

CITY OF WEST CHICAGO

WHERE HISTORY & PROGRESS MEET

PUBLIC AFFAIRS COMMITTEE

**Monday, January 25, 2016
7:00 P.M. - Committee Room (A)**

AGENDA

1. Call to Order, Roll Call, and Establishment of a Quorum
2. Approval of Minutes
 - A. Public Affairs Committee of January 5, 2016
3. Public Participation / Presentations
 - A. City Museum 2015 Annual Summary Report - Sara Phalen, Museum Director/Curator
 - B. People Made Visible, Inc. Annual Report on Gallery 200
4. Items for Discussion
 - A. Railroad Days
 - B. Amendment to the City Code Regarding the Licensing of Precious Metals Dealers
5. Items for Consent
 - A. Blooming Fest 2016
 - B. Ordinance No. 16-O-0005 - Amending the Rental Licensing and Nuisance Abatement Provisions of the City Code
6. Unfinished Business
7. New Business
8. Reports from Staff
 - A. Traffic Management Report
9. Adjournment

DRAFT

MINUTES

PUBLIC AFFAIRS COMMITTEE

Monday, January 5, 2016, 7:00 P.M.

1. Call to Order, Roll Call, and Establishment of a Quorum.

Chairman Chassee called the meeting to order at 7:00pm. Roll Call found Earley, Banas, Edwalds, Ferguson and Meissner.

Alderman Hallett was not present.

Also in attendance were Mayor Ruben Pineda, City Administrator Michael Guttman; Rosemary Mackey, Marketing and Communications Coordinator; Dave Sabathne, President of the Western DuPage Chamber of Commerce; Robert L. Cray, Inc. and Mat Marsden, Criterion Productions, LLC.

2. Approval of Minutes.

A. Public Affairs Committee of January 5, 2016. Alderman Earley made a motion, seconded by Alderman Edwalds to approve the minutes of the Public Affairs Committee meeting with no changes. Voting Aye: Chairman Chassee, Alderman Earley, Banas, Edwalds, Ferguson and Meissner. Voting Nay: 0. Motion carried.

3. Public Participation / Presentations.

4. Items for Discussion.

5. Items for Consent.

A. 2016 West Chicago Railroad Days. Committee gave direction to return on January 25, 2016 with the proposals of the participating respondents for the event.

6. Unfinished Business.

7. New Business.

8. Reports from Staff.

A. Traffic Management Reports.

B. City Newsletter Discussion. Committee gave direction to mail a letter to residents advising of the newsletters availability on the city website and the capability of subscribing electronically.

9. **Adjournment.** Alderman Banas made a motion to adjourn, seconded by Alderman Earley. The motion was approved by voice vote, and the meeting adjourned at approximately 8:45pm.

Respectfully submitted,

Yahaira Bautista

Yahaira Bautista
Administrative Assistant
West Chicago Police Department

Phalen Consulting, Inc.**FY2015 Report for the Management and Operation of the West Chicago City Museum
Summary of Presentation – West Chicago Public Affairs Committee, January 25, 2016****Staff Time: 2,384 hours** (average of 46 hours a week)**Main Projects:**

