



**Village of Mount Prospect
Committee of the Whole
POSTPONED Agenda
50 S. Emerson St. Mount Prospect, IL 60056**

October 24, 2023

Village Hall - 3rd Floor Board Room

6:30 PM

- 1. CALL TO ORDER**
- 2. ROLL CALL**
- 3. APPROVAL OF MINUTES**
 - 3.1. Minutes of the Committee of the Whole - Joint Village Board and Finance Commission Workshop of October 10, 2023
- 4. CITIZENS TO BE HEARD**
- 5. DISCUSSION ITEMS**
 - 5.1. Community Special Events and Festivals Report and Discussion
- 6. VILLAGE MANAGER'S REPORT**
- 7. ANY OTHER BUSINESS**
- 8. ADJOURNMENT**



**Village of Mount Prospect
Committee of the Whole Workshop – Joint Village Board and Finance
Commission Meeting Minutes
Tuesday, October 10, 2023 / 6:00 p.m.**

1. CALL TO ORDER

The meeting was called to order by at 6:08 p.m. by Mayor Paul Hoefert in the Board Room at Village Hall, 50 S. Emerson Street.

1. Roll Call

a. Village Board

The following members of the Village Board of Trustees were present upon roll call by the Village Clerk:

Mayor Paul Hoefert, Trustee Vincent Dante, Trustee Agostino Filippone, Trustee Terri Gens, Trustee Bill Grossi, Trustee John Matuszak and Trustee Colleen Saccotelli.

b. Finance Commission

The following members of the Finance Commission were present upon roll call by the Chairperson of the Finance Commission, Trisha Chokshi:

Commissioner Yulia Bjekic, Commissioner Edward Derfler (arrived at 6:34 p.m.)

Absent: Commissioner Ken Arndt, Commissioner Pam Bazan, Commissioner Vincent Grochocinski, and Commissioner Don Ocwieja

2. Approval of the Committee of the Whole Minutes – , 2023

2.1 Minutes of the Committee of the Whole Meeting – August 8, 2023

Motion by Bill Grossi, second by Vincent Dante to approve the Committee of the Whole minutes of August 8, 2023:

Aye: Vincent Dante, Agostino Filippone, Terri Gens, Bill Grossi, John Matuszak and Colleen Saccotelli

Nay: None

Final resolution: Minutes approved.

3. Citizens to be Heard

None

4. Discussion Items

4.1 2024 Proposed Annual Budget - Joint Workshop with the Village Board and Finance Commission

Director of Finance Amit Thakkar presented highlights of the 2024 Budget:

- The proposed 2024 Budget is a balanced budget.
- Total revenues - \$157.1 million; total expenditures - \$164.6 million; planned use of cash from prior year revenues and bond issuances - \$7.6 million

- Decrease in property tax levy by \$974,673 or 4.8 percent; total levy - \$19,469,004.
- Pension Abatement - \$2 million; pension costs are once again increasing by \$1,267,763 (13.8 percent)
- Debt Service abatements - \$2.4 million; \$2.1 million is abated from General Fund revenues, remaining amount abated from the Video Gaming Tax
- Permanent elimination of the Village vehicle sticker program is proposed
- Proposed Water/Sewer rates will increase by 5.95 percent (combined); this is lower than earlier estimates of an 8 percent increase
- Refuse rates will increase by 3.5 percent
- Total budget includes: \$90.9 million in Operating Budget; \$35.4 million in Capital Improvements, \$7.6 million in Debt Service, \$14.0 million in Interfund transfers from the General Fund
- Per the most recent information available, the 2022 triennial assessment added \$325 million to the Village's EAV; the new total EAV stands at \$2.17 billion

Each Village department presented details of their respective 2024 proposed budget:

- Public Representation/Village Administration – presented by Assistant to the Village Manager Alex Bertolucci – total expenditures for Public Representation - \$708,940 representing an increase of 13.5 percent over the 2023 budget. Total expenditures for Village Administration - \$5.3 million representing a 6.1 percent increase
- Finance Department – presented by Amit Thakkar; total expenditures - \$2.2 million representing an increase of 5% over the 2023 budget
- Economic Development/Building and Inspection Services – presented by Director of Community Development Bill Cooney and Director of Building and Inspection Services Bill Schroeder – Community Development total expenditures - \$3.3 million representing a 2.6 percent increase over the 2023 budget. Building and Inspection Services - \$2.3 million representing an increase of 3.8 percent over the 2023 budget
- Human Services Department – presented by Julie Kane, Director of Human Services – total expenditures - \$1.7 million representing a 7.8 percent decrease over the 2023 budget due primarily to a reduction in American Rescue items
- Police Department – presented by Chief Michael Eterno; \$23.3 total expenditures; representing an increase of \$1.9 million
- Fire Department - presented by Chief John Dolan - \$19.9 million; representing an increase of \$215,000
- Public Works Department - presented by Director Sean Dorsey - \$31.4 million representing an increase of 4.6% over the 2023 budget

Upon completion of the department presentations, Mayor Hoefert opened the floor for discussion. The department directors answered questions from the Board.

Mayor Hoefert complimented the Village leadership team for producing a balanced, fiscally responsible budget. Mr. Thakkar thanked the Finance team, including Deputy Director Jenny Fitzgerald and Village staff for their cooperation and support throughout the budget process.

5. Any Other Business

Trustee Grossi announced the Lions Club Car Show has been extended and the last show of the season is Saturday, October 14. Trustee Grossi also reminded everyone that Coffee with Council is also this Saturday beginning at 9:00 in the Community Room at Village Hall.

Village Manager Michael Cassady announced November's Coffee with Council is canceled due to Veteran's Day activities in the Farley Community Room.

6. Adjournment

There being no further business to discuss, Mayor Hoefert asked for a motion to adjourn. Trustee Matuszak, seconded by Trustee Saccotelli, moved to adjourn the meeting. By unanimous voice vote of the Village Board and Finance Commission, the October 10, 2023 Committee the Whole Joint Village Board and Finance Commission workshop adjourned at 8:34 p.m.

Respectfully submitted,

Karen M. Agoranos
Village Clerk

DRAFT



Item Cover Page

Subject	Community Special Events and Festivals Report and Discussion
Meeting	October 24, 2023 - POSTPONED OF THE MOUNT PROSPECT COMMITTEE OF THE WHOLE
Fiscal Impact	
Dollar Amount	
Budget Source	
Category	DISCUSSION ITEMS
Type	Presentation

Information

The Village's 2023-2024 Strategic Plan includes the high-priority Action item "Special Events Policy, Guidelines, and Process: Development and Adoption". The reasoning behind this action item was due, in part, to text amendments for Chapter 11, as well as identification of a gap in internal policies/processes related to budgeting. Also, in the 2022-2023 Strategic Plan, item "Community Events and Festival Enhancement, Review, Guidelines, and Direction" tasked staff with creating a report which evaluates event policies, processes, role, costs, and value to the community. This report is attached, and the October 24, 2023 COW presentation will address both of these Strategic Plan items.

Discussion

Current Event Regulations

In April 2023, the Village Board adopted code amendments significantly impacting Chapter 11, "Merchants, Businesses, Occupations, and Amusements". During this multi-year process of amending the code, it became apparent the lack of clear, consistent or applicable regulations related to community special events. It seems the past approach was to identify and regulate each type of event separately. As a result, regulations related to community special events are scattered throughout the Village Code. These code sections were added at various times, and most are outdated. For example, the section regulating parades was last updated in 1967.

Current regulations include:

- Carnivals and Circuses – Chapter 11, to be struck with amendments effective January 1, 2024.
- Entertainment related to a business with a liquor license – Chapter 13
- Mass Gatherings and Public Gatherings – Chapter 23
- Parades – Chapter 23
- Public Dances and "other" Entertainment – regulated per Chapter 14
- Promotional Events (arts/craft shows, car shows) – Chapter 11, to be struck with amendments effective

January 1, 2024

- Solicitation on Streets and Highways (a.k.a. “tag days”) – Chapter 23
- Sound Amplifiers – Chapter 23

The elements struck out of Chapter 11 were done so as they are outdated to a point where enforcement of the regulations would not make sense in today’s environment. In addition, the current code does not address (or, may even prohibit) many of the event types popular today. The code’s only references to “Special Event” are through the establishment language for the Special Event Commission and for certain types of temporary signage.

