

**VILLAGE OF DOWNERS GROVE  
REPORT FOR THE VILLAGE COUNCIL MEETING  
AUGUST 17, 2010 AGENDA**

SUBJECT:	TYPE:	SUBMITTED BY:
Community Events Commission Report and Recommendation For Community Events	Resolution Ordinance Motion ✓ Discussion Only	Mary Scalzetti Community Events Director

**SYNOPSIS**

Discussion is requested regarding the recommendation from the Community Events Commission whereby the Village would move from an event operator model to an event facilitator model.

**STRATEGIC PLAN ALIGNMENT**

The Five Year Plan and Goals identified *Steward of Financial Sustainability*.

**FISCAL IMPACT**

N/A.

**UPDATE & RECOMMENDATION**

This item was discussed at the July 6, 2010 Village Council meeting. During the discussion, the Council requested that this item be considered after the completion of the Rotary Grove Fest which was held on July 15-18.

Staff recommends approval of the facilitation model as described in this report. Staff's recommendation includes a change to the property usage fee. Specifically, staff recommends that the property usage fee be charged only in cases where the use of public property would reduce revenue generating opportunities for the Village and the fee charged should be equal to the revenue expected to be generated by the use of the public property. This proposed change requires an amendment to the Temporary Use Ordinance in the Village Code. The proposed amendment to Village Code is attached.

Staff recommends approval on the September 7, 2010 active agenda.

**BACKGROUND**

In November 2009, as part of the Village's FY2010 budget process, the Village Council directed that the Community Events Commission and staff develop a report and recommendation for the operation of community events in 2011 and beyond. The Council attached one parameter to this exercise: that the recommended plan provide for the recovery all Village direct and indirect costs. For purposes of this analysis, staff has interpreted that all cost recovery shall be through direct revenues to the Village.

In the past, the Village' role in conducting these events was one of community events "Operator". As operator, the Village, in conjunction with the Community Events Commission (CEC), was responsible for planning, organizing, staffing and managing all aspects of several major community events. Additionally, the Village was held accountable for all costs and risk associated with the operation of these events. While the Community Events Department was primarily responsible for planning, organizing and operating the events, significant additional Village staff resources were used to supplement the event operations.

Village staff was responsible for event set up and take down, street closure, transportation management, and public safety. The Village expended a considerable amount of time and effort providing these services.

During their review and discussion, the CEC concluded that their desired outcomes for hosting community events were:

1. Improve the Local Economy
2. Provide Entertainment
3. Provide a Sense of Community
4. Increase Awareness of Downers Grove
5. Provide Community Partnership Opportunities

Additionally, it became very clear after analyzing all data that the three highest priority reasons for conducting Community Events are related to positive economic impacts for the Village, providing entertainment for residents and partnerships with organizations (particularly not-for-profit organizations).

The Council's direction and the CEC's guidance triggers a paradigm shift from an operator model to a "facilitation model", thus enabling the Village to best meet the parameters and desired outcomes. This proposed facilitation model, described below, will allow the Village to achieve the Village Council's goal of recovering costs of community events through a series of fees and charges to event applicants. This new facilitation model contrasts with the Village's previous operator model in which the Village was subsidizing a significant portion of the costs of community events. In the role of "facilitator," Village staff would perform several tasks described as follows:

- Review Event Permit Applications and Issue Permits
- Provide Certain Required Public Safety Services as Determined by the Village
- Provide Other Services & Equipment as Requested by the Event Operator
- Provide Consulting and Training Services
- Provide Community Relations and Marketing Services

The proposed community events facilitation model will allow the Village to recover the full costs of facilitating the event through the use of certain applicable fees charged for specific activities performed by the Village related to the planning, permitting and operation of the event or the use of public property. These fees would pay for the services noted above.

Temporary Use Application Fee - This fee would cover the administrative costs of accepting and processing applications for community events.

Staff Review and Facilitation Fee - This fee would cover the costs of all staff time spent on reviewing an application for a community event and the costs of all staff time spent on facilitating the community event. The fee would be based on the actual time spent and the actual fully-loaded staff costs.

Village Services Fee - This fee would cover the actual cost of Village services provided during the event including street closures, set-up and take-down, public safety and any other service provided by the Village. The fee would cover the cost of the use of any Village owned equipment.

Village Equipment Rental Fee - The Village would charge event operators a fee to use Village equipment.

Village Property Usage Fee - Pursuant to Village Code, the Village currently has the ability to charge up to \$1 per square foot for the use of Village property. This fee would cover the costs of using Village owned property such as parking lots and streets. This fee was created in 2005 and was originally intended to apply to the use of public property by private, for-profit entities. The Community Events Commission

requested that the Village staff determine if the use of public property by a not-for-profit organization represented a direct or indirect cost to the Village. Staff reviewed this issue and determined that the only financial impact to the Village would occur when the use of public property reduced revenue generating opportunities for the Village. For example, if an event would occupy parking spaces for which the Village charges a daily fee, the Village would not receive revenue from the use of the parking spaces. Therefore, staff recommends that the property usage fee be charged only in cases where the use of public property would reduce revenue generating opportunities for the Village and the fee charged should be equal to the revenue expected to be generated by the use of the public property.

To help ensure that the Village does not incur costs related to the operation of an event, the Village will require the event operator to post certain securities including cash and letters of credit to make sure that the operator pays the fees for services provided by Village staff and to cover any damage to Village property.

The CEC role will continue as outlined in the Municipal Code:

1. To make recommendations to Village Council regarding issues that will affect public community events that involve the use of public property and or services in Downers Grove.
2. To review and evaluate new and existing events, or requests for other events that utilize public property and/or public services as directed.... and make recommendations to the Village Council concerning their funding and promotion and their value as a community event.

The proposed facilitation model offers the opportunity to not-for-profit organizations and local businesses to operate events consistent with the Community Events Commission's desired outcomes. This model would depend on not-for-profit organizations either by themselves or partnering with businesses to take initiative and welcome the challenge of becoming "event operators". The end result would benefit the NFP organization and local business as well as the community. The Village would work with all applicants and facilitate any cohesive event plan. The amount of Village services delivered would depend on availability and the request from the event organizer.

Staff further recommends that the Village continue to operate the Independence Day Parade, the Tree Lighting Ceremony and the Bike & Buggy Parade at the Village's expense.

## **ATTACHMENTS**

Ordinance

Community Events Commission Report and Recommendation

Prioritized Listing of Reasons for Community Events

2009 Heritage Festival Indirect Expenses

Average Estimated Fees For Village Staff Services

Equipment Rental Fees

2009 Heritage Festival Annual report

2009 Heritage Festival Economic Impact Study

2005 US PRO Championships Economic Impact Study

Temp Use Fees - NFP

ORDINANCE NO. \_\_\_\_\_

**AN ORDINANCE AMENDING TEMPORARY USE FEES**

BE IT ORDAINED by the Village Council of the Village of Downers Grove in DuPage County, Illinois, as follows: (Additions are indicated by **shading**/underline; deletions by ~~strikeout~~):

**Section 1. That Section 4.108. is hereby amended to read as follows:**

**4.108. Fees.**

The following Temporary Use Permits shall be subject to fees as set forth in Administrative Regulation entitled "User-Fee, License and Fine Schedule":

a. Application:

- General application fee
- Block party permit
- Late fee

b. Events/Activities:

- Circus/Amusement/Live Entertainment
- Temporary Signs
- Tents
- Fee for use of public property\*

c. Other:

- Additional Inspection fee
- Fingerprinting Fee

Additional fees may be assessed for the cost of any services provided by the Village Police, Fire or Public Works Departments.

\*The fee for the use of public property will not be assessed for not-for-profit organizations, provided that their use of the public property does not reduce revenue generating opportunities for the Village.

**Section 2.** That all ordinances or parts of ordinances in conflict with the provisions of this ordinance are hereby repealed.

**Section #3** 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



## **Memorandum**

To: Community Events Commission  
From: Mary Scalzetti, Community Events Director  
Date: June 17, 2010  
Re: Report & Recommendation for Community Events Model

In November 2009, as part of the Village's FY2010 budget process, the Village Council directed that the Community Events Commission and staff develop a report and recommendation for the operation of community events in 2011 and beyond. The Council attached one parameter to this exercise: that the recommended plan provide for the recovery all Village direct and indirect costs. For purposes of this report, staff has interpreted that all cost recovery shall be through direct revenues to the Village.

This report responds to this Council directive and includes the following information:

- An overview of the Village's role in the operation of Community Events;
- An analysis of the full costs and revenues associated with the operation of the 2009 Heritage Festival;
- A summary of the Community Events Commission meetings held on December 15, 2009 and January 10, 2010, and;
- The staff recommendation and plan for the Village's future role in the operation of community events.

### **Village's Role in Community Events**

Community events have been an important part of the Village of Downers Grove for many years. In the past, the Village' role in conducting these events was one of community events "Operator". As operator, the Village, in conjunction with the Community Events Commission, was responsible for planning, organizing, staffing and managing all aspects of several major community events. Additionally, the Village was held accountable for all costs and risk associated with the operation of these events.

In 2009, the Village's events included Heritage Festival, Ice Sculpture Festival, US PRO Criterium Bicycle National Championships, Independence Day Parade, Holiday Tree Lighting Ceremony and the Bike and Buggy Parade. The Village also assisted in the operation of many other events such as the Fine Arts Festival and the Annual Santa parade operated by Downtown Management Corporation, the Downtown Downers Grove Market, operated by the Indian Boundary YMCA, the Taste of Downers Grove, operated by the Economic Development Corporation, and many recreational running events such as the Bonfield Express operated by not-for-profit entities.

While the Community Events Department was primarily responsible for planning, organizing and operating the events, significant additional Village staff resources were used to supplement the event operations. Village staff was responsible for event set up and take down, street closure, transportation management, and public safety. The Village expended a considerable amount of time and effort providing these services as discussed later in this report

### **Costs of Operating Events**

The Village has used two ways to calculate the cost of operating community events.