- Staffing Museum open hours
- Collections: processing temporary receipts, accessioning artifacts, database entry, digitization of collection, inventory of collection
- Exhibits: **25 Year of Telling Tales** (October 2014-March 2015); Danish Visiting Artist Diana Velasco **Sense of Place** photograph exhibit (May 2015-December 2015); **Be Well: A Dialogue of Health and Wellness Through History** (May 2015-April 2016); Model Railroad Layout and Railroad History at 103 W. Washington; **Creating Mexican American Voices: Multiple Voices, Shared Dreams** traveling exhibit on display at West Chicago Library (August-October 2015); Planning **Made in West Chicago** (May 2016-April 2017); CB&Q Depot interior exhibit; outdoor interpretive signage for the CB&Q Depot and Sesqui Park displays; Police Department Lobby exhibit
- Educational: educational programming-adult and school outreach; High School American Dream in classroom project, High School Summer Bridge Program tour and orientation to local history visit; New Common Core Curriculum changes at Dist 33, Immigration History Kits-3rd and 7th grades; Afterschool *history through art* program; Kindercare Tour, Digital Mini-kits; *Hand-Made History* Summer Camps; *Passport Through History* check out kits, enhanced local history e-book
- Museum: new entrance design, new sign for back of museum
- Organizational Collaborations: West Chicago Fire Protection District-history book written by Martha Noble; Methodist Church-preservation of church records; DuPage County Forest Preserve-early history; Burlington Route Historical Society collaboration; DuPage County All for Arts task-force; Mexican Cultural Center collaborative projects
- Programs: Late Night at the City Museum, Mobile Walking Tour, History Pin, Historiography non-fiction reading group, Summer Tea, Rediscovering Your Roots memoir writing initiative, Artist in Residency: Diana Velasco; Tales Tombstones Tell; Halloween Downtown Parade; Latinos in West Chicago talk at Library; Best Practices Talk at Northern Illinois University, Kane DuPage Regional Museum Association Passport Program
- Research: organizing research files, working with researchers and processing research requests, digitization of research collection
- Events: Blooming Fest, Volunteer Appreciation Dinner, Senior Fair; Railroad Days & Parade, Dr. Ilahi World War I talk, United Way Neighborhood Network public art project launch, Mexican Independence Day Celebration, 25th Tales Tombstones Tell, Museum Presentation at the Illinois Association of Museums Conference in Rockford

- Grants: Latinos 500-Latino Americans Grant in collaboration with West Chicago Library
- Online Outreach: social media, Friends of the Museum website-wegohistory.com
- Conference: presentation at the Illinois Museum Association meetings in Springfield, September 24 & 25

Collection:

Accession Total:

- Collection total: 32,312 objects (as of Dec 31, 2015)
- Collection processed into PastPerfect database: 3,445
- New donations:
 - McAuley School materials, railroad history materials, local family items, subdivision records, historic photographs

Research Inquiries: 89 (average 7.5 a month) (McAuley School, family history, collection information, biography records, company/business history, house/building history, Gary's Mill, Wheaton Academy, newspaper collection, railroad history, historic photographs, cemetery records, early schools)

Visitation:

- Overview
 - Open hours: 768 (FY2014: 808)
 - Guests at museum: 2,954 (FY2014: 2,918)
 - External Museum programs: 950 (FY2014: 875)
- Breakout

Category	Date(s)	Guests
Walk-in Museum visitors during regular open hours (W-S noon-4pm)	2015	1,940
Museum specific visitors (researcher, museum related question)	2015	1,014
Program: Late Night at the City Museum (with special event)	First Friday of each month (Feb-Aug)	102
Program: Historiography Non-Fiction Reading Book Club	Monthly, third Friday of each month	40
Program: District 33 Afterschool DREAM Program: History through Art	March-May 2015	75
Program: Tango Argentina Dance Fundraiser	March 21, 2015	15
Event: Blooming Fest	May 16, 2015	260
Program: Volunteer Dinner	May 20, 2015	30
Program: Summer Tea Fundraiser	May 31, 2015	50

Program: Depot Day	June 13, 2015	40
Program: Hand-made History Half-Day Camp	June 15, 2015	8 kids
Program: Depot/Railroad Days	July 11-12, 2015	130
Program: Hand-made History Half-Day Camp	July 15, 2015	12 kids
Program: Modern Health Trends with Historic Techniques: Essential Oils Class	July 30, 2015	30
Event: National Night Out	August 4, 2015	200
Tour: Community High School Bridge Program Tour & Museum Activities	August 7, 2015	100
Program: Depot Day	August 15, 2015	25
Event: Mexican Independence Day	September 13, 2015	100
Program: Library Story time at the Museum	September 17, 2015	25
Program: District 33 Afterschool DREAM Program: History through Art	October-December 2015	50
Program: Hands-on-history for Homeschoolers	October 8, 2015	26
Event: Tales Tombstones Tell	October 9, 2015	200
Program: Latinos in West Chicago program at Library	October 14, 2015	35
Event: Downtown Halloween Parade	October 24, 2015	100
Event: Downtown Trick or Treat	October 24, 2015	600
Event: Frosty Fest	December 5, 2015	250
Event: Holiday Open House	December 10, 2015	35

