,274	\$17,197	\$18,471	\$22,900	\$4,429
	items for resale	\$0	\$930			
HF106	Souvenirs	\$0	\$930	\$930	\$1,600	\$670
	photograph & folders		\$403			
	sponsor banners		\$924			
	thank you page		\$566			
HF107	Sponsors	\$0	\$1,893	\$1,893	\$2,445	\$552
	bench plaques		\$173			
	laminating pouches		\$75			
HF108	Facilities & Attraction Sponsors	\$0	\$248	\$248	\$350	\$102
	staff/volunteer shirts		\$591			
HF201	Apparel	\$0	\$591	\$591	\$1,000	\$409
	paper /app & rules	\$50				
HF202	Booth space	\$50	\$0	\$50	\$150	\$100
	ice sellers		\$1,000			
	diaper changing booths		\$800			
	recycling donation		\$600			
	vendor staff		\$1,500			
	ticket seller		\$400			
	towing reimbursement		\$125			
	fingerprinting costs		\$976			
	photographer		\$700			
	grease disposal		\$400			
HF203	Contracted Services	\$0	\$6,501	\$6,501	\$7,700	\$1,199
	Add'l electric distribution equipment		\$400			
	certified electricians		\$7,499			
	generator rental		\$10,264			
	fuel for generators		\$2,851			
	electric supplies		\$783			
HF204	Electricity	\$0	\$21,397	\$21,397	\$19,800	(\$1,597)
	portable signs		\$1,600			
	portable toilets	\$2,000	\$9,494			
	private property	\$500				
	portable coolers		\$550			

**Expense Detail
2005 Final Report**

Project Code	Description	Charged to FY2004-05	Charged to FY2005-06	2005 event actual	2005 event budget	Variance
	radio rental		\$580			
	stages & sound mix tents		\$6,449			
	tents, etc.		\$29,094			
	Beer Garden stage and tent		\$2,918			
	Barricade rental		\$1,952			
	Tivoli rental Temptations		\$1,375			
HF205	Rentals - current year	\$2,500	\$54,012	\$56,512	\$49,800	(\$6,712)
	stages & sound mix tents	\$2,150				
HF206	Rentals - past/future	\$2,150	\$0	\$2,150	\$3,000	\$850
	liners for trash		\$2,070			
	ticket sales supplies		\$41			
	electric supplies		\$792			
	door hanger parking		\$140			
	locks and keys		\$67			
	Idol contest awards		\$103			
	tablecloths, etc.	\$320	\$61			
	street degreaser		\$586			
	misc. supplies	\$63	\$860			
	bags of ice		\$3,874			
	ID lanyards for Astro employees		\$46			
	parking signs		\$490			
	stage, directional signs		\$1,050			
	coal pails		\$347			
	water credit		\$25			
HF207	Supplies - current year	\$383	\$10,550	\$10,933	\$7,815	(\$3,118)
HF208	Supplies - past/future	\$0	\$0	\$0	\$700	\$700
	festival policy		\$15,792			
HF209	Insurance	\$0	\$15,792	\$15,792	\$15,200	(\$592)
	upgrade electric equipment	\$1,015				
	molded cable covers	\$988				
HF210	Capital Purchases	\$2,003	\$0	\$2,003	\$6,000	\$3,997
	entertainment (detail on p. 13)		\$70,488			
HF303	Bands & Variety - current year	\$0	\$70,488	\$70,488	\$75,000	\$4,513
	childrens showcase	\$225				
	entertainment	\$22,538				
HF304	Bands & Variety - past/future	\$22,538	\$0	\$22,538	\$15,000	(\$7,538)
	Temptations Ticket Sales & Printing	\$340	\$287			
	Temptations Sound		\$2,100			
	Temptations misc. exp & meal buyout		\$688			
	lighting	\$2,185	\$2,000			
	band gear rental		\$3,500			
	dressing room rental		\$145			
	BMI license fee		\$570			
	sound	\$2,000	\$13,650			
	entertainer hospitality		\$461			
HF305	Associated entertainment costs	\$4,525	\$23,400	\$27,925	\$26,230	(\$1,695)
	committee apparel		\$99			
	card stock & paper	\$15				
	refreshments		\$207			
	trophies & plaques	\$1,186				
	big board update		\$250			
	photos		\$51			
HF306	Car Show	\$1,201	\$607	\$1,807	\$1,900	\$93