**Method 1.** Calculation of direct out of pocket expenditures as reflected in the 2009 Heritage Festival Annual Report.

**Method 2.** Calculation of all direct and indirect expenditures including all utilized Village staff resources.

	<b>Method 1</b>	<b>Method 2</b>
<b>2009 Heritage Festival Costs</b>	\$366,876	\$608,387

In evaluating the expenses associated with community events operations, staff determined that it would be useful to understand the “true cost” of Heritage Festival, the Village’s largest and most costly annual event. The true cost of operating the annual Heritage Festival is comprised of both direct and indirect costs. Direct costs include all costs associated with performing the service including staff time and employee benefits. Indirect costs include items which are administrative, supportive or attributable to municipal facilities or capital assets. While the Village has been able to recover a large amount, if not all, of the direct costs each year, the indirect costs represent a use of Village resources with little or no mechanism for cost recovery.

The 2009 Heritage Festival Annual Report shows a total of \$366,876 spent on the event. Consistent with method 1, this cost captures Village out of pocket expenses above and beyond the cost of operating the Community Events Department. Adding the indirect costs as described above, consistent with method 2, increases the cost of the event by approximately \$240,000 (see the attached spreadsheet). The additional costs consist of the following items:

- Community Events Department staff working on Heritage Festival related activities before, and after the event account for 3848 hours at a cost of \$156,209.
- Departmental activities, other than the Community Events department, prior to and after Heritage Festival total 1416 hours at a cost of \$61,601.
- Exempt personnel working the event account for 395 hours at a cost of \$23,700.

### **Revenues from Operating Events**

The Village has also calculated the direct revenues generated by Heritage Festival. The 2009 Heritage Festival Annual Report indicates revenues totaled \$394,114. The Village has also estimated the indirect revenues and benefits associated with Heritage Festival. The attached 2009 Heritage Festival Economic Impact Study quantifies these indirect revenues and benefits. Also attached is the Economic Impact Study from the 2005 US PRO Championships for review.

### **Community Events Commission Discussions**

At the December 15, 2009 meeting the Community Events Commission participated in a discussion responding to two questions:

- Why do we host community events?
- What outcomes are desired?

The attached table provides a listing of all 38 responses given by Commission members and also indicates the number of votes each response received. Each Commission member was allotted 8 votes and was asked to indicate their top eight reasons for hosting community events. A total of 80 votes were cast. Responses were given a priority according to the following classifications:

- High—responses receiving 4 or more votes;
- Medium—responses receiving 1 to 3 votes; and
- Low—responses listed but receiving no votes.

Upon completion of the exercise, staff reviewed the responses and identified five general categories within which the responses may be classified. Each response was classified as one of the following categories:

- Improve the Local Economy (Economic Impact)
- Provide Entertainment (Entertainment)
- Provide a Sense of Community (Community)
- Increase the Awareness of Downers Grove (Awareness)
- Provide Community Partnership Opportunities (Partnership)

According to the exercise results, the three highest priority reasons for conducting Community Events are related to positive economic impacts for the Village, providing entertainment for residents and partnerships with organizations (particularly not-for-profit organizations). Table 1 below lists the number of votes received by category.

**Table 1**

<b>Category</b>	<b>Total Responses</b>
Community	10
<b>Economic Impact</b>	<b>43</b>
Entertainment	12
Awareness	9
Partnership	6
<b>Total</b>	<b>80</b>

A review of the results by category suggests that the following prioritization of desired outcomes:

1. Improve the Local Economy
2. Provide Entertainment
3. Provide a Sense of Community
4. Increase Awareness of Downers Grove
5. Provide Community Partnership Opportunities

At the January 7, 2010 meeting, the CEC discussed the desired outcomes of hosting community events based on the following questions:

***Event Attendees*** - Who are the targeted attendees for events? (residents, non-residents, certain demographic groups?)

***Event Beneficiaries*** – Who should benefit from the events? (local businesses, non-local businesses, vendors, residents, not-for-profits, the Village?)

***Event Impacts*** – Who may be negatively impacted by events? (residents, local businesses?)

***Event Costs*** – Who should pay for the costs of hosting events? (attendees, sponsors, vendors?)

***Type of Events*** – What type of events should be provided? (music, athletic events, arts, amusement, food and drink?)

***Event Locations*** – Where should events take place? (public streets, public parks, public buildings, private buildings, public or private parking lots?)

***Event Size*** – What is the preferred size of events? (should events be small or should they be large?)

***Number of Events*** – How many events should be held?

After discussing these questions, the CEC was amenable to all options and did not exclude any particular event type, location, size or number or group of attendees. The CEC noted that future events should benefit the attendees, not-for-profits, local businesses and the Village.

### **Staff Analysis & Recommendation**

Staff considered the Village Council’s direction that the plan and recommendation for the future operation of community events provide for recovery of all direct and indirect Village costs. Additionally, staff considered the Community Events Commission’s guidance that future events should benefit the attendees, not-for-profits, local businesses and the Village along with the Commissions’ desired outcomes for events as noted below.

- Improve the Local Economy
- Provide Entertainment
- Provide a Sense of Community
- Increase Awareness of Downers Grove
- Provide Community Partnership Opportunities

The Village is not likely to be able to meet all of the parameters noted above while continuing in its current role as event operator. For example, an additional \$230,000 in direct revenue would have been required to be generated by the 2009 Heritage Festival to cover all of the Village direct and indirect costs associated with the event. The changes that would likely have to be made to Heritage Festival to generate an additional \$230,000 of revenue (increased fees for vendors and not for profit entities, entrance fees, increased parking fees, etc.) would likely not address the Community Events Commission’s desired outcomes, particularly Provide Community Partnership Opportunities and Provide a Sense of Community.

Staff believes the Council’s direction and the CEC’s guidance triggers a paradigm shift from an operator model to a “facilitation model”, thus enabling the Village to best meet the parameters and desired outcomes. This proposed facilitation model, described below, will allow the Village to achieve the Village Council’s goal of recovering costs of community events through a series of fees and charges to event applicants. This new facilitation model contrasts with the Village’s previous operator model in which the Village was subsidizing a significant portion of the costs of community events.

In the role of “facilitator”, Village staff would perform several tasks described as follows:

**Review Event Permit Applications and Issue Permits** – Organizations wishing to host a community event would be required to apply for a Temporary Use Permit. Other permits such as temporary liquor licenses may also be required. Village staff would review the permit applications. During the review process, staff would meet with the applicant to gain a thorough understanding of

the proposed event and to determine if the proposed event complies with Village Code. Staff would also make suggestions on the event lay-out and operation. Once the permit application complies with Village Code, the Village would issue a permit for the event. Per Village Code, most Temporary Use permits may be issued by the Village Manager. Some Temporary Use permits require Village Council review and approval. The permits may contain certain conditions of approval to make sure that the event is operated per Village Code and in a manner consistent with the public health, safety and welfare. The conditions of the Temporary Use permit may require the applicant to provide certain public safety services and general public services.

**Provide Certain Required Public Safety Services as Determined by the Village** – As stated above, the Village may require the applicant to provide certain public safety services. Generally speaking, the applicants may provide these required services using volunteers or by contracting with private companies. However, the Village may require that certain public safety services shall be provided by Village staff. The Village would provide these services and would charge fees to the applicant for these services.

**Provide Other Services & Equipment as Requested by the Event Operator** - The applicant may request that the Village staff provide some of the services and equipment required to operate the event. The Village may provide the staff services and equipment and charge fees to the applicant. Typical examples include street closing services and rental of items such as barricades and portable fencing.

**Provide Consulting and Training Services** – Village staff has significant experience operating events and training staff to perform the tasks required for successful event operation. Under the proposed facilitation model staff would offer consulting services to the event operator and would offer training sessions to event volunteers. The Village would charge fees to the event operator for these services based on actual staff hours spent.

**Provide Community Relations and Marketing Services** – Village staff would offer community relations services to the event operating organization by establishing and maintaining a mutually beneficial relationship with the event organizers, taking an active interest in their event working with them, gaining support from other entities, businesses and residents within the community for both the organization as well as the Village while fostering a sense of teamwork essential for success. Village staff would also utilize its marketing outlets to strengthen and reinforce the events visibility and outreach. The Village would charge fees to the event operator for these services.

### **Event Fee & Security Structure**

The proposed community events facilitation model will allow the Village to recover the full costs of facilitating the event through the use of certain applicable fees charged for specific activities performed by the Village related to the planning, permitting and operation of the event or the use of public property. These fees would pay for the services noted in the section above. The proposed schedule of fees is attached to this report.

#### **Temporary Use Application Fee**

This fee would cover the administrative costs of accepting and processing applications for community events. The Village currently charges a temporary use application fee in the amount of \$75.00.

#### **Staff Review and Facilitation Fee**

This fee would cover the costs of all staff time spent on reviewing an application for a community event. This fee would also cover the costs of all staff time spent on facilitating the community event. The fee would be based on the actual time spent and the actual fully-loaded staff costs. The fee would have to be paid by the applicant prior to consideration by the Community Events Commission and Village Council or prior to the issuance of a permit. Village Code would have to be amended to include this fee. Consulting, training, marketing and community relations services fee would be captured here.

#### Village Services Fee

This fee would cover the actual cost of Village services provided during the event including street closures, set-up and take-down, public safety and any other service provided by the Village. The fee would cover the cost of the use of any Village owned equipment. The Village currently charges this fee.

For both the staff review and facilitation fee and the Village services fee, the Village would track the actual staff time used to provide the services. The charge out rate for an exempt employee will be the stated hourly rate of the employee and the charge out rate for a non-exempt employee will be 1.5 times their hourly rate. Additionally, a complete benefits charge for each employee and an overhead charge for any Village equipment used will also be assessed. The Village will provide the event operator with an itemized invoice detailing the staff time used and actual charge-out rate for each staff member.

#### Village Equipment Rental Fee

The Village would charge event operators a fee to use Village equipment. A list of rental fees is attached.

#### Village Property Usage Fee

Pursuant to Village Code, the Village currently has the ability to charge up to \$1 per square foot for the use of Village property. This fee would cover the costs of using Village owned property such as parking lots and streets. This fee was created in 2005 and was originally intended to apply to the use of public property by private, for-profit entities. The Community Events Commission requested that the Village staff determine if the use of public property by a not-for-profit organization represented a direct or indirect cost to the Village. Staff reviewed this issue and determined that the only financial impact to the Village would occur when the use of public property reduced revenue generating opportunities for the Village. For example, if an event would occupy parking spaces for which the Village charges a daily fee, the Village would not receive revenue from the use of the parking spaces. Therefore, staff recommends that the property usage fee be charged only in cases where the use of public property would reduce revenue generating opportunities for the Village and the fee charged should be equal to the revenue expected to be generated by the use of the public property.

