

Village of Downs FY2016 Events Plan

Prepared by Events Committee

3/12/2015

Village of Downs FY2016 Events Plan

Summary

This following document was created to provide an overview and budget of the planned events for the Village of Downs in FY2016. 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 2016. 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

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:
 1. Create and submit for Board approval in April a fiscal year plan of events and budget
 2. Create events that will be self-sustaining through donations and revenue without the use of tax payer dollars.
 3. 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.
 4. 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

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 1st and 2nd to hopefully be the first garage sale weekend of the year for the area and (2) June 5th and 6th.
2. **Dooley Park Car Show** – This event will be held Saturday May 16th in Dooley Park from 3pm – awards. Awards will start at 7 pm. Sunday May 17th is the rainout date
3. **Village Cleanup Day** – This event will be held on June 6th with the specific purpose of being after the last garage sale weekend.
4. **Independence Day Celebration** – This event will be the first of two large events for the Village. This year again will be planned as a multi-day event but maybe contracted based on volunteers and funding. The Freedom Run will also be tied to this event and run on the Saturday before the 4th which is June 27th.
5. **Downs Fright Fest** – This event will be the second of the two large events. This event will start the 2nd Saturday, October 10th, and continue in October every Friday and Saturday until Halloween. The Un-Haunted House for kids will be on October 25th.
6. **Christmas in Downs** – This celebration event starts after Thanksgiving and continues through the end of the year.
7. **Easter Breakfast and Egg Hunt** – This event will be hosted in Dooley Park and will involve the area Churches.

Advertising

The advertising booklet will start with the solicitation letter to area 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

Garage Sale Day – This event will be held May 1st and 2nd to hopefully be the first garage sale weekend of the year. A second weekend of June 5th and 6th has been added 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. There will be a “Welcome Center” in the Village Hall that will be kick-off point for all the Village garage sales. It will have maps for all the registered area sales. Registration will again be \$1 and must be in 3 days prior to the event.

Dooley Park Car Show – This event will be held Saturday May 16th in Dooley Park from 3pm - awards at 7pm. The rainout date for the event will be Sunday, May 17th in Dooley Park from 1pm – awards at 5pm. The event budget is \$1200, which includes 100 Dash Plaques, 50 Trophies & live music provided by the band Protégé. Downs Boy Scout Troop #53 will provide food. Schwan’s Quality Foods will be onsite and provide Ice Cream. Six volunteers are needed to assist the day of the show. 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 be held on June 6th 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 announced closer to the event, but last year we had metal, electronics and other recycle material boxes. Will have prearranged pickup for a small fee.

Independence Day Celebration – This event will be the first of two large events for the Village. This year again will be planned as a multi-day event but maybe contracted based on volunteers and budget. The Freedom Run will also be tied to this event and ran on the Saturday (June 27th) before the 4th. Amie Mouser is the coordinator of this sub-event.

Funding for this event has always been a challenge due to the large expense of entertainment and fireworks. The Village has contracted with a new company that will offer a fantastic show with extra’s we haven’t had before. 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.

Bands chosen will be to provide quality entertainment at a fair price. We will look to secure a variety of music style to appeal to everyone.

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This year the event coordination will be hired out. Further plans and need to be determined by the committee and the coordinator, but the following are previous and/or possible activities:

- All day events in Park
 - o 3-on-3
 - o Sand/mud Volleyball
 - o Face Painting
 - o Balloons
 - o Kids Activities and games

The parade will start at noon and will follow the same parade route, but we will go a block further to Price Street, thru the Village Market areas down Franklin Street and then up Lincoln to Washington to help eliminate congestion. The Park road will be closed, except for the parking areas.

Grand Marshal Nominations need to be solicited starting in March thru June 1, 2015. If a nominee doesn't have the majority of votes, the Village Board of Trustees will decide.

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: 10/10, 10/16, 10/17, 10/23, 10/24, 10/25, 10/30, 10/31.

Times: 10/10, 10/16, 10/17, 10/23, 10/24, 10/30, 10/31 will be 6:30PM - 10:30 PM. 10/25 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 10/25 (un-haunted version).

Park Activities:

- Start/End Hayrack ride
- Campfires
- Games – provided by 8th Grade TVMS
- Food – provided by 8th Grade TVMS
- Ticket Sales
- Laser Tag

Oct 25th 1:00-3:00 Un-Haunted Lights on – Free activity for kids, turn on all lights, pass out candy/small toys for each child.

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Christmas in Downs – This celebration event starts after Thanksgiving and continues through the end of the year. It will be revamped by the sub-committee to determine what is kept, modified or deleted. Focus in park will be on vendors, gingerbread house and Santa with minor lights in the park. Encourage lighting down Seminary and maybe hold a house lighting contest.

