

# Village of Downs FY2017-2018 Events Plan

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Prepared by Events Committee

*2/9/2017*

# Village of Downs FY2017-2018 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. This plan was developed by the Events Committee to be submitted for review by the Village Board in March and adoption in April for each fiscal year. Once approved by the Village Board the budget information will be used to create a fund for tracking and recording all income and expenses for each event.

Solicitation of volunteers for the sub-committees will be put into the Village flyer, Events Facebook page 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 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 5<sup>th</sup> and 6<sup>th</sup> to hopefully be the first garage sale weekend of the year for the area and (2) June 2<sup>nd</sup> and 3<sup>rd</sup> to accommodate the teachers and school getting out.
2. ***Dooley Park Car Show*** – This event will be moved back to Sunday due to a conflict with the popular Cruise-In in Pontiac, IL every Saturday. This year's show will be held Sunday May 21<sup>st</sup> in Dooley Park from 11 am – 3:00 pm. Registration is 11 am – 1:30 pm and awards at 3 pm.
3. ***Village Cleanup Day*** – This event will be held on June 3<sup>rd</sup> with the specific purpose of being after the last garage sale weekend. We hope to have containers for garbage, recycle, electronics, batteries, tires (extra fee). This year will come pick up for a donation.
4. ***Movies in the Park*** – This event will be a series of three movies during the summer. Movies that will be shown by the basketball court, outdoor in Dooley Park. If it rains, the movie will be moved inside the pavilion. Tentative dates will be June 3, July 1, August 5. 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 will be a one-day event but could be expanded based on volunteers and funding. The Freedom Run will also be tied to this event and run the weekend before the 4<sup>th</sup>, which is Saturday, July 1<sup>st</sup>.
6. ***Downs Fright Fest*** – This event will be the second of the two large events. This event will start the 1<sup>st</sup> Saturday, October 7<sup>th</sup>, and continue in October every Friday and Saturday until Halloween. The Un-Haunted House for kids will be on October 29<sup>th</sup>.

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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 9<sup>th</sup> and Sunday December 10<sup>th</sup>.
8. ***Easter Breakfast and Egg Hunt*** – This event will be hosted in Dooley Park on the Saturday around Easter and will involve the areas Churches. The Event Committee will host a family breakfast before the egg hunt in the park. Location to be announced.

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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.

The Events Committee added a Facebook page and will be adding a website for information and promotion of needed and activities. <https://www.facebook.com/groups/DownsEvents/>

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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Summary and detailed event budgets can be found in Appendix A of this plan.

***Garage Sale Day*** – This event will be held May 5<sup>th</sup> and 6<sup>th</sup> to hopefully be the first garage sale weekend of the year. A second weekend of June 2<sup>nd</sup> and 3<sup>rd</sup> has been retained based on feedback. This event has only a revenue budget as maps made will be printed at the hall. We only charge a \$1 donation to be listed on the map. Maps will be given to those that have registered and be left at area businesses and the homes whom register.

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*Dooley Park Car Show* – This event will be held Sunday, May 21<sup>st</sup> in Dooley Park from 11am - awards at 3pm. There isn't a rainout date. The event budget is \$809, which includes Dash Plaques, Trophies & DJ for music. Local groups will be asked to provide food as a fundraiser. 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 on our Facebook page, 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 3<sup>rd</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 announced closer to the event, but last year we had garbage, metal, electronics, battery, and tires (extra fee). We will do home pickup this year, if requested, but ask for a donation to the events fund in return.

*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. Each movie costs ~\$325 to rent and show.

The following are the movie dates and will start at dusk (not at a specific time). "Doors" will open 1 hr. prior to the movie. All movies will be announced later:

- June 3, 2017
- July 1, 2017
- August 5, 2017

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

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*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 July 1<sup>st</sup>.

The Event Committee will ONLY 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, but 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, 2017. 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.
- 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, except for the fireworks.

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 and is encouraged.

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

3-on-3 basketball tournament and shooting contest has returned and is sponsored by Rickie Johnson Instructional Basketball.