**Expense Detail
2005 Final Report**

Project Code	Description	Charged to FY2004-05	Charged to FY2005-06	2005 event actual	2005 event budget	Variance
	beer garden license	\$25				
	tiki wall, spider slide, builder bounce		\$6,569			
	downtown fireworks		\$7,000			
	attraction operators supplies		\$391			
	ponies		\$2,700			
	caricaturist		\$1,500			
HF307	Contracted Attractions	\$25	\$18,160	\$18,185	\$19,000	\$815
HF308	Tent Reimbursement			\$0	\$0	\$0
	HF cleaning services		\$10,455			
HF501	Contracted Staffing	\$0	\$10,455	\$10,455	\$11,000	\$545
	Management		\$4,934			
	Support Staff		\$16,604			
	Astro Ticket Sales		\$5,635			
	Setup/Cleanup		\$19,804			
	Police		\$47,368			
	EMS		\$10,657			
	Fire Prevention		\$2,301			
	VOC		\$4,536			
	Cable		\$2,392			
	Electrical		\$3,809			
HF502	Heritage Festival	\$0	\$118,040	\$118,040	\$116,000	(\$2,040)
HERITAGE FESTIVAL TOTALS		\$36,828	\$372,437	\$409,265	\$404,690	(\$4,575)
JULY 4TH EVENT OPERATIONS						
	July 4th evening fireworks		\$9,870			
HF401	Fireworks	\$0	\$9,870	\$9,870	\$10,000	\$130
	parade bands (detail on p. 14)		\$10,845			
	radio rental		\$180			
	signage		\$75			
	portable toilet rental		\$495			
HF402	Parade	\$0	\$11,595	\$11,595	\$14,000	\$2,405
	Management		\$479			
	Support Staff		\$701			
	Setup/Cleanup		\$3,443			
	Police		\$3,862			
	EMS		\$308			
	VOC		\$293			
	Cable		\$429			
HF503	Staffing - July 4	\$0	\$9,516	\$9,516	\$9,000	(\$516)
JULY 4TH EVENT TOTALS		\$0	\$30,981	\$30,981	\$33,000	\$2,019
GRAND TOTALS		\$36,828	\$403,418	\$440,246	\$437,690	(\$2,556)

2005 Heritage Festival Listing of Entertainment Expenses

Performer/Act	Contract	Performer/Act	Contract
.JPG	\$600.00	Madcap Productions Puppet	\$1,025.00
3-D Sound Company	\$900.00	Midwest Ballet Theatre	\$1,600.00
7th Heaven	\$1,200.00	Mindy Cingle	\$150.00
American English	\$4,000.00	Oldies 104.3	\$10,000.00
Balster Illusions	\$1,300.00	Rick Saucedo Show	\$1,600.00
Balster Magic Productions	\$2,700.00	Rico!	\$1,500.00
Blue Stone Academy	\$0.00	Salt Creek Sinfonietta	\$1,200.00
Chicago's Cover Story	\$450.00	Scribblemonster & his Pals	\$475.00
Choral Aires of Sweet Adelines	\$400.00	Serilian	\$300.00
Class Act	\$2,000.00	Simple Faith	\$400.00
Cyoty County	\$150.00	Sketch Middle	\$300.00
Dance Studio	\$0.00	Smokin' Gunz	\$700.00
Die Lustigen Musikanten	\$350.00	Soul Circus	\$900.00
Dooley Blues	\$800.00	Ted Ansani Project	\$300.00
Downers Grove Choral Society	\$350.00	The Kimi Hayes Band	\$750.00
Downers Grove Park District Dance	\$0.00	The Manatees Band	\$600.00
Downers Grove Suzuki Strings	\$100.00	The Smithereens	\$9,900.00
Fonn Mor	\$750.00	The Temptations Review	\$20,000.00
Grass Roots	\$8,500.00	Those Dam Accordions	\$2,000.00
Hard Reign	\$250.00	Toot-Toot the Clown	\$500.00
Hi Infidelity	\$2,000.00	Treaty of Paris	\$350.00
Hip Pocket	\$900.00	Trinity Academy of Irish Dance	\$0.00
Hoffmann's Animal Show	\$725.00	Two Way Street Coffee House	\$3,000.00
Instant Karma	\$1,250.00	Vernam Cipher	\$500.00
Jazzercise in Downers Grove	\$0.00	Wally Smulson	\$250.00
Joel Frankel (Bike and Buggy)	\$300.00	Waterhouse	\$1,200.00
Lynne Jordan & The Shivers	\$1,500.00	West End Jazz Band	\$600.00
Mad Science	\$500.00	Workin' Class	\$950.00
		Grand Total	<u>\$93,025.00</u>

