

**Memorandum
Office of the City Clerk**

To: Thomas Thomas, City Manager
Subject: College Hill Businesses Requests
Date: November 14, 2013



Attached is a letter from Jennifer Horvath of Fred & Ethel's on behalf of the businesses in the College Hill District requesting permission to decorate the area for their annual Holiday Walk scheduled for Thursday, December 5, 2013 from 4:00 pm to 8:00 pm.

They are also requesting the utilization of funds in an amount not to exceed \$825.00 from the College Hill District Organization Fund for the purchase of luminaria, printing costs, advertising, decorations and to cover the costs for two Santas to appear at the event.

The College Hill District businesses are requesting permission to place 20 signs in the grass at various locations along the streets to advertise the event. In addition, they are requesting to decorate the street posts with decorative holiday bows and wrapping paper. The businesses would like to hang these decorations prior to their event.

The businesses of the College Hill District are also requesting that three trash containers be placed at the west end of the district by the Public Works Department.

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

The purpose of this event is to generate awareness of the businesses in the community, 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 Organization Fund in an amount not to exceed \$825.00, approve decorating the street posts, placing signage in the City's right of way and luminaria along the streets, and authorize staff to place three trash receptacles at the west end of the district, subject to removing luminaria by 8:30 pm December 5th, removing event signage by December 9th and removing the pole decorations by January 3, 2014.

Submitted by: Aleisha L. Patchin, City Clerk

Approved by: Thomas Thomas, City Manager

November 13, 2013

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 5, 2013, from 4 – 8 p.m.

Once again we will see participation from both ends of the College Hill District area. 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.

- Approval to place 20 small cardboard and vinyl printed signs (from previous years) in the grass or ROW along the Streets and Avenues. The signs would be removed after the walk weekend.
- Approval to place bows and holiday wrapping paper on city light poles. To be placed on November 30, and removed after the New Year holiday.
- Request that Public Works place three trash receptacles at the west end of the district as with past events.
- Funds to cover cost of two Santas to appear at the event. **Cost: \$200.**
- 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**
- 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: \$450.**
- Funds to cover the cost to purchase ribbon material and wrapping paper for poles, printing for event posters, and tickets for raffle that encourages patrons to visit all the retail shops. Various prizes will be donated by participating businesses. **Cost: \$150.**

Total for above request is at **\$825.00**. Funding would come from the designated College Hill District Organization fund.

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 event.

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

Jennifer Horvath

College Hill District Organization, Promotion Committee Chair
Owner, Fred & Ethel's