

VILLAGE OF DOWNERS GROVE
REPORT FOR THE VILLAGE COUNCIL WORKSHOP
AUGUST 14, 2007 AGENDA

SUBJECT:	TYPE:	SUBMITTED BY:
2008 National Ice Carving Championship	✓ Resolution Ordinance Motion Discussion Only	Mary Scalzetti Community Events Director

SYNOPSIS

A resolution has been prepared directing staff to execute an extension of the 2007 National Ice Carving Association (NICA) agreement, via the Right of First Refusal, with NICA to host the 2008 National Championship on February 8, 9 and 10, 2008, and authorize the expenditure of as much as \$55,000 in Village funds or sponsorship dollars for the event.

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*; *Exciting Destination for Eating and Entertainment Both Indoor and Outdoor*; and *Strong Community Events Bringing Residents and Generations Together*.

FISCAL IMPACT

Should Council approve the recommended resolution to authorize extension of the 2007 NICA agreement, funding of expenditures for the event will be provided via the FY 08 budget.

RECOMMENDATION

Approval on the August 21, 2007 active agenda.

BACKGROUND

In 2007, the Village was the host community for the National Ice Carving Championship competition as part of the 10th Annual Downers Grove Ice Sculpture Festival. The competition portion of the Village Ice Sculpture Festival is a NICA sanctioned event and was added as an enhancement of our annual festival for the 175th Anniversary Celebration. Hosting the National Championships allowed the Village the option to host the event again in 2008.

It is noteworthy to mention the National Ice Carving Championship event brought added recognition to the Village with its 36 competitive carvers. An Economic Impact Survey was conducted during the event which generated positive results; for example, there were noticeably more weekend attendees and visitors to the Village. A copy of the report is attached.

In order to promote the event properly NICA is requesting a response to the extending of the agreement via the Right of First Refusal letter. The Community Events Commission recommended at their August 9 meeting the Council approve this event. Village staff is currently developing a proposed FY 08 budget to which Council can direct funding of expenditures for this event.

ATTACHMENTS

Resolution
 NICA Right of First Refusal Letter
 2007 Ice Sculpture Festival Economic Impact Study
 2007 Ice Sculpture Festival Expense Report

RESOLUTION NO. _____

**A RESOLUTION AUTHORIZING EXECUTION OF AN EXTENSION TO AN
AGREEMENT BETWEEN THE VILLAGE OF DOWNERS GROVE
AND THE NATIONAL ICE CARVING ASSOCIATION**

BE IT RESOLVED by the Village Council of the Village of Downers Grove, DuPage County, Illinois, as follows:

1. That the form and substance of a certain Agreement (the "Agreement"), between the Village of Downers Grove (the "Village") and the National Ice Carving Association ("NICA"), for the Village to serve as host of the 2008 National Ice Carving Championships, as set forth in the form of the Agreement submitted to this meeting with the recommendation of the Village Manager, is hereby approved.

2. That the Village Manager and Village Clerk are hereby respectively authorized and directed for and on behalf of the Village to execute, attest, seal and deliver the Agreement, substantially in the form approved in the foregoing paragraph of this Resolution, together with such changes as the Manager shall deem necessary.

3. That the proper officials, agents and employees of the Village are hereby authorized and directed to take such further action as they may deem necessary or appropriate to perform all obligations and commitments of the Village in accordance with the provisions of the Agreement.

4. That all resolutions or parts of resolutions in conflict with the provisions of this Resolution are hereby repealed.

5. That this Resolution shall be in full force and effect from and after its passage as provided by law.

Mayor

Passed:

Attest: _____
Village Clerk



March 12, 2007

Ms. Cara Pavlicek
Village Manager
Village of Downers Grove
801 Burlington Avenue
Downers Grove, IL 60515-4776

Dear Ms. Pavlicek:

Thank you for hosting this years National Ice Carving Championship in the Village of Downers Grove. All of the Village employees did and outstanding job with the preparation and set up of the event and final clean-up. The event was an overwhelming success and a great kickoff to the 125th Anniversary celebration. All of the spectators and ice sculptors had a great time. You had a really good turn out both days. We have also had numerous calls from spectators saying they had a great time and are looking forward to the event again next year.

