

# Village of Downs FY2017 Events Plan

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Prepared by Events Committee

2/11/2016

# Village of Downs FY2017 Events Plan

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## *Summary*

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This following document was created to provide an overview and budget of the planned events for the Village of Downs in FY2017. This plan was developed by the Events Committee to be submitted for review by the Village Board in March and adoption in April for fiscal year 2017. Once approved by the Village Board the budget information will be used to create a fund for the purpose of tracking and recording all income and expenses for each event.

Solicitation of volunteers for the sub-committees will be put into the Village flyer and in the Le Roy / Farmer's City Press. The Event Committee would like to ask the Village Board to be involved and support at least one or more events. Sub-committees will be responsible for all aspects of the event in which they represent. The Events Committee reserves the right to run any event without forming a sub-committee and also to cancel an event due to lack of help.

## *Mission*

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The mission of the Events Committee is to provide a mix of events within the Village of Downs that will attract surrounding subdivisions and communities into the Village of Downs.

## *Goals and Objectives*

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1. Form an Event Committee made up of Tri-Valley community members to prepare and perform the following:
  - Create and submit for Board approval in April a fiscal year plan of events and budget
  - Create events that will be self-sustaining through donations and revenue without the use of tax payer dollars.
  - Solicit volunteers and form sub-committees for events as warranted. The Events Committee may decide to perform or run events themselves without creating a sub-committee.

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- Oversee the execution of events and modify or delete events as warranted.
2. Create a dedicated Event Fund for all Village Events
  3. Solicit tax-deductible donations for the Event Fund

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## *Fiscal Year Events*

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The following describes each planned event at a high level. Further details and changes will occur during final planning by the committee or sub-committee in charge of the event. Budgets have been estimated based on last year's expenditures and revenue. Some events have been eliminated due to lack of participation or they were merged with something else.

1. ***Garage Sale Day*** – This event will be expanded due to feedback and will be held twice: (1) May 6<sup>th</sup> and 7<sup>th</sup> to hopefully be the first garage sale weekend of the year for the area and (2) June 3<sup>rd</sup> and 4<sup>th</sup> to accommodate the teachers and school getting out.
2. ***Dooley Park Car Show*** – This event will be held Saturday May 21<sup>st</sup> in Dooley Park from 4pm – 7pm. Rainout date is May 22<sup>nd</sup> from noon – 4pm.
3. ***Village Cleanup Day*** – This event will be held on June 4<sup>th</sup> with the specific purpose of being after the last garage sale weekend.
4. ***Movies in the Park*** – This will be a summer long set of movies that will be shown in Dooley Park. If it rains, the movie will be moved inside the pavilion. Tentative dates will be June 25, July 23, August 27. Movies to be announced.
5. ***Freedom Run and Independence Day Celebration*** – This event will be the first of two large events for the Village. This year again will be planned as a one-day event but could be expanded based on volunteers and funding. The Freedom Run will also be tied to this event and ran on the weekend before the 4<sup>th</sup> which is Saturday, July 2<sup>nd</sup>.
6. ***Downs Fright Fest*** – This event will be the second of the two large events. This event will start the 2<sup>nd</sup> Saturday, October 8<sup>th</sup>, and continue in October every Friday and Saturday until Halloween. The Un-Haunted House for kids will be on October 30<sup>th</sup>.
7. ***Christmas in Downs*** – This celebration event starts after Thanksgiving and continues through the end of the year. There will be a sub-committee in charge of the Dooley Park Light display. Cookies with Santa will take place on Saturday, December 10th.

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8. ***Easter Breakfast and Egg Hunt*** – This event will be hosted in Dooley Park and will involve the areas Churches.

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## *Advertising*

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The advertising booklet will start with the solicitation letter to areas towns, residents and businesses for advertising, sponsorships and donations. The letter outlines the purpose of the Event Committee and Funds. It will list each event with the total expense budget. The second page of the letter is the order form for sponsorships, advertising and donations (see Exhibit B for a sample letter). We have expanded the sponsorships to cover Fright Fest because these are the two events which we will produce the advertising books.

Other advertising will be as budget allows and is not limited to radio, newspaper, flyers, newsletters, mailers, BN Visitors and Conventions Bureau and banners.

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## *Event Details*

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***Garage Sale Day*** – This event will held May 6th and 7th to hopefully be the first garage sale weekend of the year. A second weekend of June 3rd and 4th has been retained based on feedback from last year. This event has only a revenue budget as maps made will be printed at the hall and be a small number. We charge \$1 to be listed on the map. Maps will be given to those that have registered and be left at area businesses and the Village Hall.

