

Village of Downs FY2023 Events Plan

Prepared by Events Committee

3/23/2022

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Summary

This following document provides an overview and budget of the planned events for the Village of Downs. This plan was developed by the Events Committee to be submitted for review by the Village Board in April for each fiscal year. Once approved by the Village Board the budget will be tracked in a dedicated Events Fund recording all income and expenses for each event.

Solicitation of volunteers for the sub-committees will be put into the Village flyer and Events Facebook page as needed. 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 to cancel an event due to lack of help.

Mission

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

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.
 - Oversee the execution of events and modify or delete events as warranted.
2. Solicit tax-deductible donations and advertising to aide in funding Freedom Run and 4th of July celebration

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Fiscal Year Events

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. ***Dooley Park Cruise-In*** – This event will be held Saturday June 4th in Dooley Park from 3 – 7 pm. There will be no rainout date.
2. ***Village Cleanup Day*** – This event will be held on first Saturday in June each year. We hope to have containers for garbage, recycle, electronics, batteries, tires (extra fee). Home pick up can be arranged for a donation.
3. ***4th of July*** – This event will be the first of two large events for the Village. This year will be a one-day event.
4. ***Freedom Run*** – The Freedom Run will be held July 16th and is a 5K Run, 1 Mile Walk & Kids Fun Run held at Tri-Valley Middle School & High School.
5. ***Creepy Car Cruise-In*** – This event will be held Saturday October 1st in Dooley Park from 3 – 7 pm. There will be no rainout date.
6. ***Downs Haunted House*** – This event will be the second of the two large events. This event will be every Friday and Saturday in October until Halloween. The Un-Haunted House for kids will be on the last Sunday in October. The Haunted House and Un-Haunted House event will use the ticketing system adopted in 2021.
7. ***Cookies with Santa*** – This very popular family-oriented event providing free picture(s) with Santa for the family and/or kids, cookies, and drinks. Cookies with Santa will continue to use the ticketing system used last year. The event will take place the first Saturday and Sunday in December in several sessions to be announced later.
8. ***Easter Breakfast and Egg Hunt*** – This event will be hosted in Dooley Park on the Saturday, April 1, 2023, and will involve the areas Churches for the egg hunt. The host for the family breakfast before the egg hunt in the park is TBD.

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Advertisements, Sponsors and Donations

An annual donation solicitation letter will be used to ask area towns, residents and businesses for advertising, sponsorships, and donations. The first page of the letter outlines the purpose of the Event Committee, funds, and each event with the total expense budget. The second page of the letter is an order form for sponsorships, advertising and donations. An advertising booklet will be used for 4th of July, Freedom Run and the Haunted House.

The Events Committee uses various methods of advertising for the events throughout the year as the budget allows and is not limited to radio, newspaper, flyers, newsletters, mailers, Spotify, BN Visitors and Conventions Bureau and banners.

Event Details

Summary event budgets can be found in Appendix A of this plan. Individual budgets are not included.

Dooley Park Cruise-In – This event will be held Saturday, June 4th in Dooley Park from 3 – 7 pm. There isn't a rainout date planned but maybe rescheduled for the fall. A *Cruise-In* is a social gathering of fellow enthusiasts who enjoy the venue and camaraderie. Mid-State Cruisers car club will sponsor and coordinate the cruise-in.

Village Cleanup Day – This event will be held on the first Saturday in June from 7 am – 2 pm. 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 (next to the Downs Haunted House). Services will be announced closer to the event, but last year we had garbage, metal, electronics, battery, and tires (extra fee). We will do home pickup, if requested, but ask for a donation to the events fund in return.

4th of July 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 Event Committee will ONLY do the following for this event:

- 1) Contract and coordinate fireworks - The Village will use the same company has been contracted since 2017 and currently under an extended 3-year agreement until 2023. This year's fireworks are \$12,000. Fireworks contract should be signed by March of each year if we don't have a multi-year contract. The Village pays \$4,000 of the fireworks each year. The payment should be made, if possible, by Dec 31 of the previous year to get the previous year's pricing. The remaining contract cost will be funded through donations, ads, sponsors, fundraisers and/or admissions. Our goal is to not use any dollars from the Village to fund this

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or any event, except for the fireworks and the Events Committee hopes to be able to eliminate the Village funding in 2023.

The 4th of July sub-committee will coordinate or eliminate the following depending on volunteers:

- 1) Plan and coordinate the parade - The parade will start at noon and will follow the same parade route as previous years and will cut thru the park to avoid the bottleneck experienced with the expansion of the parade participants. The park road will be closed after the parade, 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. If a nominee doesn't have the majority of votes, the Village Board of Trustees will decide. Registration is required to get a reserved spot, otherwise participants will be instructed to just get in line. Volunteers are only needed to mark spots for reservations.
- 2) Contact and secure all Food Vendors
- 3) Contact and secure all Entertainment (i.e. Bands) - 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.
- 4) Donations – Solicitation letter must be sent to area businesses for ads or donations in the booklet. Someone is needed to create and coordinate this work. Volunteers are needed for donation collection 1 hr. before the fireworks. Volunteers are needed to find door-to-door donation collectors. In the past, the football boys have collected door-to-door in subdivisions, which has been extremely helpful. Contact the CIA to see if they will run a raffle to raise money for fireworks.