We would like to extend you an opportunity to host the event again next year. We are offering the Village of Downers Grove the right of first refusal for the 2008 Championship event. Please sign below and return a copy of this letter to me by May 31, 2007 with the Village of Downers Grove intent to host the event again next year.

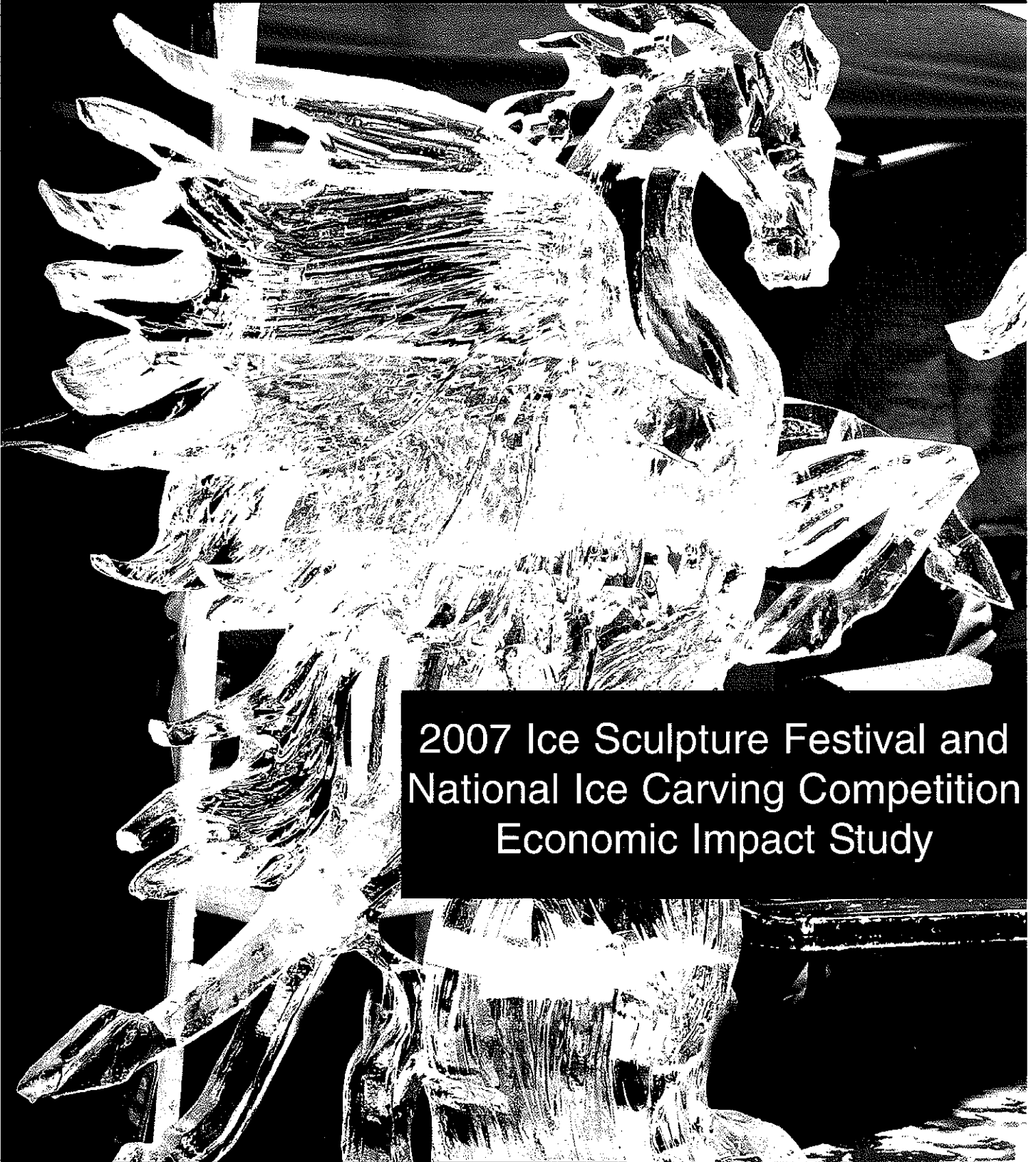
If you have any questions or suggestions on how we can make next years competitions better please let us know. Once again thank you for hosting the Nationals and we look forward to talking to you very soon about 2008.

