

**Memorandum
Office of the City Clerk**

To: Thomas Thomas, City Manager
Subject: College Hill Businesses Requests
Date: September 18, 2013



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 Wednesday, October 30, 2013. 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 Saturday, October 12, 2013. 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 main intersections of College Hill.

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 six (6) 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 at the conclusion of the event.

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 30th 2013. 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.

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 6 porta-potties to be delivered Wednesday October 30th and be picked up October 31th, with the cost not to exceed \$500.

We would like the council's permission to use the allotted funds for the CHDO for these key components to the festival, as the businesses and organization will be providing advertising for the 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.

The CHDO has worked hard for the past four 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