



Naperville

**City of Naperville
Comprehensive Special Events
Report**

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Project Overview

The City of Naperville's Comprehensive Special Event Report provides the City Council with an overview of the current state of special events, as well as a recommendation on the city's future management of special events. The project was initiated by a request from the City Council at its July 15, 2008 meeting to review the city's current list of special events that require road closures, no parking/tow zones and other city services. At this meeting, the Council also requested an overview of the charities or organizations benefiting from these events, as well as the number of Naperville residents who participate in the two annual triathlons.

This request for information was a result of concerns over traffic delays and the restriction of access to and from residential areas during the 2008 U.S. Women's Triathlon. There were also some issues that needed to be addressed in relation to Ribfest 2008. To view the project charter, please see Appendix A.

Overall, there is concern for the community's tolerance and city staff's ability to provide manpower to support the city's current special events calendar, as well as those events that may apply for support in the future.

Special Event Review Process

The Special Events Team (SET) used internal and external input to prepare the Comprehensive Special Event Report.

In order to gain insight from the public about Naperville's special events, an online survey was prepared and posted to the city's Web site from September 30 – October 13, 2008 and promoted through a media release and City Notes. The results were tabulated and evaluated internally. The survey results are summarized in this report. The full results are available in Appendix B.

To gain internal insight, the SET compiled the following information based on experience with the events, as well as community feedback: community benefit, community impact, operational difficulties, and SET recommendation. These details were used to compile this full report, as well as final recommendations on how to improve customer satisfaction through better city and partner service.

Summary of Special Event Survey Results

There were 345 participants in the survey. Following is a brief summary of the results. To view the complete survey, please see Appendix B.

About the survey participants

Of those who participated in the survey:

- 47% live in the 60540 zip code (downtown Naperville); 16% live in 60563; 12% live in 60564 and 18% live in 60565.
- 8% were business owners in the 60540 zip code; 2% in 60563; 2% in 60564; and 2% in 60565.

Event Attendance/Participation

When asked which events they had attended in the past 12 months:

- 72% attended the Last Fling.
- 70% attended Ribfest.
- 57% attended the Fourth of July Fireworks.
- 43% attended the Labor Day Parade.
- 42% attended Naper Days.
- 43% attended the Memorial Day Parade
- 30% attended the St. Patrick's Day Parade.
- 23% attended Hometown Holidays.
- 17% attended other events in Naperville throughout the year.
- 15% attended the Naperville Jazz Festival.
- 10% attended various charity walks.
- 10% attended the Turkey Trot.
- 10% attended the U.S. Women's Triathlon.
- 6% attended the NCO Spring Ahead 5K.
- 6% attended the Naperville Sprint Triathlon.
- 3% attended the Run for Reading.
- 1% attended the Kingdom 5K.

Event Location Preference

When asked if they were more or less likely to attend events located near the I-88 corridor, near 95th Street or in downtown Naperville:

- 73% were *more likely* to attend an event if it were located in downtown Naperville.
- 56% of respondents were *less likely* to attend an event if it were located near the I-88 corridor.
- 52% of respondents were *less likely* to attend an event if it were located near 95th Street.

Number of Events in Naperville

When asked how they feel about the number of special events in Naperville:

- 63% feel there is just the right amount of special events in Naperville.
- 24% feel there are too many special events in Naperville.
- 13% think there should be more special events in Naperville.

Impacts Events Have on Visits to the Downtown

When asked if a special event has ever deterred them from visiting downtown Naperville:

- 42% of the respondents said yes.
- 58% said no.

If yes, they were asked to indicate which event(s) deterred them:

- 18% said Last Fling.
- 14% said Ribfest.
- 7% said triathlons or other races.
- 5% said parades.
- Less than 1% said various other events.

Where Participants Go After Leaving Events

When asked what they were most likely to do upon leaving an event:

- 56% said they were likely to go home.
- 36% said they were likely to dine/shop in downtown Naperville.
- 4% said they were likely to dine/shop in Naperville, but outside of the downtown area.

Experiences With City Services

When asked how their experiences had been with the following services related to special events:

First Aid/Medical Services

- 61% of respondents felt the service was ***Very Good or Good***.

Police Assistance

- 71% of respondents felt the service was ***Very Good or Good***.

Temporary Traffic Controls

- 64% of the respondents felt the service was ***Very Good or Good***.