Budgeting for Events

During the pandemic, staff was tasked with identifying items in the budget where cost-savings could immediately be achieved with the least amount of impact to core services. This contingency planning, as well as Covid health restrictions, led to the cancelling of Village-sponsored events for the 2020 year. Through this process, staff discovered challenges in creating an accurate estimate for the Village’s total cost to host or support community special events. Only certain events have line items in the budget devoted to them, and items like staff time (for overtime eligible employees) were not easy to calculate on a per-event basis. Examination of village costs was also a required element of the "Community Events and Festivals Report" per the Strategic Plan.

Staff is already improving internal budgetary procedures to better understand costs associated with community special events. This will increase the Village’s financial transparency.

It is important to note that, although the Village "ran the numbers" for major community events, total cost to the Village is not necessarily a characteristic used to determine the Village's participation in future events. A community event's value to Mount Prospect extends beyond dollars and cents; although it is important to understand financial cost for budgetary purposes, the Village also takes into account all of the added benefits the community receives through regular festivals, entertainment, and celebrations.

Lack of a Unified Policy

Due in part to the piecemeal and outdated methods the Village has codified, there is no uniform application process or policy in place for special events. Many community events are recurring; therefore, the Village has established contacts in place to help with communication, and to ensure event health and safety for the community. However, this informal method can leave obvious gaps in the Village’s ability to prepare for large community events and could put the Village at unnecessary risk if required protocols are not followed (i.e. health inspections, fire safety). Having an application process also improves transparency, communication, and provides the host organization with a straightforward approach to requesting event permission.

Staff Recommendation for Discussion

Mount Prospect is an anomaly, as all but the smallest surrounding communities have a special event application and associated policies. Staff is seeking support from the board to move forward with creation of such policies and associated application(s).

A special event policy would address the “who, what, when, and where” of any community event happening in the Village. Using this information, Village staff can better understand the event’s impact on the organization and community (i.e. road closures, police coverage). The application would, in essence, serve as an introduction, and from there the Village can assist in items like marketing/promotion, or in matters such as improving safety or accessibility.

The goal of this policy is to establish fair and easily communicative guidelines for any organization looking to host a community special event using Village property or requesting the use of Village funds/staff. The policy should not be burdensome (for staff or the applicant); staff will be soliciting feedback from existing organizations, should the direction continue toward drafting of code for future amendments.

Alternatives

1. Discuss an overview of the Community Events and Festivals Report and Staff's recommendation of creating a special event policy,
2. Action at the discretion of the Village Board.

Staff Recommendation

Staff recommends an overview of the Community Events and Festivals Report be made, with direction to continue forward in drafting a Special Events Policy.

Attachments

1. Community Events and Festivals Report 10.17.23



VILLAGE EVENTS AND FESTIVAL ENHANCEMENT REPORT

A review of existing conditions, regulations, and policy recommendations

Village of Mount Prospect
Village Administration
October 17, 2023



Contents

Village Events and Festival Enhancement Report1

Introduction3

Summary.....4

Existing Conditions4

 The Village’s Role in Community Events and Festivals.....4

Event Categorization – Grouping Events by Village Involvement5

 Village Cost Breakdown8

 Additional Analysis on Village Event Costs11

 What Other Communities Spend12

 Event Policies Within the Village Code14

Event Policies in Other Municipalities16

 Common Regulations18

Other Community Event Policy Trends19

 Use of Commissions19

 Evaluating and Tracking Event Performance19

 Value to the Community20

 Value as a Dollar Amount21

 Intangible Value.....21

 Challenges to Determining Value23

 Event Scope Creep.....23

Special Event Policy Recommendations24

 Recommendation: Creation of Special Event Regulations25

 Recommendation: Improve Internal Clarity25

 Recommendation: Enhance Partnerships25

Next Steps26



Introduction

The Village Board prioritized Community Events and Festival Enhancement in the 2022-2023 Strategic Plan under Goal 2 “Enhancing Mount Prospect Charm/Character: Honoring History, Heritage, and Diversity, Equity, and Inclusion”. The Village Board also included a “Special Events Policy, Guidelines and Process: Development and Adoption” in the 2023-2024 Strategic Plan. Most will recall that the COVID-19 pandemic caused widespread cancellation of community events which carried through the first half of 2021, to help mitigate the spread of the virus. However, the pause in community events helped to mitigate the loss of revenue the Village saw during this timeframe. In particular, as noted in the 2021 1st Quarter Budget Review, the Village saw greater cost savings than initially anticipated from the cancellation of community events. This brought to light the need to truly assess the amount of funds used to support community events.

Once community events were back post-pandemic, there was an increased interest not only to reintroduce past events but expand event offerings. A lack of codified processes to review and approve community events puts the Village at a bit of a disadvantage with regard to internal communication, budgeting, and efficiency. Additional research indicates the Village is a bit of an anomaly in its management of community events, as most comparable communities have application processes and code requirements associated with them.

As the Strategic Plan Action Item’s title suggests, there was also an ask to look at festival enhancement – how can we as a Village gain community engagement in a way that is cost effective and serves as many people and stakeholders as possible.

Activity Milestones noted in the 2022-2023 Strategic Plan which are included in this report are: review and evaluate event policies, processes; examine the Village’s role and costs; and assess performance and value to the community.

The 2023-2024 Strategic Plan includes the following Activity Milestones, which are identified in this report as recommendations and next steps: finalize report, hold a Committee of the Whole (COW) meeting on the report for Board direction, prepare policy text amendments, concluding with Board decision on the policy.

STRATEGIC PLAN GOALS

Throughout this document, the reader will discover how the Village’s efficient management and support of community events supports at least four of the Village’s five Strategic Plan Goals.

Effective Village Government:
Financially Sound, Exceptional Service

Enhancing Mount Prospect Charm and
Character: Honoring History, Heritage,
and Diversity, Equity, and Inclusion

Top-Quality Village Infrastructure:
Balanced and Proactive Community
Investment

Family-Friendly Neighborhoods:
Safe and Livable for All

Vibrant Community Destinations:
Downtown, Randhurst Village,
South Mount Prospect and
Other Commercial Corridors

SUMMARY

The purpose of this report is to bring together how the Village of Mount Prospect is handling special events in the community. The report will give a summary of the Village's role in current community events and festivals, in which ways the Village supports or is involved with these events, and the financial impact of the involvement. The report includes a cost history to the Village, which vary in type from monetary support to staff labor costs. Other communities' approaches to the management and financial involvement in their own community events is also discussed. The report then dives into the need for an event policy, what that policy should entail, and how the Village can implement it. Again, support from other communities' policies is referred to help guide the Village in what to include in the policy itself, why having these regulations are important, and how a special event policy will benefit both the Village and hosting organization. The report concludes with next-steps, should the guidance be to continue to draft the policy.

EXISTING CONDITIONS

The Village's Role in Community Events and Festivals

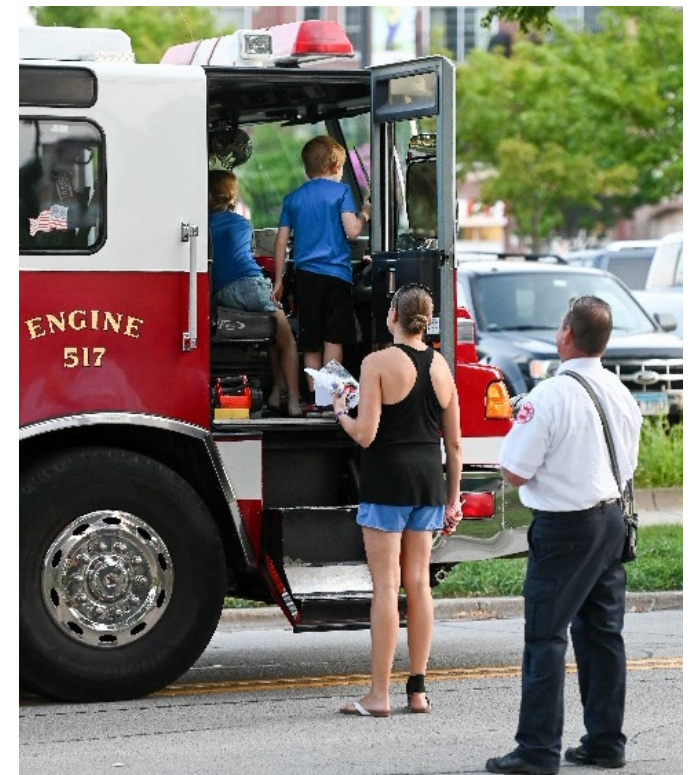
This report will cover the current state of Village community events, including costs, policies, and related challenges. For the purposes of this report, a **Village special event** is defined as:

1. An event which occurs on Village property and/or reservation of the Village right-of-way, AND/OR
2. An event which is financially supported using Village funds, including the use of Village employee labor.