Sincerely,



Alice C. Connelly
Executive Director

VILLAGE OF DOWNERS GROVE



2007 Ice Sculpture Festival and
National Ice Carving Competition
Economic Impact Study



Published August 2007
Community Events Department

2007 Community Events Ice Sculpture Festival and National Ice Carving Competition
Economic Impact Survey
CONTENTS

EXECUTIVE SUMMARY	2
SURVEY METHODOLOGY AND ECONOMIC MODEL	4
ECONOMIC IMPACT OF EVENT	5
TELEPHONE SURVEY ATTENDANCE ESTIMATOR	7
ON-SITE SURVEY GRAPHS	8
SURVEY SAMPLE	11

2007 Community Events Ice Sculpture Festival and National Ice Carving Competition
Economic Impact Survey
EXECUTIVE SUMMARY

The Village of Downers Grove, Community Events Department conducted an Economic Impact Study of the 2007 Downers Grove Ice Sculpture Festival and National Ice Carving Competition, held on February 9, 10, and 11, 2007. Department staff, along with the help of the Community Events Commission, used information provided by Enigma Research Corporation, in order to facilitate the conducting of the study.

Enigma Research Corporation, with corporate offices in Orlando, Florida and Toronto, Ontario is a well known event research organization who has conducted Economic Impact Studies for clients such as the World Wrestling Entertainment of Las Vegas and the Citrus Bowl in Orlando. Community Events staff attended a couple workshops conducted by Enigma Research Corporation, in order to gain knowledge and to utilize the tools given to perform the impact study at a reasonably low cost. Traditionally, professionally conducted studies cost thousands of dollars, which many smaller communities or special events simply just can not afford. These workshops covered areas such as surveys, sampling plans, data processing and modeling and interpreting and releasing results.

The Ice Sculpture Festival Economic Impact Survey consisted of several components. These included an estimate of festival attendance, a survey of festival attendees to measure expenditures by non-locals and locals, and an economic model to convert tourism expenditures into economic impact. The economic impact analysis is based on non-local spending only.

Attendance was estimated at 32,689. This included an estimated 17,325 local attendees and 15,364 non-local attendees. A random sample of 112 on-site visitors were surveyed with 59 being local residents and 53 being non-local residents, residing outside of Downers Grove. A tourism spending economic model was created to convert these expenditures into economic impact, jobs created, and taxes generated at both the state and local levels.

The total economic activity, attributed to non-local spending at the Ice Sculpture Festival was estimated at \$986,829. Of that \$986,829 in economic activity, \$277,200 was spent on payroll or wages and salaries. This represents 11.7 full-year jobs created in Downers Grove. Moreover, the economic expenditure activity created estimated state tax receipts of \$52,459 and local tax receipts of \$16,776.

With respect to the Economic Impact Model utilized for this report, the figures were taken from the Economic Impact of Travel on Illinois Counties, 2005. This study was prepared for the Illinois Bureau of Tourism by the Research Department of the Travel Industry Association of America, Washington, D.C. August 2006.

2007 Community Events Ice Sculpture Festival and National Ice Carving Competition
Economic Impact Survey
EXECUTIVE SUMMARY

The following represents the demographics of the non-local respondents to the economic impact survey at the Ice Sculpture festival.