***Dooley Park Car Show*** – This event will be held Saturday, May 21<sup>st</sup> in Dooley Park from 3pm - awards at 7pm. The rainout date will be May 22<sup>nd</sup> from noon – 4pm. The event budget is \$1200, which includes Dash Plaques, Trophies & live music provided by the band Protégé. Downs Boy Scout Troop #53 will be asked to provide food. The car show should be promoted in the village newsletter and Facebook page as a *Family Friendly Event* during the months of March, April & May. We will also take advantage of free website advertising available from local media, Bloomington-Normal Area Convention & Visitors Bureau, Twin City Cruisers, McLean County Antique Automobile Club, The Car Community and JD's DJ Service.

***Village Cleanup Day*** – This event will held on June 4<sup>th</sup> purposefully scheduled on the last garage sale day for the Village. The Village will have a central location for residents to come drop off items. Location will be on the East corner of Seminary and Franklin Streets. Services will be

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announced closer to the event, but last year we had metal, electronics and other recycle material boxes. Will have prearranged pickup for a fee. Tire disposal is also available for a fee.

*Movies in the Park* – This will be a summer long set of movies that will be shown in Dooley Park. If it rains, the movie will be moved inside the pavilion. Popcorn, snacks and other refreshment will be available for sale. Bring your lawn chair, blanket, get comfortable and enjoy a family friendly movie. The park road will be closed to eliminate any disturbance during the movie time. We will seek corporate sponsors to help offset the license cost if needed. Goal is this will be a no cost family event.

The following are the movie dates and will start at dusk and movies will be announced later:

- June 25, 2016
- July 23, 2016
- August 27, 2016

Performance license must be obtained for each movie: <http://www.criterionpicusa.com/about-criterion-pictures/copyright> or <http://parks.swankmp.com/LicensingProcess>

*Freedom Run and Independence Day Celebration* – This event will be the first of two large events for the Village. This year again will be planned as a one-day event but could be expanded based on volunteers and funding. The Freedom Run will also be tied to this event and ran on the weekend before the 4<sup>th</sup> which is Saturday, July 2<sup>nd</sup>. A new coordinator is needed for the Freedom Run.

The Event Committee do the following for this event:

- 1) Plan and coordinate the parade - The parade will start at noon and will follow the same parade route as last year. The Park road will be closed, except for the parking areas. Washington St will also be closed from Lincoln to Woodlawn after the parade. Grand Marshal nominations need to be solicited starting in February thru June 1, 2015. If a nominee doesn't have the majority of votes, the Village Board of Trustees will decide.
- 2) Contact and secure all Food Vendors
- 3) Contact and secure all Entertainment (i.e. Bands, DJ) - Bands chosen will be local and which provide quality entertainment at a fair price. We will look to secure a variety of music style to appeal to as many as possible. Right now the plan is to have a DJ during the morning/early afternoon, 3-5 pm break, 5-7 dinner entertainment before the night band from 8-11.

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- 4) Contract and coordinate fireworks - The Village will use the same company that was contracted in 2016. Fireworks contract should be signed by March of each year if we don't have a multi-year contract. The Village pays ½ of the fireworks each year. The remaining will be funded through donations, fundraisers and/or admissions. Goal is to not use any dollars from the Village to fund this or any event.

Funding for this event has always been a challenge due to the large expense of entertainment and fireworks. Help is needed for donation collection before and on the day of the event.

\*\* Additional activities can be planned by other groups or organizations.

Erwin and Amy Tagala are the coordinators for the sand volleyball tournament.

*Downs Fright Fest* – This event will be the second of the two large events. Downs Fright Fest is a self-funding event through admission costs of the Haunted House.

Dates: 10/8, 10/14, 10/15, 10/21, 10/22, 10/28, 10/29, 10/30.

Times: 10/8, 10/14, 10/15, 10/21, 10/22, 10/28, 10/29 will be 6:30PM - 10:30 PM. 10/30 will be 1:00 PM – 3:00 PM.

Admission: \$5.00 single admission, \$7.00 Wrist band (unlimited admission)

Additional details: Hayrack ride and park activities will run all dates except 10/30 (un-haunted version).

Park Activities:

- Start/End Hayrack ride
- Campfires
- Food – provided by Downs CIA
- Ticket Sales
- Laser Tag-dates to be determined

Oct 30<sup>th</sup> 1:00-3:00 Un-Haunted Lights on – Free activity for kids, turn on all lights, pass out candy/small toys for each child, laser tag in grassy area next to the shed

*Christmas in Downs* – This celebration event starts after Thanksgiving and continues through the end of the year.