** Additional activities can be planned by other groups or organizations and is encouraged. Coordinators for the sand volleyball, 3-on-3 basketball tournament and shooting contest and other games/activities.

Freedom Run – For 2022, we are planning to keep the party at the finish line and truly celebrate all participants! We will finish the 5k and 1 mile walk course with a lap around the high school track, as in years past (prior to the school construction projects).

New to the Downs Freedom Run? Enjoy one of the flattest 5k courses in the area, with a route that runs through our community with cheering spectators to greet you along the way. Get festive and be ready to have a fun morning - this is one you don't want to miss!

As always, any Downs Freedom Run proceeds are re-invested in the local community. Over the years we have installed a new drinking fountain/water bottle refill station at Dooley Park; provided grants to local, small businesses struggling from Covid-19 impacts; supported the Downs 4th of July celebration; as well as other causes that help our village.

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Proceeds from the 2022 race will go toward the Downs Fireworks as well as the Dooley Park Bathroom project.

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

Dates: Every Friday and Saturday on October for the Haunted House

Times: 7:00 – 11:00 PM

Admission: \$12 + fees for online ticketing

Additional details: Hayrack ride will be available on each date the Haunted House or UnHaunted House is open.

Park Activities:

- Start/End Hayrack ride
- Food for sale – provided by Downs CIA or other if needed
- Photo Booth and Ticket Sales/Questions

Oct 31st 1:00 – 3:00 Un-Haunted Lights on – Free activities for kids, turn on all lights, pass out candy/small toys for each child, hayrack rides.

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

The Events Committee will ONLY be doing the following for this event:

- 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) Decorate the downtown area with their events provided light displays.
- 3) Hold three sessions for “Cookies with Santa”. The sessions will be 9 am-12 pm and 4-7 pm on Saturday Dec 5th and Dec 6th from 1-4 pm. It will include refreshments; professional photo and your son/daughter or family will get a photo and letter from Santa. Donations are accepted. Tickets are required only for the “child”. Parents and Grandparents do not need to get a ticket.
- 4) A sub-committee will need to coordinate the design, installation, and removal of the lights in Dooley Park. The sub-committee will provide more details about decorating the park. The Events Committee will provide some funding each year to help support purchase of new decorations for the park.

Easter Breakfast and Egg Hunt – This event will be hosted in Dooley Park on the Saturday, April 1, 2023. Easter is on April 9, 2023). 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 and location will be announced in February. Tickets are also required for planning purposes.

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Exhibit A – Budget

Event Fund Budget

INCOME

REVENUE	ESTIMATED	ACTUAL	VARIANCE	%
Downs Cleanup Day	\$ 600.00	\$ -	\$ (600.00)	0%
Freedom Run	\$ 10,300.00	\$ -	\$ (10,300.00)	0%
Independence Day Celebration	\$ 13,080.00	\$ -	\$ (13,080.00)	0%
Haunted House	\$ 71,600.00	\$ -	\$ (71,600.00)	0%
Christmas in Downs	\$ 700.00	\$ -	\$ (700.00)	0%
Easter Breakfast and Egg Hunt	\$ 350.00	\$ -	\$ (350.00)	0%
Total	\$ 96,630.00	\$ -	\$ (96,630.00)	0%

EXPENSES

EXPENSES	ESTIMATED	ACTUAL	VARIANCE	%
Downs Cleanup Day	\$ 400.00	\$ -	\$ (400.00)	0%
Freedom Run	\$ 8,325.00	\$ -	\$ (8,325.00)	0%
Independence Day Celebration	\$ 12,200.00	\$ -	\$ (12,200.00)	0%
Haunted House	\$ 53,800.00	\$ -	\$ (53,800.00)	0%
Christmas in Downs	\$ 600.00	\$ -	\$ (600.00)	0%
Easter Breakfast and Egg Hunt	\$ 150.00	\$ -	\$ (150.00)	0%
Total	\$ 75,475.00	\$ -	\$ (75,475.00)	0%

TOTALS

TOTALS	ESTIMATED	ACTUAL	VARIANCE	%
Total Income	\$ 96,630.00	\$ -	\$ (96,630.00)	0%
Total Expenses	\$ 75,475.00	\$ -	\$ (75,475.00)	0%
Income/Shortage	\$ 21,155.00	\$ -	\$ (21,155.00)	0%