- 51% of the non-local respondents were female
- 31% were between the ages of 30 -39
- 31% were between the ages of 40 – 49
- 18% were between the ages of 50 – 59
- 45% had household incomes between \$50,000 - \$100,000
 - 24% incomes between \$50K - \$74,999
 - 21% incomes between \$75K - \$99,999

2007 Community Events Ice Sculpture Festival and National Ice Carving Competition
Economic Impact Survey
SURVEY METHODOLOGY AND ECONOMIC MODELS

Three components were utilized to measure the economic impact of the Ice Sculpture Festival in Downers Grove. Those components included an estimate of the event attendance, a survey of the non-local attendees to measure their expenditures, and an economic model that converts tourism dollars spent into economic impact.

Attendance: Attendance at the Ice Sculpture Festival was estimated at 32,689 people over the entire weekend. This number was derived through a compilation of our on site survey and a telephone survey of area residents. The telephone survey of local residents gave us an estimated number of locals who attended the event. Using this estimate, along with the local/non-local ratio from the on-site survey, we algebraically estimated the number of attendees to the festival.

Survey: . In order to obtain a representative cross-section of attendees who were surveyed the survey takers themselves had to represent a cross-section. Therefore both males and females of varying ages were utilized as survey takers. The total number of surveys taken at the event was 112. Of that amount, 53 non-local attendees were questioned in reference to their spending habits at the festival.

Economic Model: A tourism spending economic model was created. The figures utilized were taken from the Economic Impact of Travel on Illinois Counties 2005. This study was prepared for the Illinois Bureau of Tourism by the Research Department of the Travel Industry Association of America, Washington, D.C. August 2006. This model converts tourism spending in Illinois and DuPage County specific, into economic impact, jobs that were created and the taxes generated by the expenditures. The model illustrates the direct impact (spending within front line businesses), indirect impact (spending generated by suppliers to the front line business), and induced impact (spending from new employment or business).

LOCALS VS. NON-LOCALS ALL ATTENDEES		
	Percentage	Actual
Local	53%	17,325
Non Local	47%	15,364
Total	100%	32,689

2007 Community Events Ice Sculpture Festival and National Ice Carving Competition
 Economic Impact Survey
Economic Impact of the Event

- \$986,829 of economic impact was directly attributed to spending by non-locals visiting Downers Grove as a result of the event.
- The estimated \$986,829 is representative of a combination of direct impact, indirect impact and induced impact.
- Taxes generated were estimated at \$69,236. State tax receipts were \$52,460 and the Local tax receipts were \$16,776.
- Spending by locals on area businesses was estimated at \$378,378.

TOTAL ECONOMIC IMPACT OF EVENT				
ALL ATTENDEES				
	Percentage	Actual	Average Spending per person survey	Total Spending during event
Local	53%	17,325	\$21.84	\$378,378
Non Local	47%	15,364	\$64.23	\$986,829

Village of Downers Grove Economic Impact - Ice Sculpture Festival 2005

Estimated Attendance 32,689
On-site Surveys taken 112 (59 local - 53 non-local)
 47% are non local
Non-local attendees 15,364 spend on average \$64.23 each

Total estimated adjusted expenditures by non-locals: \$986,829

Estimated Direct Domestic Travel Expenditures & Related Economic Impact *

	Expenditures (\$Millions)	Payroll (\$Millions)	Employment (Millions)	State Tax Receipts (\$Millions)	Local Tax Receipts (\$Millions)
DuPage County *	1885.19000	529.55000	0.02231	100.23000	32.05000
		Payroll	Employment	State Tax Receipts	Local Tax Receipts
Downers Grove Ice Festival		\$277,200	11.7	\$52,467	\$16,777

* Figures taken from the Economic Impact of Travel on Illinois Counties 2005. This study prepared for the Illinois Bureau of Tourism by the Research Department of the Travel Industry Association of America Washington, D.C. August 2006.

