

**Memorandum
Office of the City Clerk**



To: Thomas Thomas, City Manager
Subject: College Hill Businesses Requests
Date: September 13, 2012

Attached is a letter from Annette Zapolis of Cool Beanz Coffeehouse on behalf of the businesses in the College Hill District requesting to decorate the area for their College Hill-O-Ween Festival scheduled for Saturday, October 27, 2012. They are requesting to decorate the street posts and trees with decorative orange and black bows. The businesses would like to hang these decorations on Friday, October 12, 2012. In addition, they are requesting permission to place signage in the grass along the streets to advertise the event.

The businesses of the College Hill District are also requesting 10 trash receptacles from the Public Works Department to be placed along 30th Street and 14th Avenue at the businesses, which include Handy True Value, Sports Depot, Sunshine's Dance Studio, Corner Tap, Complete Balance Chiropractic, Happy Joe's Pizza, Kavanaugh's Tavern, Quarter Till, Neighborhood Laundromat and Bell's Auto Service. In addition, the businesses are requesting the presence of two (2) Police Officers between 5:00 pm and 7:00 pm for traffic control at the intersections of 14th and 30th Street and 14th and 38th Street.

The businesses final request is for utilization of funds in an amount not to exceed \$900.00 from the College Hill District fund for payment to Johannes Bus Service for shuttle services for patrons and B and B Drain of Milan for the use of eight (8) porta-potties for the event.

It is noted that no streets will be closed for this event and the certificate of insurance is forthcoming.

The purpose of this event is to generate awareness of the businesses in the community, assure safety and unify the area.

RECOMMENDATION:

It is recommended that Council approve the requests for decorating the street posts and trees, placing signage in the City's right of way, utilizing funds from the College Hill District fund in an amount not to exceed \$900.00 and authorize staff to place trash receptacles in front of the 10 businesses, subject to the businesses contacting the Police Department for traffic control, providing the proper insurances, removing the decorative bows by November 4th and signage by October 29th.

Submitted by: Aleisha L. Patchin, City Clerk

Approved by: Thomas Thomas, City Manager

To Members of the Rock Island City Council:

The businesses of College Hill District would like to decorate the area for the upcoming College Hill-O-Ween festival on October 27th 2012. The decorations would include black and orange plastic bows on street posts and trees. In addition we would like to place small cardboard and vinyl printed signs, similar to political signs in the grass along the street, advertising the event.

The bows would be hung October 12th. They would stay up for the event and be removed by the 4th of November. The signs would be removed immediately after the festival weekend. The decorations will be maintained by the College Hill Organization through the month and be secured with staples, string or wire, depending on the material each post is made of.

We would like to request 10 trash receptacles from Public Works to be placed along 30th st and along 14th avenue. The receptacles should be placed around the businesses:

Handy True Value	Happy Joes Pizza
Sports Depot	Kavanaghs Tavern
Sunshine's Dance Studio	Quarter Till
Corner Tap	Neighborhood Laundromat
Complete Balance Chiropractic	Bells Auto Service

We would like to ask for two police officers to be present from 5-7pm to insure safety at the main intersections of College Hill. An officer was provided for the Christmas walk last year, and it was a great assurance to have driving and walking traffic protected at the busy intersections of 14th and 30th St. and 14th and 38th.

We feel transportation between the east and west nodes of College Hill is crucial to the cohesiveness of this event. We have decided that using Johannes Bus Service as a shuttle between the two nodes will offer safe and efficient transportation for patrons. Johannes has agreed to provide bus service from 5pm to midnight, and the cost not to exceed \$400.

B and B Drain of Milan, has also agreed to provide 8 porta-potties to be delivered Friday October 26th and be picked up October 29th, with the cost not to exceed \$500. We would like the councils permission to use the allotted funds for the CHD for these key components to the festival, as the businesses and organization are already putting forward much to make this a free event.

The original event, geared toward children and families from 5-7pm, has grown this year to include a retail promotion from 12-5pm and a evening party for adults starting at 7pm. This showcases the diversity of the businesses on College Hill and opens up the event for participation from more businesses.

CHDO has worked hard for the past three years to develop all four aspects of the main street approach; economic restructuring, organization, design and promotion. As we continue to plan and work in the other three committees, promotion helps to improve the community's perspective of CHD and provide open lines of communication with our patrons. Our promotional events help form a unified identity and help spread our brand. Utilizing the logo in our promotions, we are able to build a brand that shows we are not only present in the community, but actively involved. We are looking forward to another successful year of hosting this event.

Thank you for your consideration and your help in making College Hill in Rock Island a vibrant part of our community.

Annette Zapolis
College Hill District Organization, Chairman
Cool Beanz Coffee and Cocktails, President

COLLEGE
HILL-O-WEEN



October 27th, 2012

SHOP TILL YOU DROP DEAD
12-5pm

Specials, Deals & Discounts

College Hill shops are chopping prices and killing the competition with spooky sales and deadly deals!

"Treat" / Coupon Bag FREE to all shoppers!

FREE KIDS EVENTS
5-7pm

Trick or Treating!

Face Painting

Halloween Crafts

Halloween Games

Mom & Dad get a Free "Treat"/Coupon Bag!

BOO'S AND BOOZE!
Starting at 7pm

College Hill Bar Crawl:

Food & Drink Specials

Live Music

Win Prizes! Adult Costume Contests

Treat/coupon Bag Free!

www.collegehilldistrict.com for more details!