Volunteer hours: 1,340 (FY2014: 1,920) (docent hours, research, collection processing, event staffing)

Goal Achievement per statements made in Attachment B

- Education: Annual Goal of 6 total programs during school year including 4 in museum group tours; unmet as of December 31, 2015; YTD 5 program in school; 1 in museum; bus grants are being explored to allow more students to visit the museum.
- Summer Passport Program goal of attracting 50 additional visitors through program **met** as of December 31, 2015; total additional visitors attracted 52
- Exhibits/Displays: Annual Goal of at least one new large exhibit **exceeded** as of December 31, 2015; 3 new exhibits opened during 2015
- Exhibits/Displays: Accessibility goal of maintaining at least 12 hours a week during winter months **exceeded** as of December 31, 2015 with the addition of Late Night open hours and summer additional hours on Saturdays

- Volunteers: monthly goal of utilizing volunteers for 30 hours a month **exceeded** as of December 31, 2015, (volunteer hours averaged 90 hours a month for the calendar year largely in part to volunteers taking part in research projects)
- Collection: annual goal of accessioning 25% of the backlog of artifacts is unmet, but work is being continued
- Collection: annual goal of accessioning 75% of 2015 donations is unmet, but work is being continued into 2016
- Research library: monthly goal of serving 6 researchers a month **exceeded** with an average of 7.5 researchers a month as of December 31, 2014
- Research library: annual goal of processing new items into research library **met** as well as an additional finding aid being completed for the research library
- Programs: annual goal of 6 programs open to the public **met** as of December 31, 2015

For the fiscal year of 2015 under the third year of the executed contract with the City of West Chicago for management of the City Museum, Phalen Consulting, Inc. had total cash inflows of \$74,506.07 and total cash outflows of \$74,506.07. Per the November 17, 2014 Agreement between the City of West Chicago and Phalen Consulting for the Operation of the West Chicago City Museum, City Resolution No. 14-R-0065 \$73,500 of cash inflows came from the City. Funds were taken from the Museum's Trust Fund, administered by the Friends of the West Chicago City Museum, to cover additional costs in the 2015 calendar/fiscal year, not covered by other inflows.

Category	Amount budgeted	FYE 2015
Staff	\$52,000	\$46,910.44
Training and Tuition	\$1,000	\$3,265.21
Membership dues/subscription	\$1,500	\$1,466.60
Printing and binding	\$1,100	\$512.91
Advertising and promotions	\$300	\$762.55
Other contractual services	\$2,000	\$1,292.50
Computer/office supplies	\$1,000	\$4,153.40
Tools & equipment	\$300	\$979.68
Educational exhibitions	\$6,600	\$2,204.93
Educational programming	\$3,700	\$10,831.08
Miscellaneous	\$1,000	\$920.27
Collection maintenance	\$2,000	\$575.34
Additional arts programming	\$1,000	\$0.00
Other	\$0	\$463.16
Trust Outflow	\$0	\$1,719.90

For the fiscal year of 2015 the West Chicago City Museum's Trust Fund had total cash inflows of \$432 and total cash outflows of \$1,006.07, for a net deficit of \$574.07.

- Inflows
 - \$272 donations made by museum visitors
 - \$205 donations from Tales Tombstones Tell
- Outflows
 - \$1,006.07 to Phalen Consulting to cover the budget deficit

FY2015 Preview

- First Friday downtown events and visitor center services to better promote downtown West Chicago
- New community voice additions in exhibits with **Made In West Chicago** exhibit
- Increased programming to raise visitorship to museum and downtown historic district
 - Additional adult and children programs at museum
 - Expanding existing mobile walking & biking tour app with brochure guide-in conjunction with Healthy West Chicago Initiative
 - Outdoor signage at historic landmarks
- Increase visibility through outreach exhibits: Police Station, Metra Depot, DuPage Airport
- Continue to strengthen relationships with schools and increase museum programming
 - Work closely with teachers on supplementing curriculum
 - History through Art Program -afterschool program
 - Continue digital outreach
- Collections backlog and storage issues

People Made Visible, Inc. End of Year Report for Fiscal Year 2015

For the fiscal year of 2015 under the second year of the executed contract with the City of West Chicago for the operation of Gallery 200, People Made Visible had total cash inflows of \$8,145.00 and total cash outflows of \$3,152.95, for a net surplus of \$4,992.05. It is anticipated that the net surplus will be added to the Gallery 200/200 Main Projects Fund for continued projects and enhancements to the 200 Main Building which is anticipated to be spent in FY2016.