Garbage and Cleanliness

- 77% of respondents felt the service was ***Very Good or Good***.

Communications

- 64% of respondents felt the service was ***Very Good or Good***.

Inconveniences Related to Events

When asked how often they had experienced various inconveniences related to special events:

- 88% indicated that they ***often or sometimes*** experienced inconveniences from traffic.
- 84% indicated that they ***sometimes or never*** experienced inconveniences from excessive noise.

- 77% indicated that they *often or sometimes* experienced inconveniences related to parking.
- 75% indicated that they *often or sometimes* experienced inconveniences from detours.
- 72% indicated that they *never* experienced garbage from events.

Of those who experienced inconveniences:

- 56% were related to Ribfest.
- 39% were related to Last Fling.
- 15% were related to triathlons and runs.
- 14% were related to parades.
- 7% were related to the Fourth of July Fireworks.
- 4% were related to the Riverwalk Fine Art Fair.

Value of Events to Community

When asked if they felt that special events are a value to the community:

- 88% feel that special events are a value to the community and worth the inconvenience for a short time.

Respondents were also given an opportunity to provide additional comments related to special events. Those comments are available with the survey results in Appendix B.

Analysis of Current Events

In 2008, there were 17 major events and 11 minor events registered with the city of Naperville. The annual calendar of events that was approved by the City Council is included as Appendix C*. This calendar only lists those events that occur on city property. The Park District approves the use of the Riverwalk for additional charity walks and other events. The Park District's event calendar is included as Appendix D.

An event that meets one or more of the following criteria is considered a major event:

- Requires City Council approval;
- Requires the use of city services (Fire, Police, DPW, TED);
- Requires special permits (liquor license, amplifier permit, etc.);
- Requires temporary road closures;
- Requires temporary parking restrictions.

Minor special events are typically confined to the public sidewalk, but *may* require a certificate of insurance or other special permitting.

There are four major events on the city's current calendar of events that are billed for the use of city services. Those events are the Kingdom 5K, Naperville Sprint Triathlon, Scott S'cool Scoot and the U.S. Women's Triathlon.

All of the remaining major events are funded through the city's Special Events and Cultural Amenities Fund (SECA). Roughly \$2 million in proceeds from these SECA funded events is donated annually to local charities.

Following is an overview of all major events that took place in Naperville during the 2008 calendar year, as well as recommendations from the SET for each event. The traffic control plans and routes, if applicable, for each event are included as Appendix E:

St. Patrick's Day Parade

Organizer: West Suburban Irish

Date: March 15, 2008

Estimated Attendance: 5,000

City Services Required: Police, Fire, DPW

City Service Cost: \$10,650

Funding Source: SECA

Charities Benefitted: None

Community Benefit: Community event/holiday celebration; first event of the year; large community participation; attracts people to the downtown.

Community Impact: Traffic delays; Parking difficulties; route requires several street closures in the downtown.

Operational Difficulties: Difficulty finding off-duty staff to work event; event occurs on Saturday when downtown businesses are open and Park District programs are in session; snow may need to be cleared from parade route

SET Recommendations: Require handicap accessibility plan; increase communication efforts about the road closures and detours to help alleviate traffic congestion.

NCO Spring Ahead 5K

Organizer: NCO Youth and Family Services

Date: April 20, 2008

Estimated Attendance: 1,500

City Service Cost: \$13,604

City Services Required: Police, Fire, DPW

Funding Source: SECA

Charities Benefitted: NCO Youth and Family Services

Community Benefit: Benefits a local organization; kick-off to the spring season; promotes a healthy lifestyle; high participation by local residents.

Community Impact: Traffic delays

Operational Difficulties: Coordination of traffic and runners at Ferry Road is difficult.

SET Recommendations: Increase communication efforts about the road closures and detours to help alleviate traffic congestion; continue with the new route used for the 2008 event since it allowed for a decrease in the number of staff needed to support the event.

Kingdom 5K

Organizer: Community Christian Church

Date: April 26, 2008

Estimated Attendance: 400

City Service Cost: \$1,976

City Services Required: Police, DPW

Funding Source: The costs for city services are billed to the event organizer

Charities Benefitted: The New Thing Network

Community Benefit: Benefits local church; promotes a healthy lifestyle.

Community Impact: Street closures; traffic delays; run takes place through a residential neighborhood and may limit access to homes at times; restricts access to Harris Fawell Park and May Watts Park, which have Park District programs that occur during the race.