- Christmas Lights in the Park display & lighting layout to be reviewed/finalized by the Events Committee in October.
- New/Replacement Christmas display & lighting items to be procured by last Saturday in October.
- Work Day – First Saturday in November, at Park Pavilion, assess required maintenance & replace/repair miscellanies for Christmas lights & displays.
- Volunteer Day – Each Saturday or as volunteers are available thru Thanksgiving. Scout Troup’s usually assist with setup and removal of Christmas displays & lighting.
- Christmas Lights in the Park Celebration starts Dec 1 at dusk and continues through New Year’s Day.
- Gingerbread House, refreshments, Santa and vendors will be held on Friday, Saturday and Sunday as volunteers allow.

Easter Breakfast and Egg Hunt – This event will be hosted in Dooley Park on the Saturday before Easter, which is March 27, 2016. 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
Garage Sale Day	\$ 24.00
Downs Cleanup Day	\$ 600.00
Dooley Park Car Show	\$ 1,035.00
Independence Day Celebration	\$ 15,950.00
Fright Fest	\$ 10,200.00
Christmas in Downs	\$ 4,450.00
Easter Breakfast and Egg Hunt	\$ 300.00
Total	\$ 32,559.00

EXPENSES

EXPENSES	ESTIMATED
Garage Sale Day	\$ 0
Downs Cleanup Day	\$ 400.00
Dooley Park Car Show	\$ 1,035.00
Independence Day Celebration	\$ 15,100.00
Fright Fest	\$ 7,015.00
Christmas in Downs	\$ 3,800.00
Easter Breakfast and Egg Hunt	\$ 300.00
Total	\$ 27,650.00

TOTALS

TOTALS	ESTIMATED
Total Income	\$ 32,559.00
Total Expenses	\$ 27,650.00
Income/Shortage	\$ 4,909.00

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Garage Sale Days

INCOME

REVENUE	ESTIMATED
Donations	\$ 24.00
Total	\$ 24.00

EXPENSES

EXPENSES	ESTIMATED
Beverage	\$ -
Advertising	\$ -
Total	\$ -

TOTALS

TOTALS	ESTIMATED
Total Income	\$ 24.00
Total Expenses	\$ -
Income/Shortage	\$ 24.00

Downs Cleanup Day

INCOME

REVENUE	ESTIMATED
Recycle	\$ 600.00
Total	\$ 600.00

EXPENSES

EXPENSES	ESTIMATED
Dumpsters	\$ 200.00
Tire	\$ 200.00
Total	\$ 400.00

TOTALS

TOTALS	ESTIMATED
Total Income	\$ 600.00
Total Expenses	\$ 400.00
Income/Shortage	\$ 200.00

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Dooley Park Car Show

INCOME

REVENUE	ESTIMATED
Donations	\$ 50.00
Admission	\$ 960.00
50/50	\$ 25.00
Total	\$ 1,035.00

EXPENSES

EXPENSES	ESTIMATED
Trophy/Plaque Package	\$ 510.00
Door Prizes	\$ 25.00
Advertising	\$ 50.00
Protégé Band (3 hrs)	\$ 450.00
Total	\$ 1,035.00

TOTALS

TOTALS	ESTIMATED
Total Income	\$ 1,035.00
Total Expenses	\$ 1,035.00
Income/Shortage	\$ -

Independence Day Celebration

INCOME

REVENUE	ESTIMATED
Donations	\$ 7,000.00
Village Funding/Transfer	\$ 3,500.00
Vendors	\$ 450.00
Sponsors/Ads	\$ 5,000.00
Total	\$ 15,950.00

EXPENSES

EXPENSES	ESTIMATED
Decorations	\$ 1,000.00
Bands	\$ 2,000.00
Fireworks	\$ 7,100.00
Activities	\$ 1,000.00
Advertising	\$ 1,000.00
Other	\$ 1,000.00
Event Planner	\$ 2,000.00
Total	\$ 15,100.00

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TOTALS

TOTALS	ESTIMATED
Total Income	\$ 15,950.00
Total Expenses	\$ 15,100.00
Income/Shortage	\$ 850.00

Fright Fest

INCOME

REVENUE	ESTIMATED
Admission	\$ 10,200.00
Total	\$ 10,200.00

EXPENSES

EXPENSES	ESTIMATED
Volunteer Food & Drinks	\$ 750.00
Advertising	\$ 1,000.00
Tools	\$ 250.00
Building Supplies	\$ 475.00
Costumes	\$ 850.00
Makeup	\$ 400.00
Unhaunted Goodies	\$ 200.00
Security	\$ 500.00
Drivers	\$ 50.00
Donations	\$ 1,150.00
Training	\$ 300.00
Supplies	\$ 90.00
Building Maintenance	\$ 1,000.00
Total	\$ 7,015.00

TOTALS

TOTALS	ESTIMATED
Total Income	\$ 10,200.00
Total Expenses	\$ 7,015.00
Income/Shortage	\$ 3,185.00