The Events Committee will do the following for this event:

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- 1) Put up banners and flags down Seminary and Washington Streets. Once downtown sidewalks and lighting are remodeled, we will plan for additional lighting in this area.
- 2) Hold a “Cookies with Santa” on December 10, 2016 with 9-11 am and 5-7 pm sessions. It will include refreshments, professional photos for \$5 individual or \$10 family price. With this fee, your son/daughter or family will get a photo and letter from Santa.
- 3) House Lighting Contest – No entry needed, contest ends on December 20 and prizes will be given for Village Choice, Largest Display and Committee Choice.

Don Kopack has volunteered to coordinate the design of the lights in Dooley Park and has set a tentative schedule for setup and removal of lights within Dooley Park.

- 1) Christmas Lights in the Park display & lighting layout to be reviewed/finalized by the Events Committee at October meeting.
- 2) New/Replacement Christmas display & lighting items to be procured by Saturday October 29<sup>th</sup>.
- 3) Volunteer Day – Each Saturday or as volunteers are available thru Thanksgiving. Scout Troup’s will be invited to assist with setup and removal of Christmas displays & lighting. The takedown of the displays & lighting will be organized so everything will be marked/labeled for ease of setup the following year.
- 4) Work Day – Saturday November 5<sup>th</sup> at Park Pavilion. Sub-committee members only. Will replace lights, repair displays and organize work for the next work weekend.
- 5) Work Day – Saturday November 12<sup>th</sup> at Park Pavilion. Sub-committee members, volunteers and open to public. Review the layout for lighting & displays followed a walk through of the park. Solicit/empower volunteers for different displays & lighting assignments.
- 6) Work Day – Saturday November 19<sup>th</sup> at Park Pavilion. Sub-committee members, volunteers and open to public. Solicit/empower volunteers for different displays & lighting assignments.
- 7) Work Day – Sunday November 20<sup>th</sup> – Finalize and necessary changes to the park display.
- 8) Christmas Lights in the Park Celebration starts December 1 at dusk and continues through New Year’s Day.

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- 9) Removal of lights will begin and continue each Saturday in the new year until they are all removed.

*Easter Breakfast and Egg Hunt* – This event will be hosted in Dooley Park on the Saturday before Easter (subject to change), which is April 16, 2017. The event will involve the areas Churches. Also, we will hold a fund raising breakfast to either help with funding this event. Breakfast will start at 7 am and continue until 10 am. Registration for the egg hunt will be from 10-10:30 am with the activities starting at 10. Focus should be on a family breakfast prior to the activities and it will be a donation breakfast.



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## Exhibit A – Budget

### Event Fund Budget

#### INCOME

REVENUE	ESTIMATED	ACTUAL	VARIANCE	%
Garage Sale Day	\$25.00	\$-	\$(25.00)	0%
Downs Cleanup Day	\$600.00	\$-	\$(600.00)	0%
Dooley Park Car Show	\$1,200.00	\$-	\$(1,200.00)	0%
Independence Day Celebration	\$13,000.00	\$-	\$(13,000.00)	0%
Haunted House	\$14,650.00	\$-	\$(14,650.00)	0%
Christmas in Downs	\$1,100.00	\$-	\$(1,100.00)	0%
Easter Breakfast and Egg Hunt	\$300.00	\$-	\$(300.00)	0%
<b>Total</b>	<b>\$30,875.00</b>	<b>\$-</b>	<b>\$(30,875.00)</b>	<b>0%</b>

#### EXPENSES

EXPENSES	ESTIMATED	ACTUAL	VARIANCE	%
Garage Sale Day	\$-	\$-	\$-	0%
Downs Cleanup Day	\$400.00	\$-	\$(400.00)	0%
Dooley Park Car Show	\$1,200.00	\$-	\$(1,200.00)	0%
Independence Day Celebration	\$12,500.00	\$-	\$(12,500.00)	0%
Haunted House	\$12,270.00	\$-	\$(12,270.00)	0%
Christmas in Downs	\$1,100.00	\$-	\$(1,100.00)	0%
Easter Breakfast and Egg Hunt	\$300.00	\$-	\$(300.00)	0%
<b>Total</b>	<b>\$27,770.00</b>	<b>\$-</b>	<b>\$(27,770.00)</b>	<b>0%</b>

#### TOTALS

TOTALS	ESTIMATED	ACTUAL	VARIANCE	%
Total Income	\$30,875.00	\$-	\$(30,875.00)	0%
Total Expenses	\$27,770.00	\$-	\$(27,770.00)	0%
<b>Income/Shortage</b>	<b>\$3,105.00</b>	<b>\$-</b>	<b>\$(3,105.00)</b>	<b>0%</b>

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## Exhibit B – Solicitation Letter Example

May 12, 2016

Re: Event Donation, Ad & Sponsor Solicitation

Dear Business Owner/Manager/Resident/TV Community,

In 2013 I created an Events Committee, made up of Tri-Valley residents, with the mission to provide a mix of events within the Village of Downs that will attract surrounding subdivisions and communities into the Village. Their goals were to create a plan, budget with positive cash flow, and solid foundation for the future.