Operational Difficulties: Event takes place on a Saturday, which presents additional obstacles to managing traffic.

SET Recommendations: Place signage for the event and road closures out earlier to give residents and motorists more advanced notice; increase communication efforts about the road closures and detours to help alleviate traffic congestion; coordinate communication efforts with the Park District to limit the impact on their programs at Harris Fawell Park and May Watts Park.

Run for Reading

Organizer: Jeanine Nicarico Literacy Foundation

Date: May 18, 2008

Estimated Attendance: 450

City Service Cost: \$7,676

City Services Required: Police, DPW

Funding Source: SECA

Charities Benefitted: Jeanine Nicarico Literacy Foundation

Community Benefit: Kid/family friendly event; promotes a healthy lifestyle.

Community Impact: Street closures; traffic delays; run takes place through a residential neighborhood and may limit access to homes at times

Operational Difficulties: None

SET Recommendations: Maintain the new route used for the 2008 event since it was easier to manage; increase communication efforts about the road closures and detours to help alleviate traffic congestion.

Memorial Day Parade

Organizer: VFW

Date: May 26, 2008

Estimated Attendance: 60,000

City Service Cost: \$19,435

City Services Required: Police, Fire, DPW

Funding Source: SECA

Charities Benefitted: None

Community Benefit: Patriotic community event; attracts people to the downtown.

Community Impact: Traffic delays/detours; residents around the parade route inconvenienced by spectators parking in neighborhoods; route requires several street closures in the downtown.

Operational Difficulties: Large event area to manage; parade crosses Washington Street; difficult to manage neighborhood parking; start and finish areas difficult to stage; bus staging area needed.

SET Recommendations: Increase communication efforts about the road closures, detours and parking locations to help alleviate traffic congestion and neighborhood parking issues; require handicap accessibility plan; create and promote drop-off and pick-up location for parade participants; increase no parking/tow zones in neighborhoods.

Naperville Jazz Festival

Organizer: Heritage YMCA

Date: June 6-8, 2008

Estimated Attendance: 6,500

City Service Cost: \$8,029

City Services Required: Police, Fire, DPW

Funding Source: SECA

Charities Benefitted: YMCA Strong Kids Campaign; Cure Autism Now

Community Benefit: Attracts a pleasant crowd; out-of-town draw.

Community Impact: None

Operational Difficulties: Unpredictable weather in early June increases the probability that an emergency operations plan will need to be activated.

SET Recommendations: Increase communication efforts about the road closures, detours and parking locations to help alleviate traffic congestion; plan in advance for changes due to planned Central Park improvements; limit potential growth of the event and the event area; require a handicap accessibility plan, require a written emergency plan.

Naper Days

Organizer: Naperville Heritage Society

Date: June 13-15, 2008

Estimated Attendance: 4,000

City Service Cost: \$14,526

City Services Required: Police, Fire, DPW

Funding Source: SECA

Charities Benefitted: Naper Settlement and the Naperville Heritage Society

Community Benefit: Small community-oriented event; family friendly.

Community Impact: None

Operational Difficulties: Unpredictable weather in June increases the probability that an emergency operations plan will need to be activated; staffing of the event may need to be increased due to the popularity of the bands playing at the event; moving pedestrians across Aurora Avenue is difficult; parking in the immediate area is limited.

SET Recommendations: Increase communication efforts about the road closures, detours and parking locations to help alleviate traffic congestion; require a handicap accessibility plan, require a written emergency plan.

U.S. Women's Triathlon

Organizer: CAPRI Events

Date: June 22, 2008

Estimated Attendance: 2,320 (386 of the participants in 2008 were Naperville residents.)

City Service Cost: \$26,524

City Services Required: Police, Fire, DPW

Funding Source: The cost of city services is billed to the event organizer.

Charities Benefitted: Ovarian Cancer Research Fund

Community Benefit: Promotes a healthy lifestyle; attracts out-of-town crowd; national event that offers national exposure for Naperville.

Community Impact: Traffic delays/detours; limits access to local churches on a Sunday; early amplification is a disturbance to nearby residents; residents along W. Jackson Ave. are impacted by several events throughout the year, restricting access to their homes and requiring them to make accommodations for large events, such as relocating vehicles to allow access out of their home during the event; residential access is limited throughout the race route; closure of Garden Plots and Sportsman's Park, limited access to Edward Hospital; access to businesses on 75th and Rickert is limited – some businesses close due to the race; cut-through traffic impacts businesses within the race area.