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Christmas in Downs

INCOME

REVENUE	ESTIMATED
Vendors	\$ 150.00
Gingerbread Refreshments	\$ 300.00
Donations	\$ 4,000.00
Total	\$ 4,450.00

EXPENSES

EXPENSES	ESTIMATED
Gingerbread Cookies	\$ 200.00
Lighting Decorations	\$ 3,000.00
Santa	\$ 100.00
Advertising	\$ 300.00
Miscellaneous	\$ 200.00
Total	\$ 3,800.00

TOTALS

TOTALS	ESTIMATED
Total Income	\$ 4,450.00
Total Expenses	\$ 3,800.00
Income/Shortage	\$ 650.00

Easter Breakfast and Egg Hunt

INCOME

REVENUE	ESTIMATED
Donations	\$ 300.00
Total	\$ 300.00

EXPENSES

EXPENSES	ESTIMATED
Food	\$ 200.00
Supplies	\$ 100.00
Total	\$ 300.00

TOTALS

TOTALS	ESTIMATED
Total Income	\$ 300.00
Total Expenses	\$ 300.00
Income/Shortage	\$ -

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Exhibit B – Solicitation Letter Example

May 9, 2014

Re: Event Donation & Sponsor Solicitation

Dear Business Owner/Manager,

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, your business will automatically, for any donation \$100 and over, be recognized within the printed material for all events throughout the year if received before each events printing deadline.

The full plan is available online at 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 Events Fund" and specify Event Fund, if applicable, which fund to apply it to. We will send you a receipt of your donation. Thank you very much for your donation and consideration

- 1) Garage Sale Days (May 9th & 10th) - \$200 expense budget
- 2) Village Cleanup Day (May 17th) - \$800 expense budget
- 3) Dooley Park Car Show (May 18th) - \$1,200 expense budget
- 4) Memorial Day Recognition (May 24th & May 26th) - \$0 Expense Budget
- 5) Independence Days Celebration - \$13,500 expense budget
 - a. Freedom Run & Walk (June 28)
 - b. Concert in the Park (July 3)
 - c. Independence Day (July 4)
- 6) Downs Fright Fest (All October) - \$5,178 expense budget
- 7) Veterans Breakfast (November 8 or 9) - \$300 expense budget
- 8) Christmas in Downs (All December) - \$5,300 expense budget
- 9) Easter Breakfast and Egg Hunt (March or April, 2015) - \$400 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 Advertising 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 info@VillageOfDowns.org. Questions contact Mike James at 309-830-7374. **The race sponsor T-Shirt deadline is June 13, 2014.**

Business Name: _____

Advertisement Contact: _____

Phone: _____ Email address: _____

Events 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 28, 2014 – 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 3, 2014

- \$100 Concert in the Park – 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 Pavilion and their sponsorship will be announced throughout the event.

July 4, 2014

- \$150 Fireworks – Provides full 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 Volleyball court and their sponsorship will be announced throughout the event
- \$150 Entertainment – Provides full 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 Volleyball court and their sponsorship will be announced throughout the event
- \$100 Sand Volleyball – 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 Volleyball court and their sponsorship will be announced throughout the event
- \$100 Pedal Tractor Pull – Provides half page ad in booklet, on a postcard provided to participants, as well as the business has the opportunity to post a banner at the pull site and their sponsorship will be announced throughout the event.
- \$100 3-on-3 Basketball – Provides half page ad booklet, in a postcard advertisement provided to participants, as well as the business has the opportunity to post a banner at the courts and their sponsorship will be announced throughout the event.

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Exhibit C – Supporting Notes

1. Christmas Lights at Dooley Park, November 27th to December 31st - Open
 - Budget needed: \$
 - Ginger Bread House (open in December each weekend - Fri-Sun)
 - Mary usually adds to the lights each year
 - Mary usually asks for volunteers from area groups – like youth
 - Tried to sell areas for decorations: never really worked well
 - Haunted House makes a donation to help offset the electricity costs
 - Revitalized Christmas lights

Additional Notes:

- Volunteers for Ginger Bread House - Ginger Bread House (open in December each weekend - Fri-Sun)
 - Santa comes from McLean – Free
 - Consideration should be given as to whether to cut back on the park display and add lights down Seminary
 - Maybe run a contest with homeowners instead of putting in full light display in park
2. Easter, April 5, 2015
 - April 4th, 2015
 - Get churches to host and sponsor Egg Hunt
 - No budget funding will be needed if going through church
 - Suggest breakfast to help pay or donation from area churches
 - Do in conjunction with a fundraising breakfast in the park
 - **Easter 2016**
 - o Easter Sunday is March 27, 2016
 - o Ash Wednesday is February, 10 2016
 - o Palm Sunday is March, 20 2010
 - o Good Friday is April, 25 2010
 - **Easter 2017**
 - o Easter Sunday is April 16, 2017
 - o Ash Wednesday is March 1, 2017
 - o Palm Sunday is April, 9 2017
 - o Good Friday is April, 14 2017