

**Memorandum  
Office of the City Clerk**

**To:** Thomas Thomas, City Manager  
**Subject:** College Hill Businesses Requests  
**Date:** November 14, 2012



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Attached is a letter from Patricia Hansen of Happy Joe's on behalf of the businesses in the College Hill District requesting to decorate the area for their annual Holiday Walk scheduled for Thursday, December 6, 2012 from 4:00 pm to 8:00 pm. They are requesting the utilization of funds in an amount not to exceed \$675.00 from the College Hill District Organization Fund for the purchase of two trees and luminaria (white bags with tea candles in sand), funding to support advertising of the event and funds to cover printing costs of bingo style raffle cards.

The College Hill District businesses are requesting permission to place signage in the grass along the streets to advertise the event. In addition, they are requesting to decorate the street posts with decorative holiday bows. The businesses would like to hang these decorations prior to their event.

The businesses of the College Hill District are also requesting the donation of police support for traffic control at both ends of the district from 4:00 pm to 7:00 pm. The businesses final request is for the Public Works Department to place trash receptacles at both ends of the district for this 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 help in making the College Hill District a vibrant part of the community.

**RECOMMENDATION:**

It is recommended that Council approve the requests for utilizing funds from the College Hill District fund in an amount not to exceed \$675.00, approve decorating the street posts, placing signage in the City's right of way and luminaria along the streets, and authorize staff to place trash receptacles at both ends of the district, subject to the businesses contacting the Police Department for discussion on traffic control, providing the proper insurances, removing luminaria by 8:30 pm December 6<sup>th</sup>, removing signage by December 10<sup>th</sup> and removing the decorative bows by January 3, 2013.

**Submitted by:** Aleisha L. Patchin, City Clerk

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**Approved by:** Thomas Thomas, City Manager

November 13, 2012

To Members of the Rock Island City Council:

The members of the College Hill District Organization and neighboring businesses would like to decorate the area for the annual upcoming Holiday Walk scheduled on Thursday December 6, 2012, from 4 – 8 p.m.

Unique this year will be an increase in participation from both ends of the College Hill District area. We plan to have two Santa's present from 5-7pm at each node of College Hill District area. One will be provided and paid for by Cool Beanz and one provided and paid for by Happy Joe's. There will be caroler's strolling on each end of the district. Many businesses will run specials and have activities for patrons of all ages.

As in past years, we respectfully request the following approvals from City Council to support this event and that the mentioned costs be covered by the CHDO funds.

- 1) Funds to assist with the purchase of two trees. Cost estimated at **\$250**  
The 30<sup>th</sup> Street Fire Station staff has agreed to help with the placement of the trees.  
The two decorated trees will be placed on private property near the intersection of 30<sup>th</sup> St./14<sup>th</sup> Ave and 38<sup>th</sup> St./14<sup>th</sup> Ave.  
The trees would be set up the day after Thanksgiving and remain up until after the Christmas holiday. Trees will be maintained by the College Hill District Organization.  
**Note:** Committee is also working to find donated trees.
- 2) Funds to support purchase of luminaria, white bags with tea candles in sand that businesses will line the streets with only during the hours of the event. **Cost: \$25**
- 3) Funds to support advertising for the event. Included are TV Commercials and print ads. This type of advertising seems to be the most effective and the best use of funds. **Cost: \$350.**
- 4) Funds to cover the cost to print a bingo style raffle card shared with patrons to encourage them to visit all the retail shops. Various prizes donated by participating businesses. **Cost: \$50.**
- 5) Approval to place small cardboard and vinyl printed signs in the grass or ROW along the Streets and Avenues. The signs would be removed after the walk weekend.
- 6) Approval to place bows of holiday colors on city light poles.
- 7) Donation of Police Support for traffic control at both ends of the district from 4 – 7 p.m.
- 8) Request that Public Works place additional trash receptacles at both ends of the district as with past events.

Total for above request is at **\$675.00**. Funding would come from the designated College Hill District Organization fund.

Members of the CHDO have 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, the promotion committee works to improve the community's perspective of CHD and provide open lines of communication with our patrons.

The 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.

The Holiday Walk was started several years ago by the retail shops on the west end of the district. The College Hill District organization has adopted an already established event and added more business participation. We look forward to another successful Holiday Walk event.

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

*Patricia Hansen*

College Hill District Organization, Promotion Committee Chair  
General Manager, Happy Joe's