Operational Difficulties: Traffic control/detours; management of limited residential access; difficulty finding off-duty staff to work event; increased liability to account for injuries; additional staff time needed in advance of event to accommodate inquiries from community and help with alternate routes for motorists; organizer has high staff turnover and contact for the event changes annually.

Course Evaluation: Staff conducted a thorough evaluation of the course used for the U.S. Women's Triathlon and the Naperville Sprint Triathlon to ensure that the current course is the best possible option. Staff considered alternate options in several areas of the city, taking in mind possible disruption of local residents, businesses, churches, as well as Edward Hospital. In the end, staff determined that the current course is the best option for the triathlons.

SET Recommendations: Increase communication efforts about the road closures, detours and parking locations to help alleviate traffic congestion; require more volunteers; enforce a cut-off time for the race in case of a weather-related delay; put a cap on the number of participants allowed to register for event; prohibit sign-up on race day; require advance packet pick-up.

Cavalcade of Brass

Organizer: Cavaliers Drum & Bugle Corps

Date: June 29, 2008

Estimated Attendance: 4,500

City Service Cost: \$2,126

City Services Required: Police, DPW

Funding Source: SECA

Charities Benefitted: None

Community Benefit: Unique event; draws an out-of-town crowd.

Community Impact: None

Operational Difficulties: Street closures in the area around North Central College are difficult; neighborhood parking is an issue; securing a staging area for buses is difficult.

SET Recommendations: Require a handicap accessibility plan; increase communication efforts about the road closures, detours and parking locations to help alleviate traffic congestion and neighborhood parking issues.

Ribfest

Organizer: Exchange Club of Naperville

Date: July 3-6, 2008

Estimated Attendance: 200,000

City Service Cost: \$132,928

City Services Required: Police, Fire, DPW

Funding Source: SECA

Charities Benefitted: Big Brothers Big Sisters of DuPage, Breaking Free Inc./Family Support Center, CASA of DuPage County, Catholic Charities, Childserv, Community Career Center, Community Counseling Center of Fox Valley, DuPage P.A.D.S. (Public Action to Deliver Shelter), Easter Seals DuPage, Ecumenical Adult Day Care, Edward Hospital Care Center, Evangelical Child and Family Agency, Families Helping Families, Family Shelter Services, Fox Valley Hospice, Friends of DuPage County, Glen Ellyn Community Resource Center, Heritage YMCA Group (Resource Center), Humanitarian Service Project, Indian Prairie School District 204, Little Friends, Inc., Loaves & Fishes, Mutual Ground, Inc., Naperville CARES, Naperville Elderly Services, Naperville Education Foundation, Naperville Humane Society-Safe Pets Program, Naperville I-SEARCH, NCO Youth and Family Services, Our Children's Homestead, People's Resource Center, Positive Parenting DuPage, Prevent Child Abuse Illinois, Samaritan Interfaith, Senior Home Sharing, Sharing Connection, Simple Gifts foundation, Take Back the Night, Teen Parent Connection (DuPage MYM), Visiting Nurse Association, Wayside Cross-Lifespring Ministry, Western DuPage Special Recreation Association, Will County Children's Center, Young Life of Naperville, YWCA DuPage, Royal Kids

Camp and Our Center supported every year as part of the National Exchange Club program for approximately \$92,000, Project H.E.L.P.

Community Benefit: Large donations made to local charities, draws people to downtown Naperville; nationally ranked festival brings recognition to Naperville; family-friendly event.

Community Impact: Traffic delays/congestion; community feedback indicates that the event is too big for the current site; parking an issue during the event; complaints about tickets not being sold for individual event days brings negative attention to the event; access to Edward Hospital is limited; area residents have complained about noise from the event; feedback from community indicates that it's too expensive; residents have complained about access to view the Fourth of July Fireworks; residents in adjacent neighborhoods have complained about garbage from the event; neighborhood parking during the event is an issue; access to The Barn and other Park District facilities is limited.

Operational Difficulties: Difficulty finding off-duty staff to work event; coordination of buses for the event; large event site is difficult to manage; long duration for set-up and tear down; many inspections need to occur in a short period of time prior to opening; large crowd is difficult to manage at the current site; liability is high; coordinating the appropriate security depending on the type of band playing the event is difficult.