Some events include *both* 1. and 2., while others *only* 1. or 2. Examples:

- Mount Prospect Downtown Merchant's Oktoberfest = 1. + 2. This event occurs on Village property, and receives financial support from the Village.
- Mount Prospect Lions Club Farmers Market = only 1, on Village property.
- Village Special Events Commission Shining Stars Gala = only 2, hosted on private property, with use of Village funds.

There are also hundreds of community events which would not fall into either 1. or 2. definition criteria. The vast majority of Mount Prospect Public Library, Mt. Prospect and River Trails Park District events as well as many events sponsored by the most



prominent Village organizations hold events which, for the purposes of this discussion, would not be considered a Village event, even if it's held in Mount Prospect.

For example:

- Mount Prospect Historical Society's Holiday Housewalk
- Mount Prospect Lions Club Annual Corned Beef and Cabbage Dinner

While all these events are popular and held within the Village, the Village does not support them via sponsorship funds, employee labor, nor do they use our property to host the event - though Village staff or elected officials may buy tickets to attend these events.

For the sake of discussion, the majority of community events can be broken into three event categories (A, B, and C) based on the amount of time and funding provided by the Village to make the event occur. However, the key distinguishing factor between the categories **is the amount of control or decision-making authority the Village has over the event itself**. In Category A, the Village is the decision-maker for the event's foundation (i.e., when the event is going to be held, what is the event going to entail); for Category C, the Village makes very few decisions on the creation and operation of the event, short providing basic services (i.e., permit review, public safety support).

This categorization of events is not set in stone. If additional review by staff or the Village Board dictates, the types of categories or the characteristics within may be altered. For example, if there is desire to group events by duration (number of days) or expected attendance, events like the Mount Prospect Lions Club Farmer's Market would change from a "C" event (requiring little Village staff time and funding) to likely an "A".

Event Categorization – Grouping Events by Village Involvement

This categorization exercise was conducted to help determine the amount of regulation, process or paperwork that would be necessary to conduct such an event. Many communities apply different application review standards depending on the size or resources required for the event.

CATEGORY A | VILLAGE HOSTS THE EVENT

In this scenario, the Village is the primary funding source and/or puts in the majority of the work to plan and run the event. These events may have a specific funding source identified in the Village's budget. They may also have specific committees or commissions involved to plan and support the event; however, this does not mean that other organizations are excluded. For example, the Celebration of Cultures would fall into this event category, but



our staff works closely with the Mt. Prospect Park District for use of their facilities (Kopp Park and Rec Plex), as well as with many community organizations to offer cultural booths and food/beverage.

Category A events may or may not be time consuming. For example, staff spends a lot of time on planning the Celebration of Cultures, but not as much time on “Pool Party with the Cops”, which would also be considered a Category A event.

Having an event policy in place, even for Category A events, will be beneficial – even if the event is managed mostly internally. Standardized event policies will support interdepartmental communication, which leads to better marketing and promotion of the event. The policies will also serve to inform staff in a timely manner of any needed resources, enabling departments to plan work accordingly.

CATEGORY B | VILLAGE AS AN EVENT PARTNER

For this category the Village contributes significant time or money to help another organizations event succeed – but the much of the decision making, planning, and event operations are in the hands of the outside organization. An example of this type of event is Mount Prospect Downtown Merchants Association’s Oktoberfest. This event receives support from the Village by way of funding and time, particularly from Public Works, who are a part of the subcommittee meetings and assist with rental and set up of tents and other logistical items. Prior to 2020, the Mount Prospect Chamber’s Irish Fest would also fall within this category.

Category B events are particularly in need of additional policy structure, as they are currently provided both time and money from the Village, but the majority of the decision-making lies within the sponsoring organization. The history of these partnerships are strong, and the goal of this exercise in analysis is not to reduce or eliminate Category B type events. However, having a policy structure in place helps to stabilize expectations for both sides of the partnership. Knowing how the Village can contribute, and in what ways, as well as understanding the details of the event through a permitting process, will improve communication between the Village and the event’s sponsoring organization.

CATEGORY C | VILLAGE AS AN EVENT SPONSOR/SUPPORTER

Category C events are the most “hands-off” from the Village’s perspective. These events are organized and operated by the sponsoring organization, and in some cases may not require any assistance from the Village. The Village may contribute financially in small amounts, (i.e. banner posting or organizational membership), or we may provide staff in few enough numbers or hours to absorb the costs without additional overtime. In many instances for Category C events, the host is looking to utilize Village-owned property, such as Centennial Green, but otherwise may seek no additional support from the Village.



As with the other categories, size of the event is not necessarily a factor. The 56 Music Fix is a Village-wide music festival held over three days, but the Village's involvement in this event is limited to promotion – which the Village has staff needed to accomplish this task.

Having event policies in place would help the Village better promote Category C events. The policies would also alert us to events that could have potential to need Village assistance (i.e., road closures or police presence).

Again, these categories are in place for discussion purposes and may help to outline future event policies. It is prudent to note that there are some events, such as the Mount Prospect Lions Club 4th of July Festival, which could fall within Category B or C, depending on interpretation; although the Village does not contribute via a large funding amount or make key decisions in its operation, we do provide significant public safety and public works support. There is also potential for a Category C event to grow into a Category B event due to success; the greater the attendance, the more likely the need for increased public safety hours or other assistance from the Village.

Village Cost Breakdown

No analysis of community events would be complete without a cost breakdown. The events and costs highlighted in this report are not all encompassing but provide a snapshot with the most noteworthy events listed.

- There are many smaller community engagement-type events held by departments (Category A) which are funded through operational line items within the Village's budget, such as Human Services' Mental Health fair or Fire Department Open House.
- The budgeted amounts are not the total costs for the event, especially B and C events which the Village does not host and sponsor.
- All events were cancelled in 2020 due to the COVID-19 pandemic. There were budgeted amounts for that year but no expenditures to report; the 2020 year is not included in the spreadsheet as to not skew cost averages.

Understanding the Cost Tables

Budgeted Amount: This is the amount entered into a line item within the Village's annual budget document. Not all event costs have their own line item. For example, costs the Village incurred due to MPDMA's Oktoberfest prior to 2019 were taken out of other various line items within the Public Works budget. To better understand costs, the Finance Department created a line item as a budget amendment in 2019, which is used currently. Another example would be the Lions Club Bluesmobile Car Show, which the Village sponsors in-part with a \$2,500 donation, coming from the Economic Development budget.

Actuals Excluding Labor: This is the true amount spent on the event, after all invoices have been processed, for the time incorporated into staff's regular workday are not included in the calculations of total event cost; an example of regular workday hours not included in the calculations would be in-house promotion of the event by our Communications Division, or any set-up of event infrastructure prior to the accumulation of overtime.

Staff OT (PW and PD): This is the amount, in dollars, paid out for overtime for Public Works (PW) and Police (PD) employees. Public Works employees have a code they enter for overtime for the event they are working; Police only have this code for 4th of July festival, which also (for the purposes of their OT calculations only) includes the 4th of July Parade. Therefore, the numbers for police may be an overestimation, as the OT numbers for the department include any overtime clocked that day.

Actual Total: The total of the actuals excluding labor, plus OT for Public Works and Police, minus any sponsorship dollars the Village collects. Does not include sponsorships not collected by the Village. Does not include staff time spent on an event which was conducted during the employee's regularly scheduled hours.

Event Days: The total number of days the particular event runs, on average, each year.

N/A: Not applicable; for example, the event was not conducted during the specific year or staff overtime labor was not utilized for that event.

