

**VILLAGE OF DOWNERS GROVE
REPORT FOR THE VILLAGE COUNCIL MEETING
FEBRUARY 20, 2007 AGENDA**

SUBJECT:	TYPE:	SUBMITTED BY:
Heritage Festival Layout and 175 th Anniversary Update	Resolution Ordinance Motion ✓ Discussion Only	Mary Scalzetti, Director Community Events

SYNOPSIS

Staff has scheduled a discussion to update the Village Council on the layout for the 2007 Heritage Festival and related activities that will occur during the event which is scheduled for June 21 – 24, 2007.

STRATEGIC PLAN ALIGNMENT

Downers Grove Vision 2021 identified the principles of an Authentic Downtown and Hometown Feeling with the supporting means of: Vibrant Community Focal Point for Bringing Residents and Guests together; Destination for Eating and Entertainment Both Indoor and outdoor and Strong Community Events Bringing Residents and Generations Together.

FISCAL IMPACT

The FY07 General Fund budget provides \$401,800 for Heritage Festival expenses and anticipates offsetting revenue of \$429,700. The 175th Anniversary Budget included up to \$100,000 for a national entertainer to perform.

UPDATE AND RECOMMENDATION

Due to weather, the Village Council did not discuss this item as a part of the February, 13, 2007, Council Workshop meeting. Public comments were heard on February 13, 2007.

Staff recommends Council discuss this item on February 20, 2007.

BACKGROUND

The Community Events Commission (formerly known as the Tourism and Events Commission) developed a layout for the 2007 Heritage Festival. They collected input from the Board of Directors of the Downtown Management Corporation as well as from residents and businesses, within and around the layout area.

The layout has the festival on Main Street from Franklin to Maple going North and South. Going east and west, Warren Avenue and Burlington Avenue will be utilized from Forest to Washington Street. Curtiss Street will also be used from Forest to Mochel Drive, with limited access between Mochel Drive and Washington Avenue.

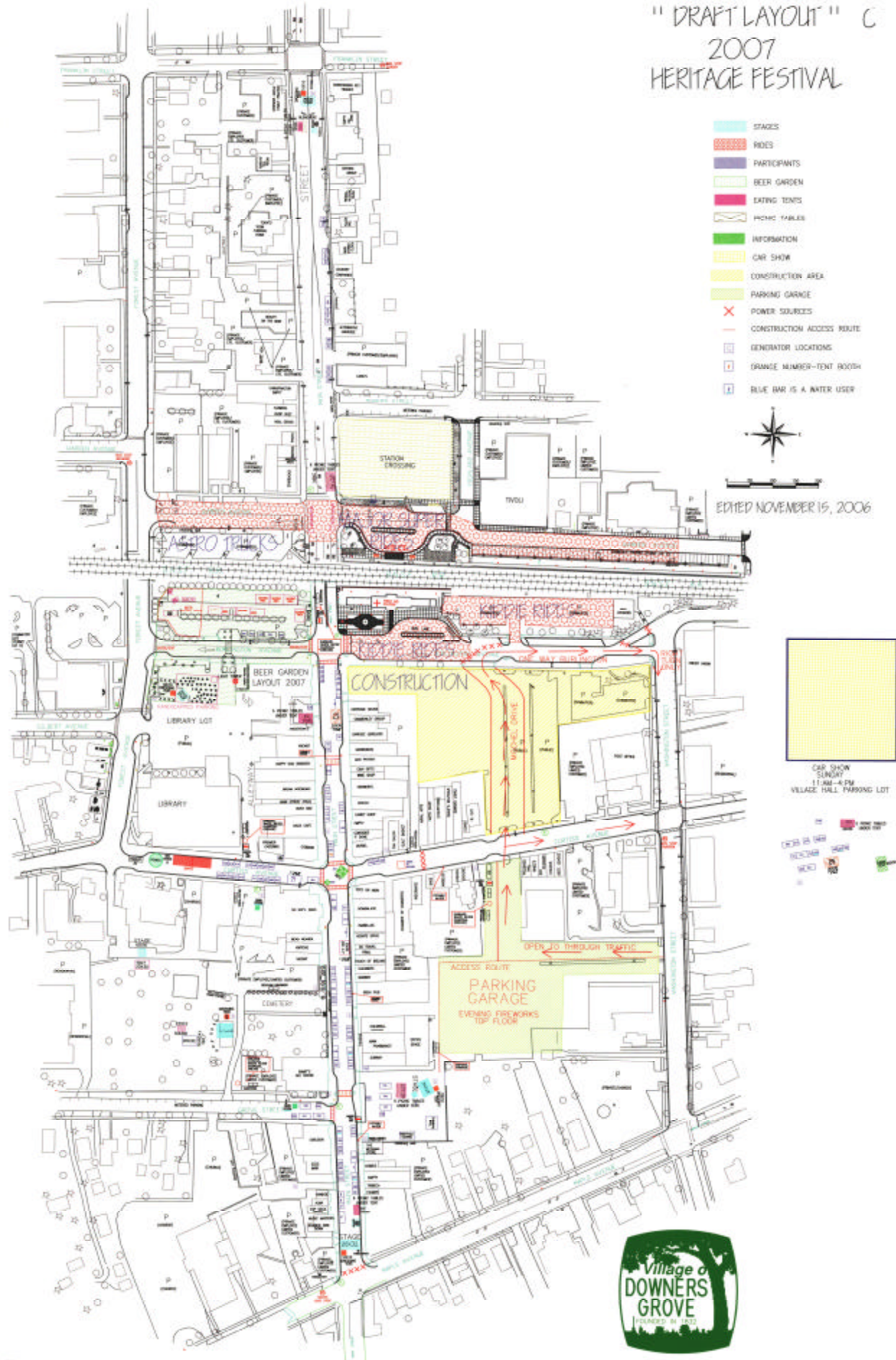
With respect to the 175th activities for the festival, the Commission recommends enhancing the entertainment on several stages throughout the festival weekend, rather than spend the dollars allotted on one particular entertainer. Additionally, the Commission recommends opening the beer garden on Thursday evening in order to feature a national performer with a cover charge for this event. This would occur on the same date as the ride preview night.

The Beer Garden area is fenced during the festival with the exception of the entrance/exit areas on Burlington Avenue at Forest Avenue and at Main Street. In order to have the cover charged show we would enhance the fencing around the beer garden area. We would also upgrade the stage and do away with the huge tent. Production equipment, (sound and lighting) would also be upgraded to the handle national performers.

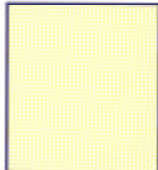
ATTACHMENTS

2007 Heritage Festival Layout

" DRAFT LAYOUT " C 2007 HERITAGE FESTIVAL



EDITED NOVEMBER 15, 2006



CAR SHOW
SUNDAY
11 AM - 4 PM
VILLAGE HALL PARKING LOT