SET Recommendations: Require a handicap accessibility plan; increase communication efforts about the road closures, detours and parking locations to help alleviate traffic congestion and neighborhood parking issues; city needs to have more input on the approval of the bands for the event; Exchange Club needs to implement ticket sales for food; need to change ticket sales to per day; appoint a spokesperson for the event; ensure that the Web site for the event is functioning at all times; implement an event hotline that is staffed by the Exchange Club; cap the length of the event at 5 days (4 days preferred); expand the bus service following the fireworks on the Fourth of July; increase advertising for the remote parking sites.

Naperville Sprint Triathlon

Organizer: Premier Event Management

Date: August 10, 2008

Estimated Attendance: 1,980 (431 of the participants in 2008 were Naperville residents.) Participants represented 21 states and foreign countries.

City Service Cost: \$29,729

City Services Required: Police, Fire, DPW

Funding Source: The cost of city services is billed to the event organizer.

Organizations Benefitted: \$3,000 to Naperville North High School Cross Country Team; \$3,000 to Batavia High School Cross Country Team

Community Benefit: Promotes a healthy lifestyle; attracts out-of-town crowd; national event that offers national exposure for Naperville.

Community Impact: Traffic delays/detours; limits access to local churches on a Sunday; early amplification is a disturbance to nearby residents; residents along W. Jackson Ave. are impacted by several events throughout the year, restricting access to their homes and requiring them to make accommodations for large events, such as relocating vehicles to allow access out of their home during the event; residential access is limited throughout the race route; closure of Garden Plots and Sportsman's Park, limited access to Edward Hospital; access to businesses on 75th and Rickert is limited – some businesses close due to the race; cut-through traffic impacts businesses within the race area.

Operational Difficulties: Traffic control/detours; management of limited residential access; difficulty finding off-duty staff to work event; additional staff time needed in advance of event to accommodate inquiries from community and help with alternate routes for motorists.

Course Evaluation: Staff conducted a thorough evaluation of the course used for the U.S. Women's Triathlon and the Naperville Sprint Triathlon to ensure that the current course is the best possible option. Staff considered alternate options in several areas of the city, taking in mind possible disruption of local residents, businesses, churches, as well as Edward Hospital. In the end, staff determined that the current course is the best option for the triathlons.

SET Recommendations: Increase communication efforts about the road closures, detours and parking locations to help alleviate traffic congestion; require more volunteers; enforce a cut-off time for the race in case of a weather-related delay; put a cap on the number of participants allowed to register for event.

Scott S'cool Scoot

Organizer: Scott School/Scott Home and School

Date: August 23, 2008

Estimated Attendance: 400

City Service Cost: \$1,763

City Services Required: Police, DPW

Funding Source: The cost of city services is billed to the event organizer.

Charities Benefitted: Scott School

Community Benefit: Kid/family friendly event; promotes a healthy lifestyle.

Community Impact: Street closures; traffic delays; run takes place through a residential neighborhood and may limit access to homes at times.

Operational Difficulties: None

SET Recommendations: Increase communication efforts about the road closures and detours to help alleviate traffic congestion.

Last Fling

Organizer: Naperville Jaycees

Date: July 3-6, 2008

Estimated Attendance: 300,000

City Service Cost: \$121,747

City Services Required: Police, Fire, DPW

Funding Source: SECA

Charities Benefitted: American Red Cross - Hurricane Mitch, Relief Fund, Animals Deserving of Proper Treatment (ADOPT), Alliance for the Mentally Ill, Big Brothers/Big Sisters, Blue Chips For Life, Inc., Carillon Bell Tower, CASA - Community Against Substance Abuse, Child Friendly Courts Foundation, ChildServ, Century Walk, Conservation Foundation of DuPage, Donka, Inc., DuPage Children's Museum, DuPage County Children's Center, DuPage PADS, Ecumenical Adult Day Care of Naperville, Edward Foundation, Family Shelter Services, Fox Valley Habitat for Humanity, Friends for Therapeutic Equine Activities, Get High on Life, Girl Scouts of DuPage County Council, Harold Hill Productions, High Risk Moms, Holiday Food Basket, Humanitarian Service Project, Invest In Independence, Illinois Independent Living Center, I-SEARCH, Little Friends, Loaves and Fishes Community Pantry, Martin Avenue Apartments, Naperville Area Recycling Company, Naperville Art League, Naperville Astronomical Association, Naperville Century Walk, Naperville Community Outreach, Naperville Education Foundation, Naperville Explorers, Naperville Family Shelter Service, Naperville Heritage Society, Naperville Humane Society, Naperville Little League, Naperville Men's Glee Club, Naperville Municipal Band, Naperville Task Force for Drug Free Youth, Naperville-Warrenville FISH, NCHS Spookhouse, Need Foundation, North Central College, Organ Transplant Support, Our Children's Homestead, Parents and Children Educational Society, Parents Alliance, Employment Project, People's Resource Center, Recording for the Blind, Riverwalk 2000, Safety Town, Samaritan Interfaith Counseling Center, School District 203 Foundation, SciTech Museum, SCORE, Special