Community Events and Festival Enhancement Report | October 2023

Category A Events, Cost Breakdown | 2016 - 2022

Event	Financial Category	2016	2017	2018	2019	2021	2022
Downtown Block Party	Budgeted Amount (\$)	40,000	40,000	40,000	50,000	65,000	65,000
	Actuals excluding Labor (\$)	48,016	42,676	62,398	61,585	49,156	54,551
	Staff OT - PW (\$)		19,325	14,249	20,843	15,698	11,366
	Staff OT - PD (\$) (19 hours)	3,733	5,682	7,773	7,121	6,513	11,833
	Actual Total (\$)	51,749	67,684	84,421	89,549	71,367	77,750
4th of July Parade	Budgeted Amount (\$)	20,808	21,224	21,648	22,080	22,040	22,481
	Actuals excluding Labor (\$)	15,249	20,201	21,648	21,593	21,989	21,242
	Staff OT - PW (\$)	27,545	28,752	31,337	35,829	19,260	20,518
	Staff OT - PD (\$) (see Lions	-	-	-	-	-	-
	Actual Total (\$)	42,794	48,953	52,985	57,422	41,249	41,760
Fridays on the Green	Budgeted Amount (\$)	9,506	20,000	20,000	8,000	5,000	5,000
	Actuals excluding Labor (\$)	6,920	16,774	4,386	6,007	3,715	4,286
	Staff OT - PW (\$)	no data	6,564	3,830	6,653	5,437	4,620
	Staff OT - PD (\$) (2.5 hours)	-	-	674	674	-	674
	Sponsorship (\$)	3,500	4,500	2,500	2,500	-	2,000
	Actual Total minus Spon (\$)	3,420	18,838	6,390	10,834	9,152	7,580
Celebration of Cultures	Budgeted Amount (\$)	N/A	N/A	30,000	32,000	32,000	32,000
	Actuals excluding Labor (\$)	N/A	N/A	32,117	26,558	9,684	20,079
	Staff OT - PW (\$)	N/A	N/A	4,386	6,007	Inc w/Block	7,166
	Staff OT - PD (\$) (6 hours)	N/A	N/A	4,145	3,617	1,599	487
	Actual Total (\$)			40,649	36,182	11,282	27,732

Category B & C Events, Cost Breakdown | 2016 – 2022

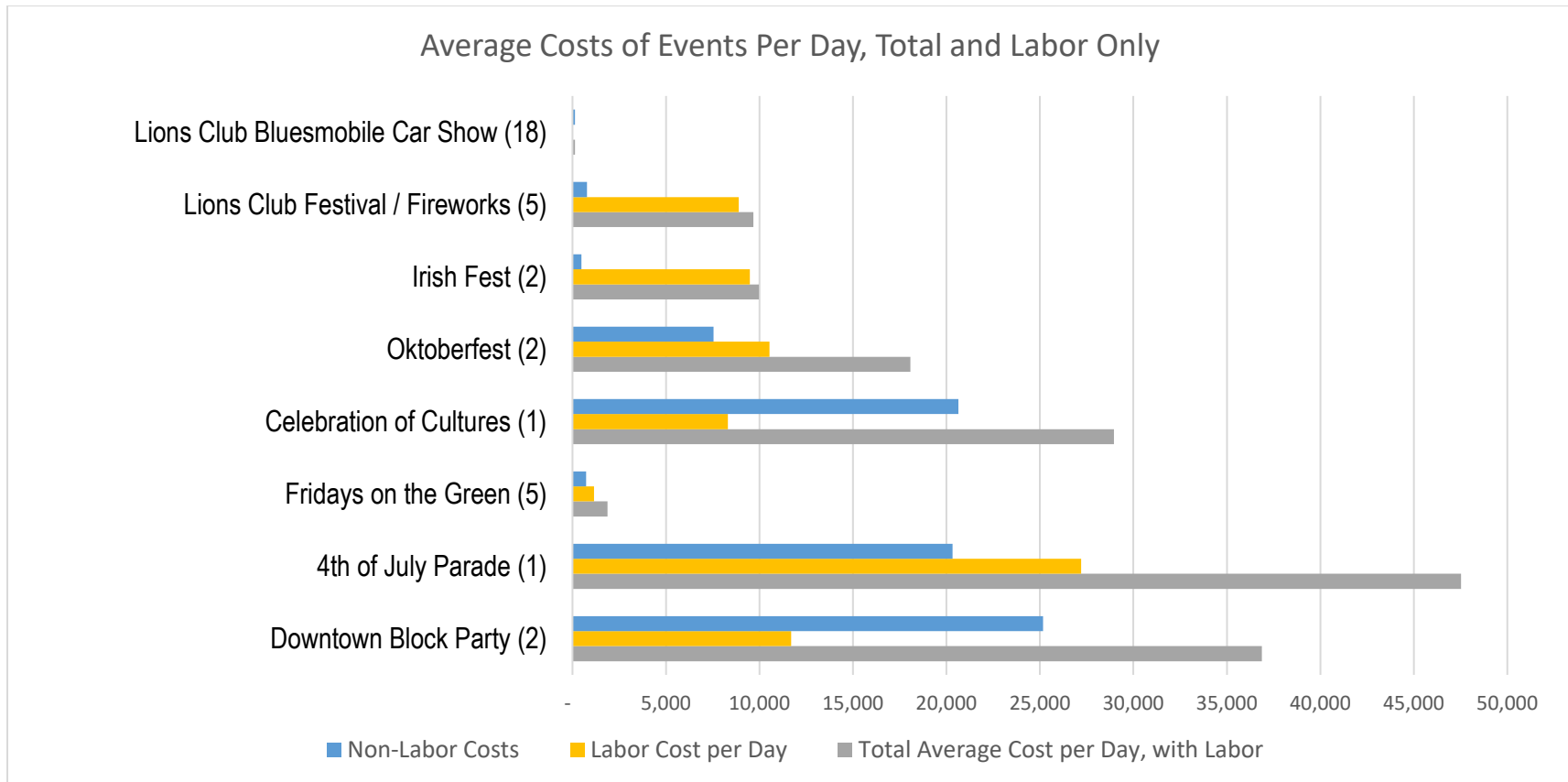
Event	Financial Category	2016	2017	2018	2019	2021	2022
Oktoberfest and Fall Festival	Budgeted Amount (\$)	N/A ¹	N/A ¹	N/A ¹	10,000	24,635	25,128
	Actuals excluding Labor (\$)	N/A ¹	N/A ¹	N/A ¹	39,331	24,635	26,470
	Staff OT - PW (\$)	15,244	14,052	15,991	13,858	16,823	15,024
	Staff OT - PD (\$) (18 hours)	3,620	3,063	7,782	5,180	9,127	6,694
	Actual Total (\$)	18,864	17,115	23,773	58,369	50,585	48,188
Irish Fest	Budgeted Amount (\$)	4,500	4,500	4,500	4,000	21,900	-
	Actuals excluding Labor (\$)	2,172	1,601	2,800	14,377	-	-
	Staff OT - PW (\$)	no data	12,484	15,052	23,656	-	-
	Staff OT - PD (\$) (18 hours)	624	2,465	2,511	2,004	-	-
	Actual Total (\$)	2,796	16,550	20,363	40,037	-	-
Lions Club Festival / Fireworks	Budgeted Amount (\$)	3,714	6,788	3,863	3,940	4,018	4,100
	Actuals excluding Labor (\$)	3,641	3,788	3,863	3,900	4,018	4,100
	Staff OT - PW (\$)	N/A	N/A	N/A	N/A	N/A	N/A
	Staff OT - PD (\$) (38 hours)	41,387	34,197	42,311	50,039	53,650	45,340
	Actual Total (\$)	45,028	37,985	46,174	53,939	57,668	49,440
Lions Club Bluesmobile Car Show	Budgeted Amount (\$)	N/A	N/A	N/A	N/A	N/A	N/A
	Actuals excluding Labor (\$)	-	2,500	2,500	2,500	2,500	2,500
	Staff OT - PW (\$)	N/A	N/A	N/A	N/A	N/A	N/A
	Staff OT - PD (\$)	N/A	N/A	N/A	N/A	N/A	N/A
	Actual Total (\$)	-	2,500	2,500	2,500	2,500	2,500

1: The Event Cost table indicates “N/A” for Oktoberfest years prior to 2019 but should not be interpreted as no money spent by the Village; rather, the costs were covered by the Public Works Department as part of other line items in their budget prior to 2019.