Village of Downers Grove
2007 Ice Sculpture Festival & National Ice Carving Competition
Telephone method attendance estimator

From visitor survey:

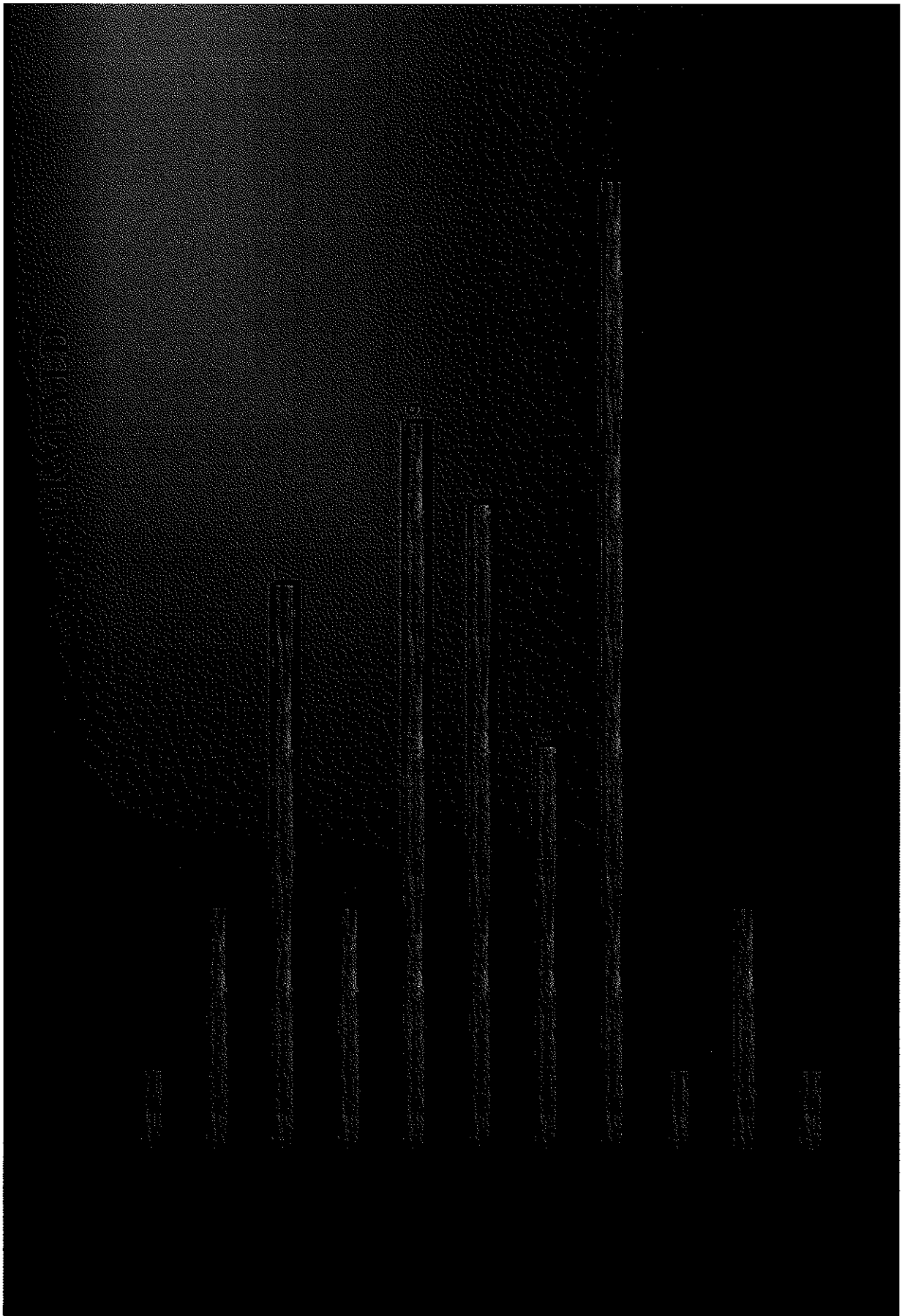
Percentage local	53%
Percentage non-local	47%

From telephone survey:

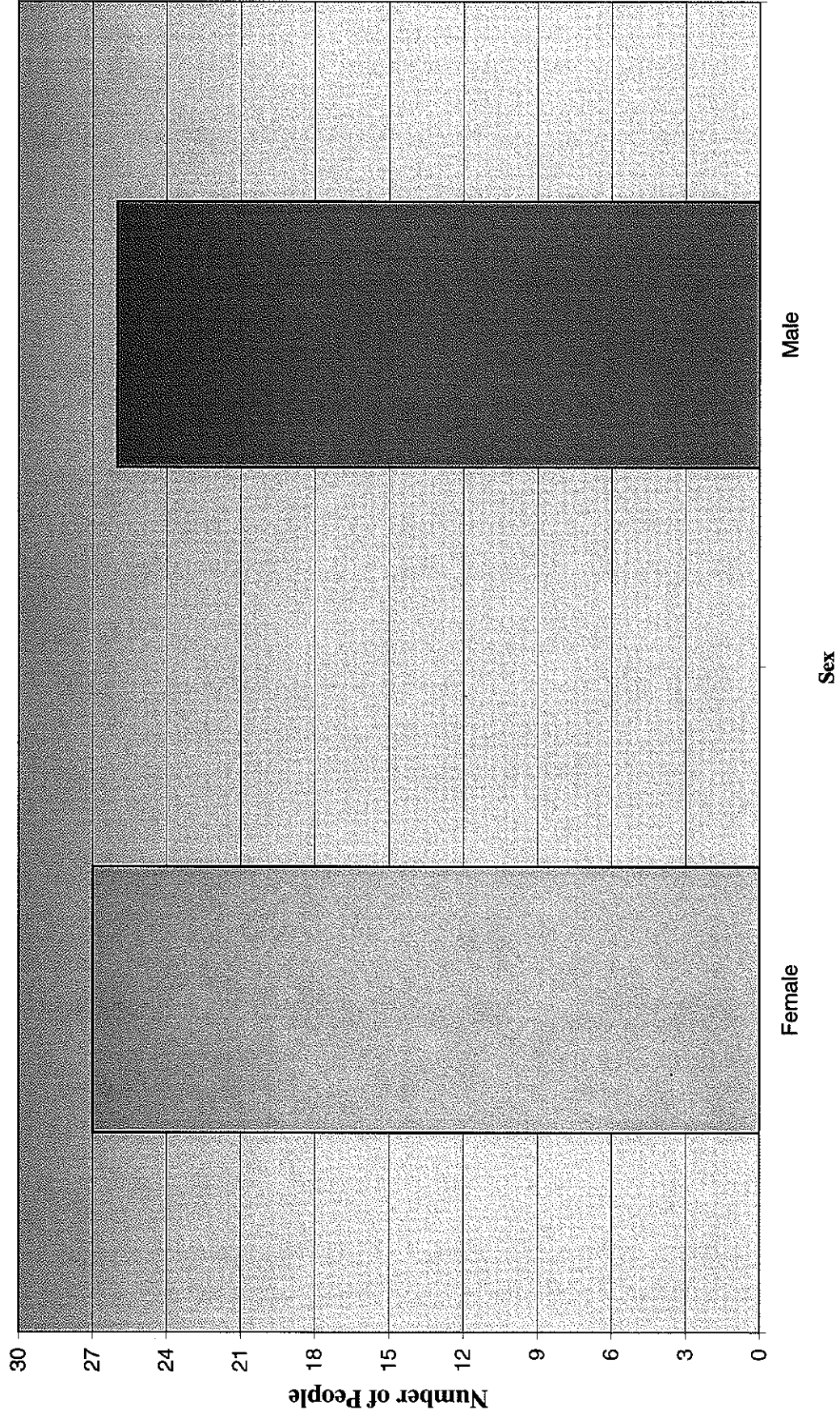
Percentage of locals who attended	35%
Local population	49,500
Estimated number of locals	17,325
Estimated number of non-locals	15,364
Estimated total attendance	<u>32,689</u>

Margin of error:

Sample size for <u>telephone</u> survey	104
Percent ±, 19 times out of 20	9.41%
Upper bound local, 19 times out of 20	18,956
Lower bound local, 19 times out of 20	15,694
Upper bound total, 19 times out of 20	35,766
Lower bound total, 19 times out of 20	29,612