2005 Heritage Festival Listing of July 4th Parade Bands

Entertainer Name	Dollar Amount
Tim Balster	\$300.00
Midwest Model T Club	\$300.00
Jimmy's Royal Street Rhythm Ambassadors	\$495.00
Medinah Highlanders	\$500.00
St. Andrew's Celtic Dancers	\$500.00
10th Regiment IL Volunteer INF	\$500.00
Merry Marchers	\$750.00
Proviso East High School Marching Band	\$800.00
Chicago Highlanders Pipe Band	\$1,100.00
District 99 Band	\$1,200.00
St. Andrew's Pipes & Drums	\$1,200.00
Joliet American Legion Band	\$1,400.00
Marching Cougars of Breese Central High School	\$1,500.00
Total for Parade	\$10,545.00
Mike Mauthe, Bike & Buggy Parade	\$300.00
Grand Total	\$10,845.00

Summary of Revenue and Expenses

1996 to present

REVENUES	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
Heritage Festival Revenues									\$415,271	\$393,962
July 4 Events Revenues									\$2,093	\$2,982
Total Revenues	\$225,525	\$230,948	\$242,513	\$223,311	\$245,603	\$300,238	\$311,728	\$362,917	\$417,364	\$396,944
EXPENSES										
Heritage Festival Expenses										
Street Fair Direct Expenses	\$205,026	\$215,077	\$224,763	\$179,863	\$257,969	\$271,212	\$279,180	\$234,234	\$270,691	\$280,727
Additional Expenses *	\$13,144	\$14,121	\$15,223	\$16,568	-	-	-	-	-	-
Contracted Staffing	-	\$7,560	\$10,915	\$8,538	\$9,439	\$11,171	\$10,545	\$10,440	\$10,575	\$10,455
Village Staffing **	-	-	-	-	-	-	-	-	\$113,414	\$118,040
Subtotal Heritage Festival	\$218,170	\$236,758	\$250,901	\$204,969	\$267,408	\$282,383	\$289,725	\$244,674	\$394,680	\$409,222
July 4 Event Expenses										
Fireworks and table party	\$9,000	\$9,000	\$10,000	\$10,000	\$10,000	\$15,257	\$9,800	\$9,800	\$8,930	\$9,870
Parade	\$7,574	\$8,281	\$15,082	\$13,802	\$17,180	\$16,084	\$17,530	\$11,129	\$13,768	\$11,595
Village Staffing **	-	-	-	-	-	-	-	-	\$8,912	\$9,516
Subtotal July 4 Events	\$16,574	\$17,281	\$25,082	\$23,802	\$27,180	\$31,341	\$27,330	\$20,929	\$31,610	\$30,981
Combined Staffing (All Events) **	\$93,399	\$77,845	\$94,334	\$91,789	\$114,723	\$150,021	\$140,637	\$115,539	\$122,326	\$127,556
Total Expenses All Events	\$328,143	\$331,884	\$370,316	\$320,559	\$409,312	\$463,745	\$457,693	\$381,142	\$426,290	\$440,203

SUMMARY INFORMATION

Revenues less Expenses	(\$102,618)	(\$100,936)	(\$127,803)	(\$97,249)	(\$163,708)	(\$163,507)	(\$145,964)	(\$18,225)	(\$8,926)	(\$43,259)
% of expenses covered by revenue	68.73%	69.59%	65.49%	69.66%	60.00%	64.74%	68.11%	95.22%	97.91%	90.17%
Expenses Funded by Hotel Tax/General Fund (for Contracted & Village Staffing) ***	\$93,399	\$85,405	\$105,249	\$100,327	\$124,162	\$161,192	\$151,182	\$125,979	\$132,901	\$0
Surplus/(Deficit) in Heritage Festival Fund (108)	(\$9,220)	(\$15,531)	(\$22,554)	\$3,078	(\$39,546)	(\$2,315)	\$5,218	\$107,754	\$123,975	(\$43,259)
Fund 108 Year End Balance	\$96,574	\$81,043	\$58,489	\$61,567	\$22,021	\$19,706	\$24,924	\$132,677	\$256,652	\$213,393

* Expenses for Electrician, Insurance and Postage - recorded separately through 1999

** Staffing related expenses were combined to include both Heritage Festival and July 4 Events staffing through 2003

*** The Hotel Tax was eliminated in 2002 and all revenues and expenses were shifted to the General Fund. Program 108 is currently used to budget for all expenses related to HF & July 4 Staffing