Olympics, St. Joseph the Worker Employment Ministry, St. Patrick's Residence, Susan G. Komen Breast Cancer Foundation, TalkLine/HelpLine, Teen Parent Connection , The Summer Place Theatre, Unconditional Love, Von Oven Scout Reservation, Western DuPage Special Recreation Association, YMCA, Young Naperville Singers, YWCA.

Community Benefit: Large donations made to local charities; draws people to downtown Naperville; family-friendly event.

Community Impact: Traffic delays/congestion; parking an issue during the event; area residents have complained about noise from the event; neighborhood parking during the event is an issue, residents along W. Jackson Ave. are impacted by several events throughout the year; access to Park District facilities is limited.

Operational Difficulties: Difficulty finding off-duty staff to work event; coordination of buses for the event; large event site is difficult to manage; long duration for set-up and tear down; many inspections need to occur in a short period of time prior to opening; liability is high; requires the closure of major streets in the downtown.

SET Recommendations: Require a handicap accessibility plan; increase communication efforts about the road closures, detours and parking locations to help alleviate traffic congestion and neighborhood parking issues; remove parking along Washington Street beginning Friday morning prior to the start of the event; city needs to have more input on the approval of the bands for the event.

Labor Day Parade

Organizer: Naperville Jaycees

Date: September 1, 2008

Estimated Attendance: 5,000

City Service Cost: Included in costs for Last Fling

City Services Required: Police, Fire, DPW

Funding Source: SECA

Charities Benefitted: None

Community Benefit: Large community participation; attracts people to the downtown.

Community Impact: Traffic delays; parking difficulties; route requires several street closures in the downtown.

Operational Difficulties: Traffic control/detours; difficulty finding off-duty staff to work event on a holiday.

SET Recommendations: Require handicap accessibility plan; increase communication efforts about the road closures and detours to help alleviate traffic congestion.

Riverwalk Fine Art Festival

Organizer: Naperville Art League

Date: September 1, 2008

Estimated Attendance: 75,000

City Service Cost: \$997

City Services Required: DPW

Funding Source: SECA

Charities Benefitted: Naperville Art League

Community Benefit: Attracts people to the downtown.

Community Impact: Traffic delays; parking difficulties; closes Jackson Avenue in downtown Naperville.

Operational Difficulties: None

SET Recommendations: Require handicap accessibility plan; increase communication efforts about the road closures and detours to help alleviate traffic congestion.

Turkey Trot

Organizer: Noon Lions

Date: November 27, 2008

Estimated Attendance: 5,000

City Service Cost: \$8,527

City Services Required: Police, DPW

Funding Source: SECA

Charities Benefitted: Various Naperville agencies

Community Benefit: Promotes a healthy lifestyle; holiday event.

Community Impact: Traffic delays; parking difficulties.

Operational Difficulties: Street closures; traffic delays; run takes place in a residential area and may limit access to homes at times; snow and ice on the race course; managing large number of participants for course; difficulty finding off-duty staff to work event on a holiday; Hometown Holidays is the following day.

SET Recommendations: Limit the number of participants allowed; increase communication efforts about the road closures and detours to help alleviate traffic congestion.

Hometown Holidays

Organizer: Downtown Naperville Alliance

Date: November 28, 2008

Estimated Attendance: 25,000

City Service Cost: \$8,064

City Services Required: Police, DPW

Funding Source: SECA

Charities Benefitted: None

Community Benefit: Holiday event; family-friendly; helps the downtown businesses.

Community Impact: Traffic delays; parking difficulties; residents along W. Jackson Ave. are impacted by several events throughout the year; downtown road closures; access to businesses is limited.