#### Posting of Securities

To help ensure that the Village does not incur costs related to the operation of an event, the Village will require the event operator to post certain securities. To make sure that the operator pays the fees for services provided by Village staff, the Village may require the operator to pay the estimated fees for service prior to the actual event. Upon completion of the event, staff will provide an itemized invoice to the operator. If the estimated fees paid by the operator exceed the invoice, the Village will return the appropriate fees to the operator. If the estimated fees paid by the operator are less than the actual invoice, the Village will require the event operator to pay additional appropriate fees to the Village.

The Village may also require the event operator to post a letter of credit prior to the start of the event. The Village would be able to draw on the letter of credit if the operator fails to pay the required Village fees for services. The letter of credit would also cover any damage to Village property. The Village would be able to draw on the letter of credit if the operator damages public property.

Charging the above fees and requiring the posting of the securities would cover all Village costs associated with community event administration and operations.

### **Role of Community Events Commission**

As mentioned above, staff will continue to work with the CEC, whose responsibilities will continue as outlined in the Municipal Code:

1. To make recommendations to Village Council regarding issues that will affect public community events that involve the use of public property and or services in Downers Grove.
2. To review and evaluate new and existing events, or requests for other events that utilize public property and/or public services as directed.... and make recommendations to the Village Council concerning their funding and promotion and their value as a community event.

The proposed facilitation model is a viable, innovative and financially sound concept that offers the opportunity to not-for-profit organizations and local businesses to operate events consistent with the Community Events Commission's desired outcomes. This model would depend on not-for-profit organizations either by themselves or partnering with businesses to take initiative and welcome the challenge of becoming "event operators". The end result would benefit the NFP organization and local business as well as the community. The Village would work with all applicants and facilitate any cohesive event plan. The amount of Village services delivered would depend on availability and the request from the event organizer.

### **Village-Operated Events**

Staff further recommends that the Village continue to operate the Independence Day Parade, the Tree Lighting Ceremony and the Bike & Buggy Parade at the Village's expense.

### **Attachment**

- Prioritized Listing of Reasons for Community Events
- 2009 Heritage Festival Indirect Expenses
- 2009 Heritage Festival Annual report
- 2009 Heritage Festival Economic Impact Study
- 2005 US PRO Championships Economic Impact Study
- Average Estimated Fees For Village Staff Services
- Equipment Rental Fees

## Prioritized Listing of Reasons for Community Events and Desired Outcomes

Reason for Community Events	Votes	Primary Category Designation*	Priority
Economic Impact (real estate values, business attraction, employee attraction, VODG revenue)	7	Economic Impact	High
Have Fun-community, residents, visitors	7	Entertainment	High
Generate Sales and Sales Tax-During Event	5	Economic Impact	High
Generate Sales Tax-future visits, on-going	5	Economic Impact	High
Keep local dollars local	5	Economic Impact	High
Grow the community	5	Economic Impact	High
Provide Venue for Not-for-profits (Awareness, recruitment, raise funds)	4	Partnership	High
Celebrate Downers Grove's History/Heritage	3	Community	Medium
Attract Visitors	3	Economic Impact	Medium
Tourism	3	Economic Impact	Medium
Promote DG as Destination	3	Economic Impact	Medium
Cost effective "stay-cation"	3	Entertainment	Medium
Highlight All Aspects of Downers Grove	3	Awareness	Medium
DG Awareness/recognition	3	Awareness	Medium
Teach Volunteerism, Giving Back	2	Community	Medium
Socialize among residents (eat together, dg family come together)	2	Community	Medium
Attract Residents	2	Economic Impact	Medium
Marketing for Village	2	Economic Impact	Medium
Keep residents in DG	2	Economic Impact	Medium
Party with a purpose	2	Entertainment	Medium
Establish Positive Image	2	Awareness	Medium
Community	1	Community	Medium
Create sense of ownership in Downers Grove	1	Community	Medium
Sense of neighborhood (block party)	1	Community	Medium
Utilize Resources/facilities/parks (maximize use) (i.e. bike race route)	1	Economic Impact	Medium
Show off Downtown	1	Awareness	Medium
Leverage marketing money	1	Partnership	Medium
Partnership opportunities	1	Partnership	Medium
Increase Community Pride	0	Community	Low
Patriotism	0	Community	Low
Promote restaurants	0	Economic Impact	Low
Promote hotel stays	0	Economic Impact	Low
Provide entertainment opportunities to residents	0	Entertainment	Low
Highlight Downers Grove-show things that happen year round	0	Awareness	Low
Cross Promotional (events, organizations)	0	Partnership	Low
Provide opportunity for political candidates	0	Partnership	Low
Support the arts	0	Partnership	Low
Improve relationships	0	Partnership	Low

\*Staff recognizes that many of the responses could fall across multiple categories. In these situations, staff categorized the response into what was felt to be the primary categorization. (i.e. most responses promote a positive image for the community)



HF Estimates  
 2009 Indirect Expenses  
 (non charged activity cost -not directly charged to event)

	<u>HRS</u>	<u>Base Rate</u>	<u>Fringes</u>	<u>OH</u>	<u>Allocated Cost</u>	<u>Total Hrly Cost</u>	<u>Total Cost</u>
Village Services	1,416	31	36.65%	10.00%	12.5	43.5	61,601.34
All Exempt Services	395	60	inc Fringes and OH				23,700.00
Sub - Totals	<u>1,811</u>						<u>85,301.34</u>
Community Events	3,848	28.74	37.48%	10.00%	11.85	40.59	156,209.19
<b>Totals</b>	<u><u>5,659</u></u>						<u><u>241,510.53</u></u>

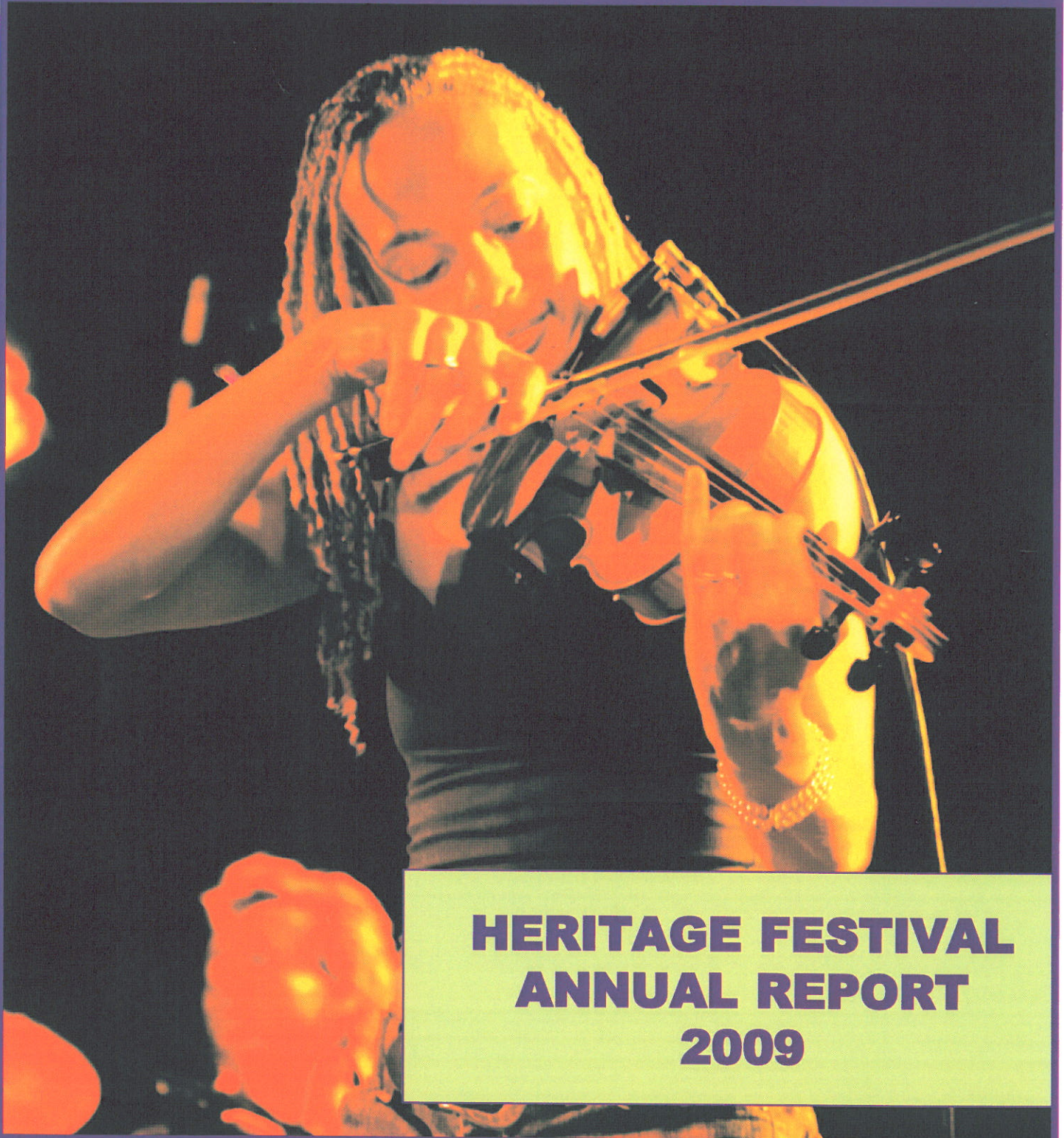
## Event Fee Structure

- Temporary Use fees
  - \$75.00 Application.
  - \$100.00 Circus/Amusement/Live Entertainment fee per day.
  - \$10.00 Temporary Signs per week.
  - \$25.00 Tent fee.
  