Additional Analysis on Village Event Costs

There are many ways the data for events could be further broken down. To tell a more accurate story on costs of Village events we will also consider the duration (number of days) of the event, as well as the labor costs, as see in the charts below.

The number of days an event lasts does not always equate to a more costly event. Some costs are fixed, or semi-fixed. Examples: tent rental is the same cost for the weekend, whether the event runs the entire weekend; purchasing items that will be used not only for one event but for other Village events such as audio visual equipment.



The utilization of staff covered by a collective bargaining agreement (Police, Public Works), represented by the yellow bar in the chart, add to the overall event cost. Adding to this cost is the fact that most events occur on weekends or on holidays. An example of this variable at play is the Village's 4th of July Parade. This event always occurs on a contracted holiday, resulting in greater overtime costs; Public Works labor costs are roughly 57% of the amount spent on the event itself, on average.

Expensive rentals and entertainment fees also add to the cost of the event. Celebration of Cultures and Downtown Block Party require tents, large stages and live entertainment by paid musicians. This is represented by the blue bar, or "non-labor" costs on the chart. The exception to this could be Fridays on the Green, in part because the Village recoups anywhere from 27% - 57% of the non-labor costs via Village-raised event sponsorship [2016 – 2022 data].

Reminder that this report is focused on Village costs; therefore, the "actual" amounts in the tables and graphs are not representative of total event costs unless the Village pays for the event in its entirety. Short of requiring all non-profit organizations submit their financial reports back to 2016 to the Village, it's difficult to know the cost of non-Village sponsored events. Of the events listed in the chart, two were entirely paid for by the Village of Mount Prospect: 4th of July Parade and Fridays on the Green. Events like Downtown Block Party, Lions Club Festival and Oktoberfest had additional costs – for example, beer/alcohol – which the Village did not contribute to arranging. However, these organizations (Mount Prospect Chamber of Commerce, Mount Prospect Lions Club, and Mount Prospect Downtown Merchants Association) are able to sell beverages, food, booth space, collect sponsorships, etc. as ways to offset their portion of the event cost – with profits made to serve as a fundraiser for the organization itself.

Aside from Fridays on the Green, the Village does not currently have a policy in place to recoup costs on events. The 2023 Downtown Block Party was the first large-scale effort to recoup the majority of Village costs by way of beverage profits and sponsorship participation. More on the topic of cost recovery is included in the Event Policy section of this report.

What Other Communities Spend

To help get a picture of what other communities spend on events, staff referred to the respective community's event policies and budget documents with support from survey data. Most communities have separate line items for the larger festivals, and the amounts noted are what comes directly from the budget document. Note that it is not clear how this money is allocated (i.e. what bills are being paid with the amounts). Some communities collect sponsorships for events which may cover the budgeted costs, or alternatively may be used to offset costs.

Arlington Heights has an Arts, Entertainment & Events Fund within their budget. Their budgetary numbers are much higher than the Village of Mount Prospect and an examination of their budget shows they generate over \$700,000 per year in business taxes to fund events as well as some (not all) operating and capital costs for the Metropolis Theatre [2023 Adopted Budget, Village of Arlington Heights].

The Village of Barrington contributes resources and personnel depending on the level of sponsorship and not to exceed \$2,500 for a one-day event and up to \$7,500 for a multiple-day event for the first year; 75% of first year contribution of up to \$1,875 for a one-day event and up to \$5,625 for a multiple-day event for the second year; 50% of first year contribution of up to \$1,250 for a one-day event and up to \$3,750 for a multiple-day event for the third year. No contribution will be provided by the Village after the third year [Village of Barrington Special Events Policy document].

Buffalo Grove's event budget totals nearly \$140,000 for the 2023 Budget Year, but this includes commission and committee expenditures (Planning and Zoning, BOFPC). Excluding the commissions, this number is reduced to just under \$100,000. Their most notable event is "Buffalo Grove Days", which had a 2021 expenditure of \$72,100 and 2021 revenue of \$110,618 [2023 Adopted Budget, Village of Buffalo Grove].

Des Plaines has a line item in their 2023 budget titled "Subsidy – City Sponsored Events, which had a 2022 Budgeted amount of \$150,000 but a projected expenditure amount of \$50,000. Examples of City events are Taste of Des Plaines, fireworks display, and the 4th of July Parade. Interestingly, all special events in Des Plaines are coordinated through their Police Department Support Services Division. They also recently hired a Communications and Event Associate (full time position) within their City Manager's office.

Hoffman Estates hosts its own 4th of July festival "Northwest 4th Fest" and has a commission associated with this event. The 2022 estimated actuals were \$160,180. They also host "Platzkonzert Germanfest" with 2022 estimated actuals of \$41,900 and Celtic Fest at \$15,000 (again, via commission budget). There are sponsors for these events and they're hosted on their Village Green adjacent to NOW arena.

Village of Palatine hosts its own "Streetfest" which looks similar to the Downtown Block Party, with beer, food, and entertainment. The Village of Palatine budgets \$155,000 to host the event (this amount includes equipment such as rentals, entertainment, and alcohol). In their budget document, "Other Streetfest Revenue" came in at \$180,000 for 2022 year.

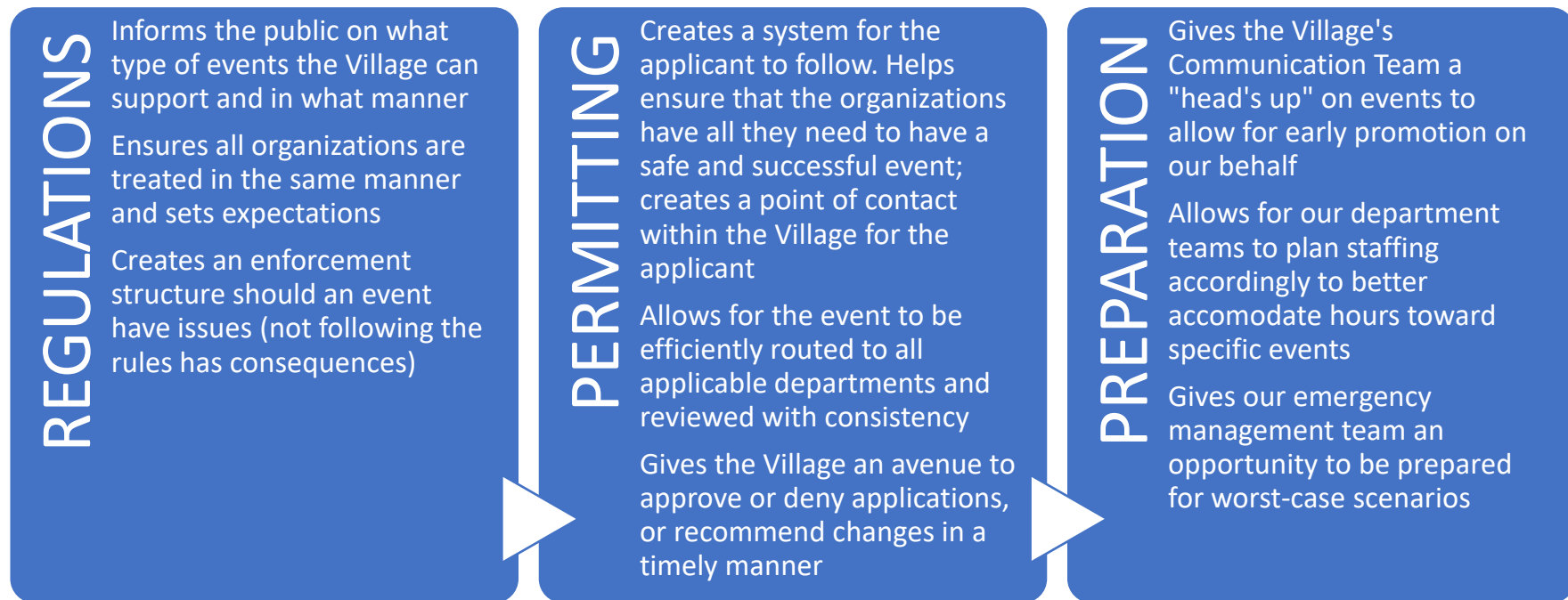
Schaumburg hosts a 3-day "Septemberfest" festival Labor Day weekend, and budgets \$405,400 for the event. One of the goals listed in their 2022/23 budget is to collect at least \$92,500 in cash sponsorships for Septemberfest (\$129,893 was collected in 2019), and at least \$15,000 of in-kind contributions (\$27,525 was collected in 2019). Septemberfest includes fireworks, three live music stages, a "taste of Schaumburg" and is held on their municipal grounds.