I also created a fund which will be dedicated ONLY to Village events. With this fund being dedicated for this specific purpose (public use) within a tax-exempt entity, your donation is tax deductible. Also, for any donation or ad of \$100 and over, you will be recognized within the printed material for all events throughout the year if received before each events printing deadline.

The full Event Plan is available online at [www.VillageOfDowns.org](http://www.VillageOfDowns.org), but below I have provided you with a quick summary of our planned events. To donate or sponsor an activity/event, please write a check payable to the “Village of Downs” and specify “Event Fund” in the memo. We will send you a receipt of your donation/ad/sponsor if requested.

- 1) Garage Sale Days (May 1 & 2; June 5 & 6) - \$0 expense budget
- 2) Dooley Park Car Show (May 18) - \$1,200 expense budget
- 3) Village Cleanup Day (June 6) - \$400 expense budget
- 4) Independence Days Celebration - \$15,100 expense budget
  - a. Freedom Run & Walk (June 27)
  - b. Independence Day (July 4)
- 5) Downs Fright Fest (All October) - \$7,015 expense budget
- 6) Christmas in Downs (All December) - \$3,800 expense budget
- 7) Easter Breakfast and Egg Hunt (March 20, 2016) - \$300 expense budget

I sincerely thank you for your consideration and any support that you are willing to provide either by monetary donation and/or volunteering.

Sincerely,  
Mike James,  
Mayor

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## Downs Event Donation/Ad/Sponsor Order Form

Please return form along with check, payable to Village of Downs and put Event Fund in the memo, to: Village of Downs, 211 S. Seminary St., PO Box 18, Downs, IL 61736. You may place form and payment in the 24 hour drop box at the Village Hall. Please email advertisement business information and logo to [mayor@VillageOfDowns.org](mailto:mayor@VillageOfDowns.org). Questions contact Top Notch Event Planning at 309-706-5682. \* **The Freedom Run Sponsor T-Shirt deadline is June 12, 2016.**

Business Name: \_\_\_\_\_

Advertisement Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ Email address: \_\_\_\_\_

### Event Booklet with advertisements:

- Full page \$150 (8.5in x 5.5 in)
- Half page \$100 (4.25 in x 5.5 in)
- Quarter page \$75 (4.25 in x 2.75 in)
- Business Cards \$50 (3 x 2)

### Events Donation

- \$200 Event: \_\_\_\_\_
- \$100 Event: \_\_\_\_\_
- \$50 Event: \_\_\_\_\_
- Other: \$\_\_\_\_\_ Event: \_\_\_\_\_

### Sponsorships:

June 25, 2016 – 5k Freedom Run race and 1 mile walk

- \$100 Finish Line sponsorship – Provides half page ad in booklet, name on the t-shirt, in a postcard advertisement in the registration packet, as well as the business has the opportunity to post a banner at the Finish Line and their sponsorship will be announced throughout the race event.
- \$100 Breakfast sponsorship – Provides half page ad in booklet, name on the t-shirt, in a postcard advertisement in the registration packet, the business has the opportunity to post a banner at the Breakfast and their sponsorship will be announced throughout the race event.
- \$50 Race Sponsorship – Provides business card ad in booklet, name on the t-shirt, in a postcard advertisement in the registration packet, and announced at the race event.
- \$25 Sign Sponsorship – Provides name listed on the course signs

July 4, 2016

- \$100 Fireworks – Provides full page ad in booklet, in a postcard advertisement in the registration packet, as well as the business has the opportunity to post a banner at the Park and their sponsorship will be announced throughout the event
- \$100 Entertainment – Provides full page ad in booklet, in a postcard advertisement in the registration packet, as well as the business has the opportunity to post a banner at the Park and their sponsorship will be announced throughout the event
- \$100 Sand Volleyball – Provides half page ad in booklet, in a postcard advertisement in the registration packet, as well as the business has the opportunity to post a banner at the Volleyball court and their sponsorship will be announced throughout the event