- Staff Review/Facilitation fee
  - \$60.00 Community Events Director
  - \$60.00 Police Department per hour per person.
  - \$60.00 Fire Department per hour per person
  - \$60.00 Public Works Department
  
- Village Services fee
  - \$60.00 Community Events Director
  - \$60.00 Police Officer per hour.
  - \$60.00 First Aid/ Paramedics per hour
  - \$60.00 Public Works personnel per hour
  
- Property Usage fee
  - \$1.00 per square foot (subject to review)

## Equipment Rental Structure

Item	# Available	Rental fee per unit	Comments
<b>Barricades</b>			
Type I	25	\$1.00	Per day
Type III	40	\$2.35	Per day
French	120	\$2.35	Per day
Traffic Cones	50	\$0.50	Per day
Signage		\$2.00 per sign	Per day
Arrow Board	4	\$2.45 per hr	
Message Board	2	\$8.15 per hr	
No Parking Signs on lathe		\$2.10 per sign	
Benches	80	\$2.00 per bench	Per day
1 ton dump truck		\$17.98 per hr	
5 ton dump truck		\$28.98 per hr	
10 ton dump truck		\$31.98 per hr	
Front end loader		\$93.33 per hr	
Street sweeper		\$125 per hr	contracted
Ice pedestal	80	\$1.00	Per day
Garbage Cans	180	\$1.00	Per day
Recycle Cans	116	\$1.00	Per day
16' x 16' stage unit	1	\$675	Per day
Plastic fencing with posts	800ft	\$6.50 per 100ft	
60 Amp Elec Dist Box per box	5	\$25.00 per box	Per day
Electric Cable per foot	600ft	\$.10 per ft	Per day
Cable Ramp	20	\$10.00 per ramp	Per day

# VILLAGE OF DOWNERS GROVE



## HERITAGE FESTIVAL ANNUAL REPORT 2009



Published September 2009  
Community Events Department



**Community Events Commission**

**ANNUAL REPORT**

for the

**2009 HERITAGE FESTIVAL**

as presented on  
**September 17, 2009**

# 2009 Heritage Festival Annual Report

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## **Community Events Commission History**

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.

The Community Events Commission members were an intricate part of the planning and implementation of the 2009 Heritage Festival. The annual Amusement Ride Preview Night was held on Thursday, June 25, 2009, which began the festivities. The Street Fair was held on June 26, 27, and 28, including a Benefit Opening Night Concert. The traditional Independence Day celebration was held on Saturday, July 4th, with a parade, and evening fireworks. The Bike and Buggy Parade was held on Sunday, July 12th in Fishel Park.

### **COMMUNITY EVENTS COMMISSION**

Members: Chairman, Commissioner Martin Tully and Commissioner Geoff Neustadt

Kelsey Nevins, Student Rep.

Dave Humphreys

Patti Marino

Tessa McGuire

Ellen Pendola

Becky Rheintgen

Richard Szydlo

Mary Scalzetti, Community Events Director

Barb Martin, Staff

Susan Larson, Staff

Linda Kunze, Downtown Management

The Community Events Commission is comprised of seven members including a high school student representative who is a voting member. The committee provides valuable input for community event planning, keeping residents, businesses, visitors and hotel occupancy in mind. The Commission meets each month to finalize ideas and efforts.

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

This year marked the 28<sup>th</sup> Annual Heritage Festival. The festival was a success in terms of participation, attendance, and community spirit. The weather, which is always a factor of any outdoor event, cooperated for the most part, however, Mother Nature did provide enough thunder, lightening and rain beginning at approximately 8:00 pm on Saturday evening forcing the closing of the event at 9:30pm. The last entertainers of the evening on each stage were unable to perform. Otherwise, it was a wonderful weekend bringing out the festive spirits of the attendees, volunteers, residents and businesses.

The festival encompassed much of the downtown area, utilizing Main Street from Rogers Street south to Maple Avenue; Burlington and Warren Avenues from Forest to Washington; Curtiss Street from Mochel Drive to Forest; Fishel Park and numerous public and private parking areas. The Car Show on Sunday enjoyed its third year at its new location along Warren Avenue from Forest to Middaugh as well as utilizing several parking lots on Warren Avenue. The Amusement rides were placed into two locations. The kiddie rides were located in parking lot B on Burlington Avenue and just outside of lot B. The older children's rides were located on Warren Avenue between Forest and Washington. The Tivoli Theater was the site of entertaining performances each day of the weekend.

As we all know, almost every sector of the economy has been impacted in some way by the current recession. The 2009 Heritage Festival was no exception. Much thought went into making several changes to the event without being detrimental to the overall look and feel of the event. These changes reduced the overall expenses of the festival and included: elimination of the North Stage; elimination of the evening fireworks; reducing the overall entertainment budget, elimination of the Sunday night Fishel Park concert; and changing the Thursday Night opening benefit concert to Friday.

Even with these changes the 2009 event provided "something for everyone!" The entertainment lineup proved to be a success. Additionally, for the third year, the Village partnered with a not-for-profit organization, Downers Grove Heritage Preservation Corporation, (DGHPC), and coordinated an opening night benefit concert. Many residents and visitors came out to enjoy each other's company and the festivities of our community event. As with the previous several years based on ride ticket and beverage sales, crowd estimates were placed at 100,000 attendees. There were steady crowds throughout each day and evening. Although, the rain on Saturday put a damper on that evening's attendance, which usually boosts our largest crowds

The two amusement ride areas offered the smaller children and their parents a place to enjoy their time at the festival without bumping into the older amusement ride crowd. Moms and dads pushing strollers commented on how easily they could maneuver through the kiddie ride area. The older children's ride area, along Warren Avenue was crowded each day. A pre-event discussion with the amusement ride company garnered less game concessions which alleviated some congestion from the midway walk area.



Attractions, such as the Batman Bounce, located in the Lot o' Fun area and the pony rides located in front of the Library on Curtiss Street 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. The opening night benefit concert featuring Night Ranger which was held within the beer garden attracted a huge crowd. There was a \$5 cover charge to enter the beer garden area. There were 4815 people who paid to attend the concert.

Overall, entertainment was highlighted on five outdoor stages and inside the historic Tivoli Theatre. The stages featured a wide variety of music, theatrical performances, and dance.

The annual 4<sup>th</sup> of July Parade was held on Main Street. The parade headed north from the railroad tracks to Sherman. The holiday fireworks, on 75<sup>th</sup> 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 12th. 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, popsicles and entertainment.

## **Participation**

The 2009 festival hosted 149 organizations, churches, and businesses that actively participated in the Street Fair and other special events. 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 \$120 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 \$50 for one day, \$60 for two days or \$70 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 \$200 - \$325. In order to have their own single booth space on the street, a fee of \$400 was charged for local businesses without food, and \$500 with food. Non-local businesses paid \$1000 - \$1800. Additionally, charges for electricity, water or the rental of a tent, if needed, were not included above. An early bird rate for a booth space was offered to the downtown businesses within the festival site if they submitted their application prior to April 3, 2009. The Info/Expo area fee was \$75 - \$150, a single booth on the street was \$200 for food, \$100 non food. The beer garden area was offered at \$400 for food and \$300 non food. An Electrical Labor Fee (ELF) was launched this year, charging \$200 to vendors who go over their contracted usage. Additionally, if applicable, they would have to pay the difference in the electrical usage, if their amp's were able to be increased on site.

Organizing and implementing such an enormous event takes dedication, spirit, and determination. Our village employees and volunteers symbolize community. Over 200 village employees worked various positions during the event.



With rising festival costs this year we recruited over 100 volunteers who helped host 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.

We host an appreciation picnic after the festival for all 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. An in-kind donation is a product or service that is donated and would normally have to be purchased for the festival as part of operations. Overall, sponsorships increased this year. Knowing, that securing sponsors in this economy would be difficult, a lot of effort was placed in this area and it paid off. Total festival sponsorship was \$61,666 as compared to \$60,650 in 2008. We had eight corporate sponsors donating \$34,000 with entertainment sponsorship bringing in \$14,350 and facilities/attraction sponsors donating \$10,950. Staff will spend more time networking with corporate businesses within Downers Grove, utilizing the Chamber of Commerce and the Economic Development Corporation, to procure more sponsors in the future.

## **Attendance**

Since the festival is a free non-gated venue it is not possible to provide accurate attendance numbers. 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, amusement ride revenue and bus ridership. Based on those measures, the attendance at this year's Street Fair was approximated at 100,000, for the entire weekend.

## **Green Initiatives**

Being "Green" at the festival was highlighted this year. First, our recycling efforts were enhanced. We purchased recycling cans and lids so that every garbage can at the festival was partnered with a blue recycling container. We worked with our refuse service provider, Event Bright, to have a separation of garbage and recycled materials at the event. Arc Disposal, one of our corporate sponsors and our Village contracted service provider worked with us to weigh the garbage. There was 20.40 tons of trash removed from the festival and 2.83 tons of recyclables removed from the festival site. We hope to continue and better these efforts in the future.

Another green initiative was the offering of a bike corral at the festival encouraging attendees to ride their bikes to the event. We worked with the Downers Grove Bike Club to get the corral started. It was well received and we hope to utilize this model at many future events.

## **Transportation and Parking**

The "Fest Express", our shuttle bus program, continued in 2009. We operated buses from four locations this year, our two high schools, Downers Grove North and South as well as the Belmont and Fairview Train Stations.



In 2008 the cost to operate our buses for the shuttle service was approximately \$12,000 for the entire weekend. Through a Request For Proposal process we were able to secure First Student Charter Bus Rental at a cost of approximately \$8,200. Their buses are larger in size, holding 48 seated passengers and approximately 60 passengers including those standing. Their service included a "hotel shuttle" run which ran every three hours throughout the weekend to the Doubletree, Holiday Inn and the Comfort Inn.

The cost to ride the bus was \$1 per person for a round trip ride. Children 5 years of age and under were free. Ridership, brought in \$5,311 in revenue. The bus service is a wonderful amenity, which helps to alleviate some of the parking problem in our downtown area. The only negative comment in using the First Student buses was that they were not air conditioned. However, the routes were short so customers were not on the buses for long periods of time.

The parking garage, located in the downtown area, is an added plus for the festival. As safety and traffic issues are always a concern during the festival, an RFP was sent out requesting a not-for-profit organization submit a proposal to assist with parking in the parking deck during the festival. The J. Kyle Braid Leadership Group of Downers Grove North High School and Downers Grove South High School was the only group to submit a proposal and were selected as the organization to handle the parking. A \$3.00 fee was charged on Friday with a \$5.00 fee being charged on Saturday and Sunday. The leadership group collected \$13,486 throughout the weekend. As the contract with J. Kyle Braid called for a 60/40% split with the village the youth leadership group received \$5,597. To assist the group two officers were stationed near the entrance on Friday and Saturday as it is very difficult parking in the garage and handling the commuters, downtown employees and other displaced parkers.