Wheeling hosts "Rock N' Run the Runway" at Chicago Executive Airport, in conjunction with the city of Prospect Heights. Wheeling has a special event budget worksheet in their 2023 budget, which indicates special events overtime (\$20,000 budgeted); total special events budget for 2023 is \$127,190 for events not associated with holiday lighting and employee appreciation. It is noted in the budget that the Rock N' Run the Runway event cost is "offset by donations", so it's difficult to know net costs. The event consists of fireworks, two bands, stage, food truck participation, and kids entertainment and is scheduled for June 24, 2023.

How other communities finance their community events, what costs are covered, and how they track and report these expenditures provides examples of how the Village of Mount Prospect could improve upon current event management and become more transparent in the process.

Event Policies Within the Village Code

Local municipalities use event policies to better review, manage, and promote special events in their community. The event policy is not a substitute for current code requirements related to health, safety, and public welfare, but instead are supported by these existing regulations.



Mount Prospect does not have a comprehensive events policy in place that includes regulation and permitting for all Village events. This does not mean that there is no regulation whatsoever; rather, the process today is a bit piecemeal, often reviewed on a case-by-case basis, and the process is not clear to any new entity that would like to host an event. For example, the Village's health inspectors still inspect food service booths when necessary, but the method in which they are informed to do so is not standardized.

Amendments recently proposed to Chapter 11 of the Village Code (Merchants, Businesses, Occupations and Amusements) touch on the regulation of certain events like carnivals and circuses, but in a very outdated manner which was no longer followed. Additional review of the Village code found regulations related to events, but scattered throughout the code, some of which are equally out-of-date. Below are a list of various event types and where they are addressed in the Village code.

Chapter 11

- Carnivals and Circuses, to be struck from the code and regulated as a short-term merchant (effective January 1, 2024)
- Public Dances and “other” Entertainment, to be struck from the code and enforced via Chapter 14 (zoning code)
- Promotional Events (by a business), to be struck from the code

Chapter 13, Alcoholic Liquors

- Entertainment Related to a Business with a Liquor License, Article II under Temporary Permits

Chapter 23 Offenses and Miscellaneous Regulations

- Sound Amplifiers, Article VII (last modification, 2008)
- Public Gatherings, Article VIII (last modification, 2001)
- Mass Gatherings, Article IX (last modification, 2020)
- Parades, Article X (last modification, 1967)
- Fireworks and Explosives (fireworks shows), Article XIII (last modification, 2005)
- Solicitation on Streets and Highways (a.k.a. “tag days”), Article XV (last modification, 2012)

The Village’s lone permit process for events relates to block party requests: if a neighborhood would like to host a block party, where the street is temporarily blocked off by the Village for this event, they apply online via our customer service portal. The request goes to Public Works for review/approval. Police and Fire departments are also made aware not only for emergency response but they often visit the party as a way to further community engagement.

All other Village events, including the ones referenced in this report, follow an informal process of meeting with the members of the sponsoring organization, and working out details of what staff would need to have submitted for review. Nearly all of our events are occur annually and the Village staff have established contacts within these organizations. No fees are charged to the organizations (such as an application review fee), and we do our best to communicate with event organizers on things like food service inspections, liquor license requirements, and police/fire coverage.

The Village does have the following permitting processes in place, which would likely work in conjunction with any special event policy created: special event liquor licensing, temporary sign permits, tent permits, and amplification permits. However, with exception of state-mandated alcohol permitting, the Village has been spotty in its requiring of temporary sign or amplification permits.

For larger scale events, our Emergency Management staff organize an Emergency Operations Plan meeting, where several departments are able to meet with key event organizers to discuss emergency planning. This is done a few days prior to the event to work out last minute issues like key contacts and discuss any weather or other threats. The Emergency Management Meetings are not event planning meetings, as all the details of the event should be finalized at this point in the process. The Village has conducted meetings and produced an Emergency Operations Plan document for the following events:

- Downtown Block Party
- Memorial Day Parade
- 4th of July Parade and Lions Club Annual 4th of July Festival
- Irish Fest (ended in 2019)
- Celebration of Cultures
- Oktoberfest/Fall Festival
- Village Tree Lighting



EVENT POLICIES IN OTHER MUNICIPALITIES

Staff has examined if other communities have event policies and to what extent. The Northwest Municipal Conference (NWMC) has assisted in this research through survey data, which was supported by staff research in the case that a community did not respond to their survey request.

At this point in the process of policy creation, staff wanted to better understand how other municipalities regulate special events. At minimum, it appeared that most municipalities researched had at least an application process – 25 of 28 area municipalities. We also researched if the municipality charges for Village services such as police or public works labor; in this instance, 21 of 28 indicate that there are charges for certain village services beyond the application fee.

The result of these two questions are in the table on the following page. “No Response” means no answer was provided to the NWMC’s survey.

Table of NWMC Survey Responses: Application and Fees for Service

Municipality	Charges Fees for Special Events: Police Fire, PW, Application	Has an Application Process and/or Special Event Policy
Antioch	No Response	No
Arlington Heights	Yes	Application on the Website. Review by Committee.
Barrington	Yes	Yes
Bartlett	No Response	Internal Procedures Policy
Buffalo Grove	Yes	Application on Website
Carpentersville	Yes	Yes
Des Plaines	Yes	Application on Website
Evanston	Yes	Yes
Fox Lake	Yes	Facility Rental Application
Glencoe	Yes	Yes
Glenview	Yes	Yes
Grayslake	Yes	No
Highland Park	Yes	Yes
Hoffman Estates	Yes	Application on Website

Municipality	Charges Fees for Special Events: Police Fire, PW, Application	Has an Application Process and/or Special Event Policy
Lake Forest	Yes	Yes
Lake Zurich	Yes	Policy and Application on Website
Lincolnshire	No Response	Block Party and Races only
Morton Grove	Yes	Yes
Niles	Yes	Yes
Northbrook	No Response	Yes
Palatine	May charge for police services	Certain events require meeting with Village staff
Park Ridge	Yes	Yes
Prospect Heights	Only for Liquor License	Application on Website
Rolling Meadows	No Response	Block Party Permit
Schaumburg	Yes	Yes
Streamwood	No Response	Unknown
Wheeling	Yes	Yes
Winnetka	Yes	Application on Website

Common Regulations

To help assist the Village in creating an event policy, it is a good idea to start with summarizing what regulations other communities have within their own applications and policies. Below are examples of common rules, regulations or requirements seen in event policies.

- Definition of Special Event
- Application fee
- Deadline to submit application
- Require a certificate of insurance with minimum coverage indicated
- Require a hold harmless certificate
- List additional fees charged and permits required (liquor license, food and beverage, tents, temporary signs, employee labor, amplification, etc.)
- Options for fee waivers
- Safety or emergency operation plans
- Trash and recycling requirements
- Reference an attendance threshold to determine submission requirements

Note that the special event permit is not a substitute for any other permit, but works in conjunction with existing permits such as temporary signs, temporary food/beverage/liquor licenses, etc. The majority of special event policies and permit applications examined reference the need for additional permits depending on event details.

With an application process comes its review by the municipality. Usually, event applications are submitted to the Village Manager's office (or similar), though specific permit applications such as tents, signs, or food/beverage are then forwarded to the appropriate department. Some municipalities detail how the application will be reviewed – such as applying various standards. These standards include the protection of health, safety and welfare, the parking and traffic impacts of the event, nuisance to surrounding properties/residents, and so on.

Every community examined which has an event permit application conducts its review and approval internally, meaning the Village Manager or their designee has the authority to approve special events as some level. Two communities require Village Board approval for certain items related to special events: request for fee waivers (Glenview, Hoffman Estates), and events over 5,000 people (Glenview). Four other communities which note the potential for fee waivers have this decision given to the municipal Manager (Barrington, Bartlett, Morton Grove, Park Ridge). All other communities make no mention of fee waivers and may even state specifically that the event is responsible for all incurred charges.