Kimberly Jensen will again be the coordinator for the Freedom Run 5k, 1 mile walk and Kids Fun Run. This event will take place on July 1<sup>st</sup>.

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*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: 10/7, 10/13, 10/14, 10/20, 10/21, 10/27, 10/28, 10/29.

Times: 10/7, 10/13, 10/14, 10/20, 10/21, 10/27, 10/28 will be 6:30PM - 10:30 PM. 10/29 will be 1:00 PM – 3:00 PM.

Admission: \$5.00 single admission, \$12.00 Wrist band (3 times)

Additional details: Park activities will run all dates except 10/29 (un-haunted version). Hayrack ride will be every date.

Park Activities:

- Start/End Hayrack ride
- Campfires
- Food – provided by Downs CIA
- Ticket Sales
- Laser Tag-dates to be determined (\$2 for 5 min game, \$12 wristband (3 times))

Oct 29<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, free laser tag in grassy area next to the shed and 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 McManus Park with their provided light displays.
- 3) Hold a “Cookies with Santa” on December 9, 2017 with 9-11 am and 5-7 pm sessions. This year we will add a Sunday session, December 10, 2017 from 1-3 pm. It will include refreshments, professional photo and your son/daughter or family will get a photo and letter from Santa. Donations are accepted.

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- 4) House Lighting Contest – No entry needed, contest ends on December 20 and prizes will be given for 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place as determined by the Events Committee. Criteria for the determining the winner is based on a scoring system to be announced later. Scores will be tallied and winner announced at a Special Events Meeting on December 21 at 6:30 pm.

There is a sub-committee which has volunteered to coordinate the design, installation and removal of the lights in Dooley Park. They have provided the following:

Overview: 2017 Dooley Park Christmas decoration effort:

For decades' community residents, have enjoyed the Dooley Park Christmas lights & decorations. Maintenance of the displays and decorating the park has always been on a voluntary basis and funding based on donations.

This year's endeavor will be coordinated by the '*Christmas Lights in the Park Subcommittee*'. The November work day schedule will be 11/4, 11/5, 11/11, 11/2, 11/18 & 11/19. Dooley Park pavilion will not be available for rental on these dates as the subcommittee will need a place to stage lights & displays, provide food & refreshments and have restrooms available. The work time on those days will be from 9am to 3pm.

The subcommittee will must have a minimum of 15 volunteers and its essential resident's support the endeavor. Volunteers are encouraged to assist as their schedule allows – Even if only for a few hours! Without community support the park will not be decorated. Basically, the light display will ONLY be as good as the volunteers which help.

Anyone who would like to participate in the subcommittee or volunteer can sign up at the Village Hall, email: [DownsVillageHall@hotmail.com](mailto:DownsVillageHall@hotmail.com) or call (309) 378-3221.

*Easter Breakfast and Egg Hunt* – This event will be hosted in Dooley Park on the Saturday before Easter (April 1, 2018), which is March 31, 2018 (subject to change). 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.



# Village of Downs FY2017-2018 Events Plan

## Exhibit A – Budget

### INCOME

REVENUE	ESTIMATED
Garage Sale Day	\$25.00
Downs Cleanup Day	\$600.00
Dooley Park Car Show	\$859.00
Movies In The Park	\$1,300.00
Independence Day Celebration	\$14,750.00
Haunted House	\$16,000.00
Christmas in Downs	\$4,100.00
Easter Breakfast and Egg Hunt	\$450.00
<b>Total</b>	<b>\$38,084.00</b>

### EXPENSES

EXPENSES	ESTIMATED
Garage Sale Day	\$-
Downs Cleanup Day	\$400.00
Dooley Park Car Show	\$795.00
Movies In The Park	\$1,025.00
Independence Day Celebration	\$11,900.00
Haunted House	\$15,370.00
Christmas in Downs	\$4,100.00
Easter Breakfast and Egg Hunt	\$400.00
<b>Total</b>	<b>\$33,990.00</b>

### TOTALS

TOTALS	ESTIMATED
Total Income	\$38,084.00
Total Expenses	\$33,990.00
<b>Income/Shortage</b>	<b>\$4,094.00</b>

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## Exhibit B – Solicitation Letter Example

### 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. The committee's mission was to provide a mix of events within the Village of Downs that would 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 \$50 and over, you will be recognized within the printed material for all events throughout the year if received before each event 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. If applicable, also indicate which fund to apply it to. We will send you a receipt of your donation/ad/sponsor if requested or it is over \$250.