## **Finance**

The budget presented to Council by the Community Events Commission for the 2009 festival and July 4<sup>th</sup> activities anticipated that 96.52% of expenses would be covered by revenue received. The attached report depicts the actual percentage as 101.83%. This is largely due to the changes made to the festival because of the economy.

As shown on the 2009 Heritage Festival financial summary, the festival itself generated \$394,114 in revenue while incurring \$366,876 in expenses. The July 4<sup>th</sup> activities generated \$7,516 in revenue while incurring \$27,438. Which leaves a net positive balance of \$7,316.

As mentioned earlier sponsorships were up slightly this year, coming in at \$61,666 as compared to \$60,650 in 2008, \$65,894 in 2007; \$70,585 in 2006; \$69,738 in 2005; and \$56,406 in 2004. In-kind sponsorships, those donating services or product needed for the festival were valued at \$27,700.

The Rotary Club, who operated the Beer Garden, presented the Village with a check for \$69,165, which was a decrease of \$19,957 from 2008, mostly due to the Saturday evening rain which began at approximately 8:15pm and closed the event for the evening. Additionally, the Friday benefit concert had long entrance lines which had an effect on the beer sales. 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.



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 4<sup>th</sup> activities combined. The Community Events department made a concerted effort to evaluate staffing at the festival, utilize exempt employees to the fullest and many more volunteers. Staffing for this year totaled \$100,330, (\$90,198 for Heritage Festival and \$10,132 for the July 4<sup>th</sup>), as compared to \$130,388 in 2008 (\$121,892 for Heritage Festival and \$8,496 for the July 4<sup>th</sup>). This calculates to a \$30,000 plus, savings over last year, mainly due to the tremendous support by Village staff. Our volunteer program continued in 2009. We utilized a number of groups this year and we will continue to seek reliable, responsible volunteers to continually keep staffing costs down.

## **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 49<sup>th</sup> 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 in 2005, 2007 and 2008 as the 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 coordinators.

## **RECOMMENDATIONS**

The Community Events Commission respectfully recommends the continuation of the Heritage Festival in 2010. 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. Working with many of the downtown businesses and the Downtown Management Corporation yielded positive changes that should be continued in the future.

The Festival serves to define Downers Grove to its surrounding communities. However, there is always room for improvement and the Community 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 2010 dates will be June 24, 25, 26, and 27. The annual parade and fireworks will be held on Sunday, July 4th. The Bike & Buggy Parade will be held on Sunday, July 11, 2010.

## **FUTURE PLANNING**

The 2009 festival celebrated the 28<sup>th</sup> Anniversary of Heritage Festival, and again has really put the "heritage back in Heritage Festival", as stated by Commissioner Tully, during the 175<sup>th</sup> year of the founding of Downers Grove. Future planning should take into account current economic conditions.

Major development in the downtown area has altered the layout of the festival for the past several years. The Acadia on the Green project is nearing completion with three of its buildings occupied. With some slight revisions to the festival layout we should be able to work around the project again in 2010. We will continue to be proactive and innovative while working with Downtown Management, local businesses, and residents so as to utilize our resources most effectively.

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

## **CONCLUSION**

In conclusion the Community Events Commission would like to thank Mayor Sandack, the Council, and the Village staff for their continued support of the Heritage Festival. The Community Events 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.



## 2009 Heritage Festival Financial Summary

Project Code	Description	Revenues		Expenses		Rev. less Exp. (Actual)
		Budget	Actual	Budget	Actual	
<b>HERITAGE FESTIVAL OPERATIONS</b>						
HF101	Friends	\$27,250	\$36,025	\$200	\$0	
HF102	Contests	\$0	\$0	\$200	\$175	
HF103	Refreshments - current year	\$0	\$0	\$1,600	\$1,736	
HF105	Advertising & Public Relations	\$0	\$0	\$20,000	\$15,081	
HF106	Souvenirs	\$725	\$341	\$700	\$0	
HF107	Entertainment Sponsors	\$16,750	\$14,350	\$1,850	\$1,465	
HF108	Facilities & Attractions Sponsors	\$15,925	\$10,950	\$200	\$0	
<b>TOTAL</b>	<b>PUBLICITY &amp; RECOGNITION</b>	<b>\$60,650</b>	<b>\$61,666</b>	<b>\$24,750</b>	<b>\$18,457</b>	<b>\$43,209</b>
HF201	Apparel	\$0		\$700	\$298	
HF202	Booth space	\$75,000	\$66,890	\$100	\$200	
HF203	Contracted Services	\$4,500	\$4,526	\$6,000	\$4,527	
HF204	Electricity	\$0	\$0	\$33,000	\$29,254	
HF205	Rentals - current year	\$9,000	\$7,550	\$70,000	\$67,690	
HF207	Supplies - current year	\$0	\$0	\$10,000	\$13,991	
HF209	Insurance	\$0	\$0	\$12,000	\$10,865	
HF210	Capital Purchases	\$0	\$0	\$3,500	\$0	
<b>TOTAL</b>	<b>STREET FAIR OPERATIONS</b>	<b>\$88,500</b>	<b>\$78,966</b>	<b>\$135,300</b>	<b>\$126,825</b>	<b>(\$47,859)</b>
HF301	Amusement Rides	\$150,000	\$147,696	\$0	\$0	
HF303	Bands & Variety - current year	\$18,000	\$14,445	\$95,000	\$85,300	
HF305	Associated entertainment costs	\$0	\$0	\$25,000	\$24,286	
HF306	Car Show	\$2,500	\$2,879	\$2,000	\$2,190	
HF307	Contracted Attractions	\$93,000	\$69,165	\$16,000	\$5,800	
HF308	Cost Recovered Bingo	\$9,000	\$5,311	\$1,500	\$0	
HF309	Parking Garage	\$14,000	\$13,986	\$5,600	\$5,394	
<b>TOTAL</b>	<b>STREET FAIR ATTRACTIONS</b>	<b>\$286,500</b>	<b>\$253,482</b>	<b>\$145,100</b>	<b>\$122,970</b>	<b>\$130,512</b>
HF606	Contracted staffing	\$0		\$9,000	\$8,426	
HF502	Village Staffing - Heritage Festival	\$0		\$122,000	\$90,198	
<b>TOTAL</b>	<b>STAFFING</b>	<b>\$0</b>	<b>\$0</b>	<b>\$131,000</b>	<b>\$98,624</b>	<b>(\$98,624)</b>
<b>HERITAGE FESTIVAL TOTALS *</b>		<b>\$435,650</b>	<b>\$394,114</b>	<b>\$436,150</b>	<b>\$366,876</b>	<b>\$27,238</b>
		<i>% of expenses covered by revenue (AS BUDGETED)</i>				99.89%
		<i>% of expenses covered by revenue (ACTUAL)</i>				107.42%
<b>JULY 4 EVENT OPERATIONS</b>						
HF401	Fireworks	\$0		\$10,000	\$9,870	
HF402	Parade	\$8,000	\$7,516	\$14,500	\$7,436	
HF403	July 4th Entertainment Sponsor	\$500	\$0	\$0	\$0	
<b>TOTAL</b>	<b>July 4th Activities</b>	<b>\$8,500</b>	<b>\$7,516</b>	<b>\$24,500</b>	<b>\$17,306</b>	<b>(\$9,790)</b>
HF503	Village staffing - July 4	\$0		\$8,500	\$10,132	
<b>TOTAL</b>	<b>STAFFING (General Fund Budget)</b>	<b>\$0</b>	<b>\$0</b>	<b>\$8,500</b>	<b>\$10,132</b>	<b>(\$10,132)</b>
<b>JULY 4 EVENT TOTALS</b>		<b>\$8,500</b>	<b>\$7,516</b>	<b>\$33,000</b>	<b>\$27,438</b>	<b>(\$19,922)</b>
		<i>% of expenses covered by revenue (AS BUDGETED)</i>				25.76%
		<i>% of expenses covered by revenue (ACTUAL)</i>				27.39%
<b>GRAND TOTALS</b>		<b>\$444,150</b>	<b>\$401,630</b>	<b>\$469,150</b>	<b>\$394,314</b>	<b>\$7,316</b>
		<i>% of expenses covered by revenue (AS BUDGETED)</i>				94.67%
		<i>% of expenses covered by revenue (ACTUAL)</i>				101.86%

## Revenue Detail 2009 Final Report

Project Code	Description	2009 event actual	2009 event budget	Variance
<b>HERITAGE FESTIVAL OPERATIONS</b>				
HF101	<b>Friends</b>	\$36,025	\$27,250	\$8,775
HF106	<b>Souvenirs</b>	\$341	\$725	(\$384)
HF107	<b>Entertainment Sponsors</b>	\$14,350	\$16,750	(\$2,400)
	Toilet	\$1,275		
	Bench	\$225		
	HF News Ad	\$950		
	Ponies - Rotary Club	\$3,000		
	Water Mistlers - Burke LTD	\$3,000		
	Batman Bounce - V3 Companies	\$2,500		
HF108	<b>Facilities &amp; Attraction Sponsors</b>	\$10,950	\$15,925	(\$4,975)
<b>TOTAL</b>	<b>PUBLICITY &amp; RECOGNITION</b>	<b>\$61,666</b>	<b>\$60,650</b>	<b>\$1,016</b>
HF202	<b>Booth Space</b>	\$66,890	\$75,000	(\$8,110)
	Ice Sales	\$4,526		
HF203	<b>Contracted Services</b>	\$4,526	\$4,500	\$26
HF205	<b>Rentals (Vendor Tent Rentals)</b>	\$7,550	\$9,000	(\$1,450)
<b>TOTAL</b>	<b>STREET FAIR OPERATIONS</b>	<b>\$78,966</b>	<b>\$88,500</b>	<b>(\$9,534)</b>
HF301	<b>Amusement Rides (see detail below)</b>	\$147,696	\$150,000	(\$2,304)
	Benefit Concert ticket sales (-40%)	\$14,445		
HF303	<b>Bands &amp; Variety</b>	\$14,445	\$18,000	(\$3,555)
HF306	<b>Car Show</b>	\$2,879	\$2,500	\$379
HF307	<b>Contracted Attractions (Beer Garden)</b>	\$69,165	\$93,000	(\$23,835)
HF308	<b>Cost Recovered; Bingo / Buses</b>	\$5,311	\$9,000	(\$3,689)
HF309	<b>Parking Garage</b>	\$13,986	\$14,000	(\$14)
<b>TOTAL</b>	<b>STREET FAIR ATTRACTIONS</b>	<b>\$253,482</b>	<b>\$286,500</b>	<b>(\$33,018)</b>
<b>HERITAGE FESTIVAL TOTALS</b>		<b>\$394,114</b>	<b>\$435,650</b>	<b>-\$41,536</b>
<b>JULY 4 EVENT OPERATIONS</b>				
HF402	<b>Parade (Contrib's from water billing)</b>	\$7,516	\$8,000	(\$484)
HF403	<b>July 4th Entertainment Sponsor</b>	\$0	\$500	(\$500)
<b>TOTAL</b>	<b>JULY 4TH ACTIVITIES</b>	<b>\$7,516</b>	<b>\$8,500</b>	<b>(\$984)</b>
<b>JULY 4 EVENT TOTALS</b>		<b>\$7,516</b>	<b>\$8,500</b>	<b>-\$984</b>
<b>GRAND TOTALS</b>		<b>\$401,630</b>	<b>\$444,150</b>	<b>(\$42,520)</b>