Operational Difficulties: Traffic control/detours; parade is only 30 minutes, however parking must be removed early in the day to accommodate the floats and participants.

SET Recommendations: Require handicap accessibility plan; increase communication efforts about the road closures and detours to help alleviate traffic congestion.

Estimated Economic Benefit of Major Events

City staff worked with the Naperville Development Partnership (NDP) to determine an estimate of the number of Naperville hotel rooms booked for the Last Fling, Naperville Sprint Triathlon, Ribfest and the U.S. Women's Triathlon. These numbers may not be all inclusive and are meant to serve as a rough estimate.

The NDP estimates that for every room let, the corresponding expenditures are approximately \$250 per room for lodging, dining and shopping. Following is a conservative estimate of the economic benefit for each of the four events:

Last Fling

Number of Hotel Rooms – Approximately 75

Conservative estimate of the economic benefit - \$18,750

Naperville Sprint Triathlon

Number of Hotel Rooms – Approximately 42

Conservative estimate of the economic benefit - \$10,500

Ribfest

Number of Hotel Rooms – Approximately 250

Conservative estimate of the economic benefit - \$62,500

U.S. Women's Triathlon

Number of Hotel Rooms – Approximately 131

Conservative estimate of the economic benefit - \$32,750

The total estimated economic benefit of all four events is approximately \$124,500.

Food and Beverage Tax

The City of Naperville collects a 1% Food and Beverage Tax from Ribfest and the Last Fling. Following is an overview of the tax collected in 2007 and 2008 (to date).

Last Fling

2007: \$1,231.12 (2007)

2008 (to date): \$921.49

Ribfest

2007: \$8,812.63

2008 (to date): 6,493.43

Report Summary

In summary, according to the survey the community feels that special events are a value to Naperville. However, based on the amount of staff required to support the city's current event calendar, the city's Special Events Team believes that the City of Naperville is at its maximum capacity for major special events (i.e. events that require road closures, no parking/tow zones, city staff, etc.). Currently, the Naperville Police Department reports difficulty in finding off-duty staff to fulfill the needs of 8 out of the 17 events currently on the calendar.

In addition to staff's assessment, the public indicated through the special events survey that they feel there are currently the right amount, or in some cases too many special events in Naperville. According to the special events survey, 63% of the survey participants feel that there is just the right amount of special events in Naperville, while 24% feel that there are already too many events.

Comments from survey participants, as well as staff's analysis of the city's current event calendar indicates the events that cause the most inconveniences and operational difficulties are the larger events, including Last Fling, Naperville Sprint Triathlon, Ribfest and the U.S. Women's Triathlon. Two of the larger events are community events that are organized by local service organizations, while two of the events are national triathlons organized by for-profit event management companies.

Last Fling and Ribfest are two long-standing community events. The Exchange Club of Naperville and the Naperville Jaycees donate a significant amount of money from these events to local charities. Last Fling and Ribfest are organized by volunteers who donate a large amount of time and energy to these events and their community. Many of the inconveniences noted in the survey from the Last Fling were due to traffic detours surrounding the closure of Jackson Avenue. Many of the inconveniences noted from the survey in regard to Ribfest included: not having per day ticket sales, the expense associated with attending the event, as well as concerns that the event is too large for its current site.

The Special Events Team feels that together, the city, the Exchange Club and the Jaycees can work to address these issues. Through partnership with the city, these organizations can continue to build upon the success of these events, and charitable organizations within the community can continue to benefit from their notable volunteerism.

The Naperville Sprint Triathlon and the U.S. Women's Triathlon are organized by for-profit organizations. In response to issues that resulted from the U.S. Women's Triathlon, staff successfully implemented improvements for the Naperville Sprint Triathlon. These two events will continue to be monitored for impact to the community, as well as city resources.