OTHER COMMUNITY EVENT POLICY TRENDS

Use of Commissions

Over the course of research for this report, it became obvious that some communities use commissions to help manage community events, particularly the events which are primarily financed by the municipality. The Villages of Schaumburg and Hoffman Estates utilize this model with their “Septemberfest” and “4th of July” commissions, respectively, among others. Mount Prospect has a Special Events Commission which works in this regard, for the 4th of July Parade and Celestial Celebration Shining Stars Gala. In addition, the Special Events Commission is becoming more involved with the Celebration of Cultures for the 2023 year. The use of commissions to guide event planning and budgeting adds to public involvement and transparency of the process.

Evaluating and Tracking Event Performance

How does an organization track event performance? Typically, this could be done via ticket sales or other attendance measures. The challenge for Village-supported events is that they are free and open to anyone that wishes to attend, so attendance numbers are estimated. In addition, nearly all events are weather-dependent. Good weather results in strong attendance, poor weather results in low attendance and possibly the cancelation of the event altogether. It’s not always possible to gather information on sales of food or beverage, either, as this information may not be shared with the event organizer, or the event itself (like Fridays on the Green) does not offer food or beverage for purchase.

The Village tracks the number of “event days” and Village funds spent on events as a Key Performance Indicator (KPI) in our strategic planning software. This and other KPI’s are visible to the public on the Village’s Strategic Plan Dashboard. The events tracked in this KPI have line items in the Public Representation Budget, and the dollar amounts do not include staff overtime. However, simply tracking the number of event offerings, while somewhat supporting the overall Village goal of Enhancing Mount Prospect Charm and Character, does not necessarily denote if the event was successful.

The Village also has data for marketing reach for certain events as well, particularly for events the Village hosts (and therefore markets). For the Downtown Block Party, there are separate metrics for the event’s stand-alone website. For example, in 2022, there were over 7,000 unique visitors to mpdowntownblockparty.com, and in 2023 there were nearly 11,000. For the first time, the Village conducted a post-event survey for Downtown Block Party attendees; this allows the Village to use this feedback to improve future events.

The Village also holds post-event meetings for some of the larger events, where successes and challenges are shared directly from the event coordinator/sponsoring organization.

In the Village’s 2020 Community Survey completed by ETC Institute, only 5% of survey responders noted they were “dissatisfied” with the quality of Village events, while 34% were “very satisfied”; the satisfaction rate also increased between 2016 (the prior community survey) and 2020.

Additional recommendations to track event performance which the Village could consider implementing are:

- Post-event surveying volunteers and participants to gauge success as well as receive constructive criticism
- Surveying residents/attendees on the quality or content of a specific event, or on the Village's event opportunities as a whole
- Doing rough attendance counts at event entrance(s) or in areas where attendees gather
- Monitoring social media engagement, reading posts and denoting overall public sentiment
- Tracking any of the above through KPIs

Value to the Community

Those municipalities examined in this report have which have an application process in place usually define "special event". Occasionally, the application or policy language touches on the values the community finds important.

Special events can enhance our quality of life and community character by helping to create a vibrant and interesting community. They also involve advance planning, logistics and can create impacts that require Village services and regulation. The Village of Morton Grove's Special Event process has been developed to ensure that these events are safe and enjoyable for residents, participants and guests alike. – Village of Morton Grove

The variety of events held in the Village of Barrington are instrumental in maintaining our vibrant, smalltown heritage, and contribute to our goal of Barrington being a "great place to live, work and play". Our goal is to assist organizations in creating sustainable and successful special events that enhance the quality of life for our residents, promote tourism, showcase local talent, draw first-time visitors, and strengthen our community's character. – Village of Barrington

Also, some municipalities require the event applicant describe the purpose of the event and its value to the community within the application.

The Village of Mount Prospect has not explicitly stated why community events are important to support (in part because no event policy currently exists), but history shows that these events have contributed positively to the Village's brand, instilled a sense of pride and togetherness, and served to support non-profit organizations. Considering the category in which this report resides within the 2022-2023 Strategic Plan, "Enhancing Mount Prospect Charm/Character: Honoring History, Heritage, and Diversity, Equity, and Inclusion", community events serve to support all of these components. In addition, Mount Prospect's reputation of throwing great events is noted

in the Village's 2020 Branding Plan. Community events were mentioned enough from focus groups interviews to become a Key Branding Concept: *Mount Prospect Celebrates*. "Mount Prospect throws great celebrations. Trick-or-treat in the streets of downtown; join in a community bike ride; rock it out at a summer evening concert; celebrate the season with the tree lighting and historic home tours. Mount Prospect is a vibrant gathering place for friends, neighbors and family". [page 7, Mount Prospect Branding Plan, 2020]

To help guide future policy implementation, it is recommended that the Village determine why community events deserve continued support, and what type of events the Village is interested in supporting. This determination will set the stage for the creation of specific policies and regulations. The below list is a start as to why a community would want to invest time and money into public events – but prioritizing which are the most important will clear a path to answering the questions of why and what type.

*Inclusion | Vibrancy | Economic Development | Partnerships | Support a Common Cause | Strengthen Brand Identity
Celebrate Holidays | Recognize the Extraordinary | Fun*

Value as a Dollar Amount

As noted earlier in this report, many of Mount Prospect's community events receive funding from the Village by way of the annual budget process. However, not all the events currently listed in the Village budget had their own "line item" identified in the Public Representation section of the budget and instead were paid for out of various other accounts. In 2019, greater consolidation of these expenditures and re-assignment of dollars to a dedicated account number has made it easier to track many event expenditures, but these account codes are not all-encompassing. Village support of events by organizations such as the Mount Prospect Lions Club are done through membership payment or check. Smaller Village-hosted events such as the Marche Francais French Farmers Market, or the Village Tree Lighting ceremony are paid out of accounts such as the Sister Cities Commission and the Holiday Lighting budgets, respectively.

Intangible Value

It is important to emphasize that, although this report has focused on budgetary impact of events, there is great value in hosting or supporting them which go beyond dollars. The Village partners with community organizations, both large and small, and this carries over into the realm of public events. **The reader of this report should not assume that the ultimate goal in the management of events is for the Village to only participate in a way which offset costs or makes a profit.** There is tremendous value in hosting and supporting community events which go beyond dollars and cents.

As mentioned above in *Value to the Community*, these events support inclusion and provide a sense of civic pride for all residents and businesses. Community events can also preserve and educate the public about Mount Prospect's history and diversity. Although difficult to put a "price" on these contributions – the values are at the heart of the Village's mission and are clearly outlined in the Strategic Plan Goals noted in the Introduction of this document.

Supporting community events hosted by other non-profit entities also strengthens the relationship between the Village and the organization. This relationship is multi-faceted and goes beyond the event itself. A few of the benefits of these organizational partnerships which are enhanced by community events are highlighted below.

- The Mount Prospect Lions Club, one of the Village's strongest non-profit organizations in terms of volunteerism, hosts events which, to put it simply, only an organization of their size can handle due to the amount of work (i.e., volunteer staff) it takes to operate them. The Lions Club Farmer's Market and Bluesmobile Cruise Nights occur nearly every weekend throughout the summer. They also host the long-standing 4th of July Festival at Melas Park – a multi-day festival with carnival rides, live music, food, and of course fireworks. However, it is important to note that the Lions Club also contributes back to the Village in other important ways, both financially through donations to the Village's Food Pantry, the gazebo within the Busse Pocket Park and more, as well as through their dedicated service to those in need throughout Mount Prospect. Learn more about the Mount Prospect Lions Club at www.mplions.org.
- The Mount Prospect Downtown Merchants Association hosts Oktoberfest, pub crawls and progressive dinners, Movies on the Green and more, to encourage people to visit downtown Mount Prospect. Many of their events are family-friendly and center around the business community. The MPDMA is a vital supporter of the Downtown, encouraging everyone to "Play, Gather, Relax" in our downtown public spaces, restaurants and shops. The Village's collaboration with the MPDMA extends to an ex-officio role on their executive board. This relationship allows the Village to hear from, and work directly with, the business community. The Village often taps into members of the MPDMA for guidance on Village projects impacting the downtown, from overall development to specific projects like the Village's Downtown Wayfinding Signs and Downtown Implementation Plan. Learn more about the MPDMA at www.mpdowntown.com.
- The Mount Prospect Chamber of Commerce was most impacted by the pandemic and as a result restructured their organization with the use of a Co-Op management company. Prior to 2023, they co-managed the Mount Prospect Downtown Block Party, organize a popular annual Golf Outing and host numerous networking events and expos throughout the year. They are also a supporting partner in the Village's Celebration of Cultures, assisting with restaurant participation and management of the beer tent. As stated in www.mountprospectchamber.org, the Mount Prospect Chamber's mission is to help "businesses realize greater success" and serve residents and community organizations. They have provided the Village with a business-owner's perspective on Village policy decisions, such as Video Gaming and downtown development. Their monthly networking sessions allow Village staff to interact directly with the local business community.
- There is a long list of organizations who host or contribute to community events throughout the year: the Mount Prospect Junior Women's Club, Lemons of Love, Moose Lodge 660, VFW Post 1337, American Legion Post 525, to name a few. This is in addition to all the wonderful support by the Mt. Prospect and River Trails Park Districts and the Mount Prospect Public Library. Each of these groups contribute value to the Village of Mount Prospect beyond simple accounting measure