GENDER



1. The first part of the document discusses the importance of maintaining accurate records of all transactions.

2. It is essential to ensure that all data is entered correctly and that the system is regularly updated.

3. The second part of the document outlines the various methods used to collect and analyze data.

4. These methods include surveys, interviews, and focus groups, each with its own strengths and weaknesses.

5. The final part of the document provides a summary of the findings and offers recommendations for future research.

6. In conclusion, the document highlights the need for a systematic and rigorous approach to data collection and analysis.

2007 Ice Sculpture Festival

ECONOMIC IMPACT

On-site survey (for locals and non-locals)

Q1
Excuse me, my name is _____. I am conducting a survey to help better understand the impact of events on Downers Grove. Would you have a few minutes to answer some questions?

- Yes No

Q2
Which of the following best describes where you live?

- Downers Grove (local)
 _____ Miles away (non-local)

INTERVIEWER NOTE: If response is: "Downers Grove", respondent is local; otherwise they are non-local.

Q3
IF NON-LOCAL: Where do you currently reside?

City/town: _____
State/province: _____

Q4
Which of the following best describes your main reason for attending this event?

- Attendee or spectator Vendor (terminate)
 Participant or with participant Staff (terminate)

ASK ONLY NON-LOCALS:

Q5
How many nights in total, if any, do you plan to stay in Downers Grove?

Answer: _____

Q6
In what kind of accommodation are you staying?

- Private home University dorm
 Hotel Both commercial & private
 Motel Other accommodation
 B&B Not staying
 Hostel

Q7
Including yourself, how many people are visiting the event with you today?

Answer: _____

Q8
How many of them are children under 16 years old?

Answer: _____

Q9
How many of the people visiting the event with you live...?

In Downers Grove _____
Outside Downers Grove _____

Q10
How many different days will you visit this event?

Answer: _____

Q11
I am going to read a list of items. For each, please indicate how much you expect to spend in each category...

(LOCALS) - during your entire visit to this event?
(NON-LOCALS) -during your entire stay in Downers Grove?

Accommodations	\$ _____
Restaurants	\$ _____
Concessions (food and beverages at events)	\$ _____
Groceries, other food and beverages	\$ _____
Admissions or tickets	\$ _____
Other entertainment	\$ _____
Event merchandise	\$ _____
Retail clothing	\$ _____
Car rentals	\$ _____
Gas, parking or repairs (while in DG)	\$ _____
Public transit or taxis	\$ _____
Other retail, shopping, incidentals	\$ _____

**FINALLY, SOME QUESTIONS ABOUT
YOURSELF FOR CLASSIFICATION PURPOSES**

ASK ONLY NON-LOCALS:

Q12
To what extent did this event influence your decision to visit Downers Grove. That is, did it account for 100% of your decision, 0%, or somewhere in between?

Answer: _____

Q13
Regarding the expenses you just mentioned, how many people in your group (including yourself) will you pay for? (INTERVIEWER NOTE: IF MORE THAN ONE, RE-READ AMOUNTS ABOVE AND CONFIRM EXPENSES WERE FOR ENTIRE GROUP, ADJUST ACCORDINGLY)

Answer: _____ including respondent

Q14
From what you have seen so far, to what extent has this event affected your image of Downers Grove? Would you say that the event...

- Very much enhanced your image of Downers Grove
- Somewhat enhanced it
- Had no effect on it
- Detracted from it

ASK ONLY LOCALS:

Q15
Please answer the following:

	Yes	No	not sure
"I would recommend this event to my out-of-town friends or relatives."	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"This event is better than similar events taking place outside Downers Grove"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"I plan to attend this event again next year."	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Tourists visiting Downers Grove would find this to be a world-class event."	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"In the past, I have brought out-of-town guests with me to this event."	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

S1
Sex. (DO NOT ASK)

- Male Female

S2
Which of the following age categories do you belong in? (READ LIST)