2009 in-kind  
 donations valued  
 at \$27,700 - detail  
 on page 10

<b>Amusement Ride Summary</b>			
	June Presale tickets	\$64,140	
	Thursday night pay one price	\$39,420	
	Children's pay one price	\$9,615	
	family pack tickets	\$102,125	
	Mega ticket	\$28,560	
	single ticket	\$58,631	
	<b>Total gross sales</b>		<b>\$302,491</b>
	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)	\$38,746	
	<b>Total ticket sales</b>		<b>\$133,996</b>
	16 skill games @ \$600 each	\$9,600	
	3 food booths @ \$1200 each	\$3,600	
	portable toilet sponsorship	\$500	
	total misc.		\$13,700
	<b>Total Village Share</b>		<b>\$147,696</b>



## 2009 Heritage Festival Listing of Sponsorship Revenue

### Entertainment Sponsors (actual cash)

Shanahan's	\$300.00
Beard Auto Repair, Inc.	\$500.00
Robert R. Dylla, Sr., C.P.A., P.C.	\$500.00
Downers Grove National Bank	\$500.00
Magnetrol International	\$500.00
Lee's Concessions	\$500.00
Fraternal Order of Police Lodge #73	\$500.00
DG Professional Fire Fighters Assoc Local 3234	\$500.00
Bojo's Elephant Ears & More	\$500.00
Hamilton Partners	\$500.00
ARAMARK	\$500.00
M & M Orthopaedics, Ltd.	\$500.00
The Strawberry Patch	\$750.00
Kristufek and Associates	\$1,000.00
Sara Lee Corporation	\$1,000.00
Neuco, Inc.	\$1,000.00
Community Bank of Downers Grove	\$1,000.00
Stephens Plumbing & Heating	\$1,000.00
Downers Grove Junior Woman's Club	\$1,300.00
W. F. H. Enterprise	\$1,500.00

**Total Entertainment**     \$14,350.00

### Attraction Sponsors (actual cash)

Bench, HF news Ad's, and Portable Sponsors	\$2,450.00
Christopher Burke Engineering, LTD	\$3,000.00
Downers Grove Rotary Club	\$3,000.00
V3 Companies of Illinois	\$2,500.00

**Total Attraction**     \$ 10,950.00

### Friends of Fest & Corp Sponsors (actual cash)

Friends of Festival	\$2,025.00
Comcast	\$2,500.00
Euclid Beverage	\$5,000.00
SilverLeaf Resorts	\$3,500.00
Tribune	\$3,000.00
Innova Marketing	\$7,000.00
Best Buy	\$4,000.00
Good Samaritan Hospital	\$5,000.00
SundanceVacation	\$4,000.00

**Total FOF & Corporate**     \$ 36,025.00

### In-kind Donations (sevices or product)

The Bugle Newspaper	\$500.00
Comfort Inn	\$800.00
Holiday Inn	\$800.00
Sun Publications	\$1,000.00
Comfort Inn	\$1,000.00
DoubleTree Guest Suites	\$1,000.00
Comcast	\$1,500.00
Goorski Electric	\$1,600.00
Gen Power	\$2,500.00
First Student	\$2,500.00
Jack FM 104.3	\$3,000.00
Tivoli Enterprises	\$3,000.00
Arc Disposal	\$9,000.00

(not included as revenue) **Total In-kind**     \$27,700.00



**Expense Detail  
2009 Final Report**

Project Code	Description	2009 event actual	2009 event budget	Variance
<b>HERITAGE FESTIVAL OPERATIONS</b>			last update	
HF101	<b>Friends</b>	<b>\$0</b>	<b>\$200</b>	<b>\$200</b>
	photo contest awards	\$175	\$175	
HF102	<b>Contests</b>	<b>\$175</b>	<b>\$200</b>	<b>\$25</b>
	Appreciation picnic	\$1,707		
	HF staff mtgs	\$29		
HF103	<b>Refreshments</b>	<b>\$1,736</b>	<b>\$1,600</b>	<b>(\$136)</b>
	HF News	\$11,097		
	HF insertion delivery	\$2,240		
	HF Mailings	\$675		
	Local Newspaper advertising	\$1,069		
HF105	<b>Advertising &amp; Public Relations</b>	<b>\$15,081</b>	<b>\$20,000</b>	<b>\$4,919</b>
	items for resale	\$0		
HF106	<b>Souvenirs</b>	<b>\$0</b>	<b>\$700</b>	<b>\$700</b>
	sponsor lunch	\$13		
	Water bill envelopes and insert	\$447		
	photograph & folders	\$175		
	sponsor banners	\$830		
HF107	<b>Sponsors</b>	<b>\$1,465</b>	<b>\$1,850</b>	<b>\$385</b>
	bench plaques	\$0		
HF108	<b>Facilities &amp; Attraction Sponsors</b>	<b>\$0</b>	<b>\$200</b>	<b>\$200</b>
	Village Council / Director shirts	\$55		
	staff/volunteer shirts	\$243		
HF201	<b>Apparel</b>	<b>\$298</b>	<b>\$700</b>	<b>\$402</b>
	postage vendor mailing	\$300		
HF202	<b>Booth space</b>	<b>\$300</b>	<b>\$100</b>	<b>(\$200)</b>
	ice sellers	\$850		
	diaper changing booths	\$1,250		
	vendor staff	\$1,000		
	ticket seller	\$651		
	photographer	\$326		
	grease disposal	\$450		
HF203	<b>Contracted Services</b>	<b>\$4,527</b>	<b>\$6,000</b>	<b>\$1,473</b>
	certified electricians	\$6,600		
	generator rental	\$19,089		
	additional cable covers setup/down	\$500		
	fuel for generators	\$3,065		
HF204	<b>Electricity</b>	<b>\$29,254</b>	<b>\$33,000</b>	<b>\$3,746</b>
	portable signs	\$590		
	portable toilets	\$11,625		
	private property	\$500		

**Expense Detail  
2009 Final Report**

<b>Project Code</b>	<b>Description</b>	<b>2009 event actual</b>	<b>2009 event budget</b>	<b>Variance</b>
	radio rental	\$1,190		
	stages & sound mix tents	\$12,588		
	tents, etc.	\$29,645		
	Barricade rental	\$950		
	bus rental fees	\$8,749		
	national fence	\$1,853		
<b>HF205</b>	<b>Rentals - current year</b>	<b>\$67,690</b>	<b>\$70,000</b>	<b>\$2,310</b>
	liners for trash	\$2,659		
	recycle cans and lids	\$3,914		
	electric supplies items	\$428		
	public works & bld services supplies	\$210		
	safety flags	\$60		
	Idol contest awards	\$114		
	parking hang tags	\$115		
	misc. supplies	\$541		
	bags of ice	\$3,910		
	No parking police order signs	\$632		
	stage,directional signs	\$820		
	supplies for souvenirs and stages	\$419		
	bus signage	\$128		
	mailing and mailing supplies	\$41		
<b>HF207</b>	<b>Supplies - current year</b>	<b>\$13,991</b>	<b>\$10,000</b>	<b>(\$3,991)</b>
	festival policy	\$10,865		
<b>HF209</b>	<b>Insurance</b>	<b>\$10,865</b>	<b>\$12,000</b>	<b>\$1,135</b>
<b>HF210</b>	<b>Capital Purchases</b>	<b>\$0</b>	<b>\$3,500</b>	<b>\$3,500</b>
	entertainment (detail on p. 13)	\$85,300		
<b>HF303</b>	<b>Bands &amp; Variety - current year</b>	<b>\$85,300</b>	<b>\$95,000</b>	<b>\$9,700</b>
	BMI music license	\$600		
	piano pick up and delivery	\$450		
	sound system folk stage	\$500		
	limo services	\$1,495		
	lighting	\$5,340		
	band gear rental	\$1,500		
	dressing room rental	\$145		
	sound	\$14,650		
	entertainer hospitality	\$656		
<b>HF305</b>	<b>Associated entertainment costs</b>	<b>\$24,286</b>	<b>\$25,000</b>	<b>\$714</b>
	committee hat and shirt	\$46		
	trophies & plaques	\$1,514		
	postage - mailings	\$200		
	big board update and banners	\$430		
<b>HF306</b>	<b>Car Show</b>	<b>\$2,190</b>	<b>\$2,000</b>	<b>(\$190)</b>