- 1) Garage Sale Days (May 6 & 7; June 3 & 4) - \$0 expense budget
- 2) Dooley Park Car Show (May 21) - \$1,200 expense budget
- 3) Village Cleanup Day (June 4) - \$400 expense budget
- 4) Movies in the Park (June 3 (TBD), July 1 (TBD), August 5 (TBD)) - \$300+ per night depending on movie
- 5) Independence Days Celebration - \$15,000 expense budget
  - a. Freedom Run & Walk (July 1)
  - b. Independence Day (July 4)
- 6) Downs Fright Fest (All October starting October 7<sup>th</sup>) - \$8,000 expense budget
- 7) Christmas in Downs (All December, Cookies with Santa Dec 9<sup>th</sup> & 10<sup>th</sup>) - \$1,500 expense budget
- 8) Easter Breakfast and Egg Hunt (March 31) - \$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 Downs Village Hall 309-378-3221. **\* The Freedom Run Sponsor T-Shirt deadline is June 20, 2017.**

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

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

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

### Event Booklet with advertisements:

- 2 - Full page \$250 (8.5in x 5.5 in)
- Full page \$150 (8.5 in x 5.5 in)
- Half page \$100 (4.25 in x 5.5 in)
- Business Cards (1/4 page) \$50 (3 x 2)

### Events Donation

- \$250 Event: \_\_\_\_\_
- \$100 Event: \_\_\_\_\_
- \$50 Event: \_\_\_\_\_
- Other: \$ \_\_\_\_\_ Event: \_\_\_\_\_

### Sponsorships:

#### **June 3 or July 1 or August 5, 2017 (choose your Movie to Sponsor) – Movies in the Park**

- \$300 Platinum Movie Sponsor – No other sponsor for the chosen movie will be allowed. 2 - Full page ad in booklet *for the year*, business can provide any advertising material or banner to be posted at Dooley Park Pavilion and their sponsorship will be announced at the movie.
- \$200 Gold Movie Sponsor – Full page ad in booklet *for the year*, business can provide any advertising material or banner to be posted at Dooley Park Pavilion and their sponsorship will be announced at the movie.
- \$100 Silver Movie Sponsor – Half page ad in booklet *for the year*, business can provide any advertising material to be posted at Dooley Park Pavilion and their sponsorship will be announced at the movie.
- \$50 Bronze Sponsorship – Business card ad in booklet *for the year*.

#### **July 1, 2017 – 5k Freedom Run race and 1 mile walk**

- \$100 Finish Line sponsorship – Provides half page ad in booklet *for the year*, name on the t-shirt, in a postcard advertisement in the registration packet, as well as the business can 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 *for the year*, name on the t-shirt, in a postcard advertisement in the registration packet, the business can 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 *for the year*, 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

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July 4, 2017

- \$100 Fireworks – Half page ad in booklet *for the year*, business can provide any advertising material or banner to be posted at Dooley Park Pavilion and their sponsorship will be announced prior to fireworks.
- \$100 Entertainment – Half page ad in booklet *for the year*, business can provide any advertising material or banner to be posted at band or DJ location and their sponsorship will be announced by the band or DJ.
- \$100 Sand Volleyball – Half page ad in booklet *for the year*, business can provide any advertising material or banner to be posted at volleyball court.
- \$100 3-on-3 Basketball – Half page ad in booklet *for the year*, business can provide any advertising material or banner to be posted at basketball court.