- | | | |
|-----------------------------------|--------------------------------|-------------------------------------|
| <input type="checkbox"/> Under 16 | <input type="checkbox"/> 30-34 | <input type="checkbox"/> 50-54 |
| <input type="checkbox"/> 16-18 | <input type="checkbox"/> 35-39 | <input type="checkbox"/> 55-59 |
| <input type="checkbox"/> 19-24 | <input type="checkbox"/> 40-44 | <input type="checkbox"/> 60-64 |
| <input type="checkbox"/> 25-29 | <input type="checkbox"/> 45-49 | <input type="checkbox"/> 65 or over |

S3
What is your occupation?

S4
Which category best describes your current living situation? (READ LIST)

- Single – living with parents
- Single – living on your own or with roommates
- Single – living with children
- Married/living together – no children
- Married/living together – living with children
- Married/living together – children grown up
- Other

S5
Which category best describes your annual HOUSEHOLD income, BEFORE taxes? (READ LIST)

- | | |
|--|--|
| <input type="checkbox"/> Under \$25,000 | <input type="checkbox"/> \$75,000 - \$99,999 |
| <input type="checkbox"/> \$25,000 - \$49,999 | <input type="checkbox"/> \$100,000 - \$199,999 |
| <input type="checkbox"/> \$50,000 - \$74,999 | <input type="checkbox"/> \$200,000 or over |

S6
Is there anything else you would like to add, relating to Downers Grove Ice Sculpture Festival or the questionnaire?

2007 Ice Sculpture Festival Expenses

Description	Expense \$	Income \$	No Cash/Inkind
Agreement Fees			
NICA Sanctioning Fees	\$1,500.00		
NICA Event Management Fee	\$1,500.00		
NICA Prize Money	\$20,000.00		
NICA Judges Fee	\$2,400.00		
NICA Medals & Trophies	\$2,400.00		
Travel/Lodging/Meals	\$1,500.00		
Ice/Delivery Cost	\$6,420.00		
Sunday Reception/Emmetts	\$1,196.58		
Set Up/Labor/Rentals			
Overtime (PW, PSRT, Bldg. Srv.)	\$11,176.00		
Tents, Tables, Chairs	\$3,165.60		
Generator Rental	\$2,078.58		
Supplies for Pedastals (Lumber, Paint)	\$829.24		
Lighting (spotlights, lightbulbs)	\$243.64		
Give Away Purchase/Scott Press	\$1,450.00		
Factory Card Outlet (Tissue Paper for giveaways)	\$28.75		
Corporate Carving/Chicago Ice Wks	\$3,000.00		
Signage/Banners			
Signs Now (update train station banner)	\$57.50		
Signs Now (activity/trolley, etc)	\$747.70		
Trolley Car Company	\$1,940.00		
Advertising/PR			
<i>West Suburban Living</i>	\$757.00		
<i>Downers Grove Reporter</i>	\$688.00		
Vendor Fee (Kettle Korn)		\$300.00	
Vendor Fee (Cinnamon Nut Hut)		\$375.00	
Street Carving Revenue		\$450.00	
Entertainment			
Face Painting- St. Andrews	\$150.00		
Ice Carving Demo - Rocky Gervasio	\$500.00		
Our Town Productions-Street Characters	\$125.00		
Miscellaneous			
Caribou Coffee/Muffins	\$90.35		
sponsor-Holiday Inn-room trade out for trolley sponsor			\$1,000.00
sponsor-ScotPress, Giveaway sponsor		\$2,000.00	
sponsor-Trolley Car Company/trade out Trolley Sponsor			\$1,000.00
sponsor-Downers Grove Reporter/Competition Sponsor		\$750.00	
sponsor-Marriott Suites/Competition Sponsor		\$750.00	
sponsor-Downers Grove National Bk/Ice Carving Demo		\$500.00	
sponsor-Dominicks			\$1,500.00
TOTAL	\$63,943.94	\$5,125.00	\$3,500.00
Final Grand Total	\$58,818.94		