While community events do take staff time or have other costs, the Village is keenly aware that community events, at the scale in which they currently take place, could not happen without the leadership and hard work of the organizations, their staff and volunteers. When

examining the value of community events, the Village is sure to respect the value of these relationships with any event process or regulation which may be implemented.

Challenges to Determining Value

Type A Village events can, and should be, assessed during the Village's annual budget process. These are the events of which the Village as an organization hosts and controls. It is common practice to discuss the larger of these events, such as Fridays on the Green, during internal budget review. Any changes to these events are considered at that time. Moving forward, it may be wise to gather input from the Special Events Commission prior to budgeting workshops to determine any budget modifications they recommend for their events the following year – for example, if the commission wants to expand an event or create a new one, this should be done well enough in advance that it's reflected in the final budget presented for Village Board review. For example, the Special Events Commission has identified two new events they would like to add to the 2024 calendar year, so they have been requested in the 2024 Village Budget.

Assessing the Village's return on investment for Type B and C community events, of which we contribute funding and time but have little control, is the most difficult issue to address. Questions that arise internally when examining this type of event support:

- Should the Village continue to contribute to this event financially or in other ways?
- What amount of investment is sufficient?
- Should the Village have any control in how Village funds are spent?
- What responsibility does the organization have in being transparent with their spending of Village funds?
- How long should this support last? When should the Village's participation be re-evaluated?
- What impacts does the event have on staffing levels within Police, Fire and Public Works, and when are these impacts detrimental?

Event Scope Creep

What has occurred for some events over time is what can be termed "scope creep". Most events hosted by partner organizations start small, and over time they grow into larger, more successful – yet more demanding – community events. Scope creep is the result of successful public events or the expansion of events in an effort to grow them. Past examples, of which the Village has accommodated needs are:

- Oktoberfest's expansion from 1 day to 2
- Lions Club 4th of July Festival – additional officers required due to increased need to protect the public's safety
- Bluesmobile Cruise Nights – this event was a MPDMA event (and even run through the Historical Society at one point), but the length of the event (Saturdays throughout the summer) required additional volunteers – hence the move to the Mount Prospect Lions Club. This event often has live music and requires the closure of a commuter lot for the majority of the day. The closure of

the lot may become more important as the downtown continues to redevelopment and demand for public parking increases on Saturday nights.

Other events on the horizon have the potential for scope creep. These are what we would consider Type C events, as the Village contributes little to no financial support, but does provide a location and has begun to require public safety.

- Movie Nights on the Green (MPDMA) – additional nights added, increases in attendance results in the ask for road closures and additional public safety. This event was previously held at Moehling Park and run by Capannari Ice Cream, but became so popular they outgrew the space and required more volunteers to operate, resulting in the MPDMA taking them over.
- Downtown Trick or Treat (MPDMA) – this relatively new event has grown significantly and results in hundreds of children needing to cross busy streets during rush hour, requiring police presence and potentially the future need for road closures or other support to protect public safety.
- 56 Music Fix – this is also a newer event run completely independently from the Village. The 56 Music Fix committee partners with the Mt. Prospect Park District as well as dozens of local business owners to provide live music over 3 days, with an artisan expo at Lions Park. It's not unreasonable to plan for growth of this festival and the impact that would have on public spaces, although as of today, very little Village resources (aside from some marketing support) are provided.

The Village should be aware about scope creep for Type B and C events; what may have required very little resources at one point, could end up requiring additional staff OT, road closures, or have negative impacts on the surrounding residents or businesses. Existing and future demands on the Village, both tangible in the form of financial impact or intangible in terms of reduced parking and increased noise complaints, should be considered when assessing an event's value.

Having a formal event policy in place, with standardized application reviews, will help keep the Village abreast of potential scope creep and allows for proper planning and budgeting. All communities with a special event application process have deadlines associated with them and most are contingent upon size of the event.

SPECIAL EVENT POLICY RECOMMENDATIONS

Research on surrounding communities' practices on the management and regulation of community/special events has shown it would be in the Village's best interest to have a uniform policy in place. This research has also shown variables to achieve that goal; the amount of regulation and fees put in place are up for discussion. Staff recommends the following be included in the Village's event policy, as detailed below: Codification of the most important regulations/requirements, internal improvements to better track spending and other impacts to staff, and enhancement of partnerships with community organizations to ensure a successful policy implementation.

Recommendation: Creation of Special Event Regulations

Staff recommends the next step in the process be drafting of regulations which would be included in the Village Code.

1. Scour the current Village Code to identify any Chapters/Sections which could apply to event regulation, such as those already identified in Chapter 11.
2. Meet with departments, including the Village Managers Office, Police, Fire, Building and Inspection Services, and Public Works, to determine any state or county regulations which are in place that impact any draft regulations proposed. This includes assembly/crowd control regulations, health and sanitation, and building code requirements.
3. Examine other communities code language and application policies in detail. Items like definitions of terms should be relatively consistent if possible, from community to community.
4. Draft the code language and route to departments for review.
5. Using the draft code as a guide, develop an application system which would be used by any group wishing to hold a community/special event in the Village.

Recommendation: Improve Internal Clarity

Staff recommends the following items, which will improve transparency, provide for easier tracking of the financial and personnel impact event may have.

1. Refresh the Village budgeting system to include specific line items in the Village Budget for high-dollar events.
2. Introduce payroll overtime “tags” for specific events to accurately understand financial impact, and to bill back if necessary.
3. Implement a special event review process, one where applications are reviewed for code compliance, issues can be addressed prior to the event and lines of communication are established.
4. Track applications and event impact through the use of Key Performance Indicators and quarterly/annual budget reviews.

Recommendation: Enhance Partnerships

Those most impacted by a special event policy would be the event organizers themselves. It is important to inform community organizations on why a policy is important, how to navigate the process, and what to expect moving forward. There are benefits to the event organizers, in that an application policy alerts the Village of an event with enough advanced notice that staff can provide marketing support. It also allows for staff to alert organizers of any potential conflicts, logistical issues, or safety concerns. Staff recommends using the creation of an event policy to enhance community partnerships, as such a policy would:

- Provide a clear set of expectations on both sides – the organization will clearly understand what the Village is able to provide for the event.
- Establish equity across all organizations, as all groups would be going through the same application process for events of similar size or design.
- Provide transparency to the public on which events are supported by the Village, either financial or other means of support.

NEXT STEPS

Now that there's an understanding of how the Village of Mount Prospect is involved with, and handling, community special events, this is the recommended next steps.

1. Present this report to the Village Board and public during a Committee of the Whole meeting or workshop.
2. Gather feedback from the Village Board, Special Events Commission, and key community organizations on how best to implement an events policy. Key discussion items should include:
 - a. At what point should an event require an application? With how much notice?
 - b. To what extent should the Village provide staffing at no charge to the organization hosting the special event?
 - c. To what extent should the Village provide financial support to the organization hosting the special event?
3. The draft redline of regulations and event application will offer answers to these questions; however, they are being highlighted as the extent of these regulations would be up for discussion.
4. Return to Village Board for additional discussion on the proposed Code Amendments for policy adoption.