**Expense Detail  
2009 Final Report**

Project Code	Description	2009 event actual	2009 event budget	Variance
	beer garden license	\$25		
	Batman bounce	\$2,775		
	ponies	\$3,000		
<b>HF307</b>	<b>Contracted Attractions</b>	<b>\$5,800</b>	<b>\$16,000</b>	<b>\$10,200</b>
<b>HF308</b>	<b>Cost Recovery: Bingo</b>	<b>\$0</b>	<b>\$1,500</b>	<b>(\$1,500)</b>
	J. Kyle Braid 40% per contract	\$5,394		
<b>HF309</b>	<b>Percentage split: Parking Garage</b>	<b>\$5,394</b>	<b>\$5,600</b>	<b>(\$206)</b>
	Management	\$3,055		
	Support Staff	\$6,093		
	Astro Ticket Sales	\$2,779		
	Setup/Cleanup	\$19,883		
	Police	\$38,909		
	EMS	\$3,124		
	VOC	\$175		
	Cable	\$1,681		
	Electrical	\$5,601		
	Benefits (IMRF, Med, Soc Security)	\$8,898		
<b>HF502</b>	<b>Heritage Festival Staffing</b>	<b>\$90,198</b>	<b>\$122,000</b>	<b>\$31,802</b>
	HF cleaning services	\$8,426		
<b>HF606</b>	<b>Contracted Staffing</b>	<b>\$8,426</b>	<b>\$9,000</b>	<b>\$574</b>
<b>HERITAGE FESTIVAL TOTALS</b>		<b>\$366,976</b>	<b>\$436,150</b>	<b>\$65,968</b>
<b>JULY 4TH EVENT OPERATIONS</b>				
	July 4th evening fireworks	\$9,870		
<b>HF401</b>	<b>Fireworks</b>	<b>\$9,870</b>	<b>\$10,000</b>	<b>\$130</b>
	parade bands (detail on p. 16)	\$6,725		
	radio rental	\$81		
	signage	\$85		
	portable toilet rental	\$545		
<b>HF402</b>	<b>Parade</b>	<b>\$7,436</b>	<b>\$14,000</b>	<b>\$6,564</b>
	Management	\$285		
	Support Staff	\$216		
	Setup/Cleanup	\$3,631		
	Police	\$4,630		
	EMS	\$0		
	VOC	\$0		
	Cable	\$399		
	Benefits (IMRF, Med, Soc Security)	\$971		
<b>HF503</b>	<b>Staffing - July 4</b>	<b>\$10,132</b>	<b>\$8,000</b>	<b>(\$2,132)</b>
<b>JULY 4TH EVENT TOTALS</b>		<b>\$27,438</b>	<b>\$32,000</b>	<b>\$4,562</b>
<b>GRAND TOTALS</b>		<b>\$394,414</b>	<b>\$468,150</b>	<b>\$70,530</b>



## 2009 Heritage Festival Listing of Entertainment Expenses

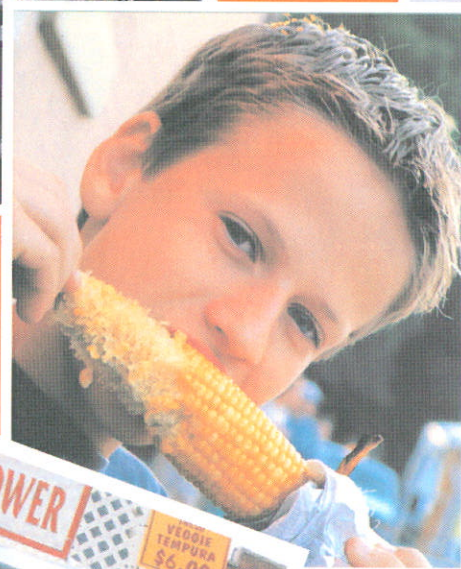
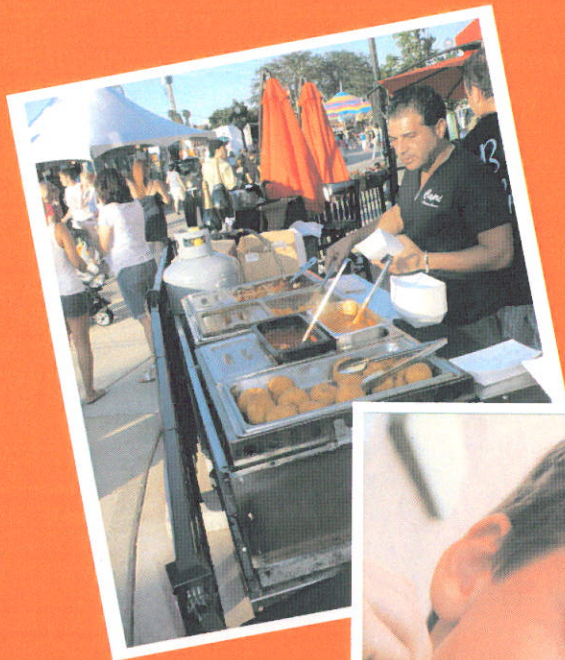
Performer/Act	Contract Price	Performer/Act	Contract Price
Garage Band Palooza	\$0.00	3D Sound	\$900.00
Shanahan's (DG IDOL)	\$0.00	Route 66	\$1,000.00
Bluestone Academy	\$0.00	Banjo Buddies	\$1,000.00
Spotlight Dance Studio	\$0.00	American Eagle Productions	\$1,000.00
Tropical Breeze	\$0.00	Salt Creek Sinfonietta	\$1,000.00
Swing Latin Dance	\$100.00	Mike Mauthe	\$1,050.00
Aviators	\$100.00	Big Guitars From Memphis	\$1,100.00
Cyoty Country	\$150.00	ARRA	\$1,200.00
Fantastic Mammals	\$200.00	Instant Karma	\$1,500.00
Bobby Poyner	\$250.00	Bob West	\$1,800.00
Plunket	\$300.00	Banda Rika	\$1,800.00
Obstacles	\$300.00	Class Act Big Band	\$2,000.00
DG Choral Society	\$350.00	Lynne Jordan & The Shivers	\$2,000.00
Choral Aires Chorus	\$400.00	Elevation	\$2,500.00
Random Axe	\$400.00	7th Heaven	\$3,500.00
The Culprits	\$500.00	Infinity	\$3,500.00
Judas Beast	\$500.00	Two Way St Coffee House	\$3,500.00
Dave Rudolf	\$700.00	Steve Chapin Band	\$5,950.00
Lisa Rene' Band	\$700.00	Tom Chapin/Chapin Sisters	\$6,700.00
4 Cast	\$750.00	Nick Live	\$8,500.00
Jonathan Devin	\$800.00	The James Band	\$8,500.00
The Classix	\$800.00	Night Ranger	\$18,000.00
<b>Grand Total</b>			<b>84,400.00</b>

## 2009 Heritage Festival Listing of Entertainment Expenses

<b>Entertainer Name</b>	<b>Dollar Amount</b>
Chicago Highlanders Pipe Band	1,000.00
Lincoln-Way North H.S. Marching Phoe	850.00
Lincoln-Way East Marching Griffins	850.00
Proviso East High School Marching Ban	850.00
District 99 Band	850.00
Medinah Highlanders	600.00
Medinah Flying Carpets	375.00
Midwest Model T Club	350.00
10th Regiment IL Volunteer INF	250.00
Revolutionary Militia	250.00
104th Illinois Volunteer Infantry Co. H	250.00
<b>Total for Parade</b>	<b>6,475</b>
Jason Kollum (Bike and Buggy Parade)	\$250.00
<b>Grand Total</b>	<b>6,725</b>



# VILLAGE OF DOWNERS GROVE



## Heritage Festival 2009 Economic Impact Study



Published September 2009  
Community Events Department



2009 Community Events Heritage Festival Economic Impact Survey  
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## 2009 Downers Grove Heritage Festival Economic Impact Study

### EXECUTIVE SUMMARY

The Village of Downers Grove, Community Events Department conducted an Economic Impact Study of the 28<sup>th</sup> Annual Downers Grove Heritage Festival, held on June 25, 26, 27, 28, 2009. Volunteers from one of our corporate sponsors, Best Buy of Downers Grove acted as survey hosts during the three day event. The Community Events department staff utilized an economic impact model developed by Enigma Research Corporation.

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. Their Economic Impact workshops were very valuable to the Community Events staff, in that, utilizing the tools given, staff was able 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. The workshops covered areas such as surveys, sampling plans, data processing and modeling, and interpreting and releasing results.

The economic impact survey consisted of several components. These included an estimate of the 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 77,869. This included an estimated 47,500 local attendees and 30,369 non-local attendees. A random sampling of 142 visitors were surveyed with 87 being local residents and 55 being non-local residents, residing outside of Downers Grove. The estimated expenditures by non-locals was \$75.64 per person or \$2,297,111.

A tourism spending economic model was created to convert non-local 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 Downers Grove Heritage Festival was estimated at \$2,297,111. Of that \$2,297,111 in economic activity, \$621,541, is represented in payroll or wages and salaries. This represents 24.5 full-year jobs created in Downers Grove. Moreover, the economic expenditure activity created estimated state tax receipts of \$121,390 and local tax receipts of \$39,768.

Among locals there was a total estimated \$2,915,550 in expenditures averaging to \$61.38 person. While spending by local residents is not considered part of economic impact, it certainly shows that the festival brings additional benefits to local businesses and vendors at the event.



With respect to the Economic Impact Model utilized for this report, the figures were taken from the Economic Impact of Travel on Illinois Counties, 2007. 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 2008.

The following represents the demographics of the non-local respondents to the economic impact survey at the Downers Grove Heritage Festival.

- 62% surveyed were male
  
- 29% were between the ages of 25 - 34
- 27% were between the ages of 35 - 44
- 13% were between the ages of 45 - 54
- 36% were married with children living at home
- 31% were single
  
- 29% had household incomes between \$50,000 - \$74,999
- 20% had household income under \$25,000
- 18% had household incomes between 25,000 - \$49,999
- 18% had household incomes between \$75,000 - \$100,000

2009 Downers Grove Heritage Festival Economic Impact Study

**SURVEY METHODOLOGY AND ECONOMIC MODELS**

Three components were utilized to measure the economic impact of the Heritage 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 Heritage Festival was estimated at 77,869 people over the entire weekend. For many years the attendance estimates were anywhere between 100,000 to 125,000. We did have rain on Saturday evening this year which closed the event, on what typically is our largest evening (and most populated evening) of the festival. However, using Enigma Corporation’s calculation for estimation of attendance, the estimate was surmised by combining our on-site surveys taken at the event along with a telephone surveys taken after the event (of the local residence) and our total population within the village. There were 161 telephone surveys taken with 153 respondents advising that they attended the festival, or 95% of local residents.

Survey: The total number of on site surveys taken at the event was 142. Of that amount, 55 non-local attendees were questioned in reference to their spending habits at the festival. The 87 local attendees who were survey also gave valuable input as to their expenditures.

Economic Model: A tourism spending economic model was created. The multipliers, or figures, utilized were taken from the Economic Impact of Travel on Illinois Counties 2007. 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 2008. 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).