Recommendations

It is the intent of the Special Events Team to move forward with the recommendations suggested for each individual event in 2009. In addition, based on community feedback, as well as staff's analysis of the city's current special events calendar, the Special Events Team makes the following recommendations on how to manage future special events:

Designate Naperville's Special Event Calendar as "Full"

City staff recommends that the City Council designate Naperville's current special event calendar as full for all major special events (i.e. events that require road closures, no parking/tow zones, city staff, etc.). There are several factors leading this recommendation, including:

- **Impact on core services:** Major special events require several hours of staff time before, during and after the events. Logistics meetings are required to prepare for the events, signage needs to be placed to notify the public of temporary traffic controls and communication materials need to be prepared to notify of the event and traffic controls. In addition, staff is needed on-site during the event, as well as after the event to discuss improvements to be in place for next year. The time expended preparing for and executing services to special events impedes core city services, such as tree trimming, traffic sign repairs, downtown and parking facilities maintenance, and public safety initiatives.
- **Impact on the Community:** The public indicated through the special events survey that they feel there are currently the right amount special events in Naperville (63% of respondents), or in some cases too many special events (24% of respondents). The survey also indicates some inconveniences related to the city's current major events. In addition, many of the events take place in or around residential areas, sometimes temporarily limiting access to homes.
- **Number of Current Major Events:** The City of Naperville has 17 major events on its current event calendar. The major events take place in March, April, May, June, July, August, September and November. The city has at least one major event that requires city staff and/or street closures 8 months out of the year leaving only 4 months that are free of any major events.

Based on these assessments, staff recommends designating the city at its capacity for major special events and beginning a waiting list for events that are requested. If one of the current 17 events is removed from the special events calendar, the city may offer the spot to an event organizer on the waiting list, based on the scope of the event, the date, and the required city resources needed to support the event.

Determine a Maximum Number of Participants for Runs Based on the Course

Currently, there are no maximums placed on the number of runners that can participate in runs. In some cases, the number of participants has grown very large. There are concerns about the safety of participants when the crowd gets too large and how a growing number of participants extends the duration of an event, which directly relates to how long public streets need to remain closed to vehicular traffic.

Continue to Monitor the Impacts of the Triathlons on the Community

Based on the city's experiences with the triathlons, as well as feedback through the special event survey, it can be concluded that these events have caused inconveniences to the community. Following the U.S. Women's Triathlon in June 2008, city staff made several improvements in advance of the Naperville Sprint Triathlon in August 2008. Due to these improvements, staff received no complaints about the Sprint Triathlon event. Staff will continue to monitor these events and their impact to the community.

Implement a Formal Policy and Procedure for Triathlons on How to Proceed if Event is Delayed

Many of the issues that arose from the 2008 U.S. Women's Triathlon were due to weather delays. Staff recommends implementing a formal policy and procedure in regards to weather delays that must be followed by the triathlons. This might include shortening or eliminating a leg of a race when the delay period exceeds 30 minutes. Race delays equate to longer road closure periods and extended traffic delays.

Work with the Exchange Club and Jaycees to Implement a Food Ticket System at Ribfest and Last Fling

Currently, the sales of all food and beverages at the Last Fling and Ribfest are managed through cash sales at the individual vendor booths. The city relies on the vendors to report their sales following the event along with payment of the required 1% Food & Beverage Tax.

Implementing a food ticket system has the following benefits:

- Money would be handled through one location, rather than large sums of cash being held by individual vendors. Limiting the number of areas where the money is collected allows the opportunity to better focus security efforts, rather than having cash boxes in several locations around the event.
- The city would have more accurate accounting of the Food & Beverage Tax that should be collected from the events.
- The city's Finance Department would only need to collect the tax from one organization, the Exchange Club or the Jaycees, rather than tracking down multiple vendors to collect the tax.

Work with the Exchange Club to Consider the Implementation of a "Per Day" Ticket System

Currently, the tickets for Ribfest are sold to be good for admittance on any day of the event. For the past few years, the city has received several complaints and Ribfest has received negative press in regards to this ticketing system. Since the crowd has required closure of the park on many occasions, ticketholders are angry when they arrive at the event with a ticket and are unable to enter. By implementing a "per day" ticket system, the Exchange Club will only be able to sell a limited number of tickets per day. This will reduce the number of complaints related to closing the park.

City staff is currently working with the Exchange Club to address both food and entry ticket issues. The Exchange Club and staff have been meeting every two weeks to

address these items. The Exchange Club is openly participating and, together, we expect to implement positive changes for their 2009 and 2010 events.

Recommend that all Major Events Work with the CVB to Organize Hotel Bookings

To encourage all out-of-town event attendees to stay overnight in Naperville hotels, we recommend that all major events work through Naperville's Convention and Visitor's Bureau to arrange hotel packages. This provides additional opportunities for the community to benefit from out-of-town visitors who attend events in the city.