<b>LOCALS VS. NON-LOCALS</b>		
<b>ALL ATTENDEES</b>		
	<b>Percentage</b>	<b>Actual</b>
Non Local	39%	30,369
Local	61%	47,500
<b>Total</b>	<b>100%</b>	<b>77,869</b>

2009 Downers Grove Heritage Festival Economic Impact Study

Economic Impact of the Event

- **\$2,297,111** of economic impact was directly attributed to spending by non-locals visiting Downers Grove as a result of the event.
- The estimated **\$2,297,111** is representative of a combination of direct impact, indirect impact and induced impact.
- **Taxes generated** were estimated at **\$161,158**. State tax receipts were estimated at **\$121,390** and the Local tax receipts estimates were **\$39,768**.
- Spending by locals at the festival and on area businesses was estimated at **\$2,915,550**

<b>TOTAL ECONOMIC IMPACT OF EVENT</b>				
<b>ALL ATTENDEES</b>				
	<b>Percentage</b>	<b>Actual</b>	<b>Average Spending per person per survey</b>	<b>Total Spending during event</b>
Non Local	39%	30,369	\$75.64	\$2,297,111
Local	61%	47,500	\$61.38	\$2,915,550

## Village of Downers Grove Economic Impact - Heritage Festival 2009

Estimated Attendance	77,869
On-site Surveys taken	142 ( 87 local - 55 non-local )
	61% are non local
Non-local attendees 30,369	spend on average \$75.64 each

<b>Total estimated adjusted expenditures by non-locals: \$2,297,111</b>
---

### Estimated Direct Domestic Travel Expenditures & Related Economic Impact \*

	Expenditures (\$Millions)	Payroll (\$Millions)	Employment (Millions)	State Tax Receipts (\$Millions)	Local Tax Receipts (\$Millions)
<b>DuPage County *</b>	2136.08000	577.97000	0.02276	112.88000	36.98000
		Payroll	Employment	State Tax Receipts	Local Tax Receipts
<b>Downers Grove Heritage Festival</b>		<b>\$621,541</b>	<b>24.5</b>	<b>\$121,390</b>	<b>\$39,768</b>

\* Figures taken from the Economic Impact of Travel on Illinois Counties 2007. This study prepared for the Illinois Bureau of Tourism by the Research Department of the Travel Industry Association of America Washington, D.C. July 2008.



**Village of Downers Grove**  
**2009 Heritage Festival**  
**Telephone method attendance estimator**

**From visitor survey:**

Percentage local	61%
Percentage non-local	39%

**From telephone survey:**

Percentage of locals who attended	95%
-----------------------------------	-----

Local population	50,000
------------------	--------

Estimated number of locals	47,500
----------------------------	--------

Estimated number of non-locals	30,369
--------------------------------	--------

Estimated total attendance	<b><u>77,869</u></b>
----------------------------	----------------------

**Margin of error:**

Sample size for <u>telephone</u> survey	161
Percent $\pm$ , 19 times out of 20	7.44%

Upper bound local, 19 times out of 20	51,035
---------------------------------------	--------

Lower bound local, 19 times out of 20	43,965
---------------------------------------	--------

Upper bound total, 19 times out of 20	<b>83,664</b>
---------------------------------------	---------------

Lower bound total, 19 times out of 20	<b>72,074</b>
---------------------------------------	---------------

# 2009 Heritage 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, FOR CLASSIFICATION PURPOSES  
SOME QUESTIONS ABOUT  
YOURSELF**

**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 the Downers Grove Heritage Festival or the questionnaire?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# VILLAGE OF DOWNERS GROVE



2005 US PRO  
CHAMPIONSHIPS  
Economic Impact Study



Published September 2005  
Tourism & Events Department



2005 Downers Grove US PRO Championships Economic Impact Study

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## 2005 Downers Grove US PRO Championships Economic Impact Study

### EXECUTIVE SUMMARY

The Village of Downers Grove, Tourism and Events Department conducted an Economic Impact Study of the US PRO Championship Bike Races, held on August 20, 21, 2005. Volunteers from the J. Kyle Braid Leadership Group of Downers Grove acted as survey hosts during the two day event. Department staff utilized an economic impact model developed by Enigma Research Corporation.

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. Their Economic Impact workshops were very valuable to the Tourism and Events staff, in that, utilizing the tools given, staff was able 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. The workshops covered areas such as surveys, sampling plans, data processing and modeling, and interpreting and releasing results.

Enigma Research showcased our first Economic Impact Study of our Ice Sculpture Festival, at a workshop conducted in January of 2005. They utilized our study as a platform to show other communities with smaller events that they can successfully conduct their own studies to effectively measure the economic impact of their events.

Additionally, Mary Scalzetti, Director of Tourism and Events for the Village of Downers Grove, was asked to co-speak with the CEO of Enigma Research, Mr. Michael Harker, with respect to performing one's own Economic Impact Study. The speaking engagement was held at the Texas Festival and Events Regional Conference, held on July 14, 2005. It was well received amongst peers in the festival and events arena and Downers Grove was recognized as an economic impact research leader.

The economic impact survey consisted of several components. These included an estimate of the 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 30,000. This included an estimated 15,000 local attendees and 15,000 non-local attendees. A random sampling of 177 visitors were surveyed with 88 being local residents and 89 being non-local residents, residing outside of Downers Grove.

A tourism spending economic model was created to convert non-local 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 US PRO Championship Bike Races was estimated at \$856,950. Of that \$856,950 in economic activity, \$265,136 is represented in payroll or wages and salaries. This represents 11.34 full-year jobs created in Downers Grove. Moreover, the economic expenditure activity created estimated state tax receipts of \$47,666 and local tax receipts of \$15,126.

Among locals there was a total estimated \$20,550 in expenditures. While spending by local residents is not considered part of economic impact, it certainly shows that the bike races bring additional benefits to local businesses.

With respect to the Economic Impact Model utilized for this report, the figures were taken from the Economic Impact of Travel on Illinois Counties, 2003. 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 2004. Enigma Research Corporation has reviewed this report and believes these numbers to be sound.

The following represents the demographics of the non-local respondents to the economic impact survey at the US PRO Championship Bike Races.

- 51% surveyed were male
  
- 27% were between the ages of 40 – 49
- 24% were under 25
- 19% were between the ages of 30 – 39
  
- 31% were married with children living at home
- 21% were single living with parents
- 14% were married no children
  
- 28% had household incomes between \$100,000 – \$199,000
- 19% had household incomes between \$75,000 – \$99,000

2005 Downers Grove US PRO Championships Economic Impact Study  
**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 US PRO Championship Bike Races was estimated at 30,000 people over the entire weekend. Using Enigma Corporation's calculation for estimation of attendance, the estimate was surmised by combining our on-site surveys taken at the event along with a telephone surveys taken after the event (of local residents) and our total population within the village. There were 118 telephone surveys taken with 36 respondents advising that they attended the festival, or 30% of local residents.

Survey: The total number of on-site surveys taken at the event was 177. Of that amount, 89 non-local attendees were questioned in reference to their spending habits at the festival. The 88 local attendees who were survey also gave valuable input as to their expenditures during the event.

Economic Model: A tourism spending economic model was created. The figures utilized were taken from the Economic Impact of Travel on Illinois Counties 2003. 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 2004. 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).

<b>LOCALS VS. NON-LOCALS ALL ATTENDEES</b>		
	<b>Percentage</b>	<b>Actual</b>
Local	50%	15,000
Non Local	50%	15,000
<b>Total</b>	<b>100%</b>	<b>30,000</b>

2005 Downers Grove US PRO Championships Economic Impact Study

ECONOMIC IMPACT OF THE EVENT

- **\$856,950** of economic impact was directly attributed to spending by non-locals visiting Downers Grove as a result of the event.
- The estimated **\$856,950** is representative of a combination of direct impact, indirect impact and induced impact.
- **Taxes generated** were estimated at **\$62,792**. **State tax** receipts were **\$47,666** and the **Local tax** receipts were **\$15,126**.
- Spending by locals on area businesses was estimated at **\$20,550**.

**TOTAL ECONOMIC IMPACT OF EVENT**

ALL ATTENDEES

	Percentage	Actual	Average Spending per person per survey	Total Spending during event
Non Local	50%	15,000	\$57.13	\$856,950
Local	50%	15,000	\$1.37	\$20,550

## Village of Downers Grove Economic Impact - Bike Race 2005

**Estimated Attendance**                    **30,000**  
**On-site Surveys taken**                **177 ( 88 local - 89 non-local )**  
     **50% are non local**  
**Non-local attendees 15,000**        **spend on average \$57.13 each**

**Total estimated adjusted expenditures by non-locals:    \$856,950**

### Estimated Direct Domestic Travel Expenditures & Related Economic Impact \*

	Expenditures (\$Millions)	Payroll (\$Millions)	Employment (Millions)	State Tax Receipts (\$Millions)	Local Tax Receipts (\$Millions)
<b>DuPage County *</b>	1651.48000	510.96000	0.02185	91.86000	29.15000
		Payroll	Employment	State Tax Receipts	Local Tax Receipts
<b>Downers Grove Bike Race</b>		<b>\$265,136.22</b>	<b>11.34</b>	<b>\$47,665.99</b>	<b>\$15,125.88</b>

\* Figures taken from the Economic Impact of Travel on Illinois Counties 2003. This study prepared for the Illinois Bureau of Tourism by the Research Department of the Travel Industry Association of America Washington, D.C. August 2004.



**Village of Downers Grove**  
**Bike Race Economic Impact Worksheet**  
**Telephone method attendance estimator**

<b>From visitor survey:</b>	177
Percentage local	50%
Percentage non-local	50%
<b>From telephone survey:</b>	
Percentage of locals who attended	30%
Local population	50,000
Estimated number of locals	15,000
Estimated number of non-locals	15,000
Estimated total attendance	<b><u>30,000</u></b>
<b>Margin of error:</b>	
Sample size for <u>telephone</u> survey	118
Percent $\pm$ , 19 times out of 20	8.87%
Upper bound local, 19 times out of 20	16,331
Lower bound local, 19 times out of 20	13,669
Upper bound total, 19 times out of 20	<b>32,662</b>
Lower bound total, 19 times out of 20	<b>27,338</b>