Financial highlights from the fiscal year 2016 include:

➤ **Inflows**

- Cash receipts of \$6,000.00 from the City of West Chicago per the contractual agreement between the City and People Made Visible, Inc.
- Cash receipts of \$1,550.00 from the Gallery Art exhibition fees.
- Cash receipts of \$160.00 from donations from the public for the Gallery 200/200 Main Projects Fund
- Cash receipts \$87.00 from event income.
- Cash receipts \$348.00 from usage fees for Gallery 200 Studio.

➤ **Outflows**

- *Supplies:* \$481.16
 - The payments were for coping, office supplies, cleaning supplies
- *Window Washing:* \$36
- *Cleaning:* \$180.00
- *Insurance & Registration fees* costs totaled \$480.25
- *Advertising:* \$238.46
- *Website:* \$37.99
- *Event expenses:* \$325.15
- *Exhibit materials:* \$63
- *iPad and credit card processing equipment:* \$423.94
- *Internet access:* \$120
- *Contractual staff:* \$320
- *Conference/Training fees:* \$180
- *Computer:* \$267

Events at 200 Main:

January 2015:

- Judith Horsley Featured Artist Show Opening Reception, January 9, 2015
- ArtShare: Kathy Steere Pastel demonstrations, January 17, 2015

February 2015:

- The Many Faces of Fiber-Art in Textiles Group Featured Artist Show Opening Reception, February 6, 2015 ArtShare: Pet drawing with Fredericka Howard, Saturday, February 21, 2015

March 2015:

- Art is the Heart of the City, District 33 Art Show Featured Artists Show Opening Reception, March 6, 2015

- ArtShare: Twig Weaving with Sandy McClain, March 14, 2015

April 2015:

- West Chicago High School District 94 Student Show as Featured Artist Show, Opening Reception, April 10, 2015
- ArtShare: Heide Morris “Birds of Clay” April 18, 2015

May 2015:

- Andy! Kozlowski Featured Artist Show “From Engineer to Artist,” Opening Reception, May 1, 2015
- ArtShare: Marge Hall “Stop and Smell the Flowers”
- Additional street booth during Blooming Fest

June 2015:

- “Fantasy, Fable, and Fae: A Whimsical Group Show” as Featured Artists Show Opening Reception, June 5, 2015

July 2015:

- Kathy Steere’s Feathers and Foods Show Opening Reception, July 3, 2015

August 2015:

- Childhood Fantasies by Mike Smith Show Opening Reception, August 7, 2015
- Art Share: Andy! Kozlowski Presents: Magical Mandalas, August 22, 2015

September 2015:

- Digital Touch by First Star Art Show Opening Reception, September 3, 2015
- Art Share: Digital Touch POP ART by First Star Art, September 4, 2015

October 2015:

- Artoberfest Featured Artist Show & 10th Anniversary Opening Reception, October 2, 2015
- Art Demonstration: Clay Pumpkins, October 24, 2015
- Art Share: Halloween Face Painting, October 31, 2015
- Participant in Downtown Trick or Treat

November 2015:

- Hand-Crafted & Unique Fused Glass Art Opening Reception, November 6, 2015
- Art Share: Britta Renwick bracelets, November 15, 2014

December 2015:

- Small Gifts of Art Opening Reception, December 4, 2015
- Needle Felting Class, December 5, 2015

Art Classes:

- Britta Renwick jewelry making classes
- Dayna Schaffer’s Let’s Paint class series
- Jennifer Ralph/First Star Art classes

Visitation at 200 Main/Gallery 200:

- Overview
 - Guests at Gallery 200: 2,351 (FY14: 1,881) – approximate 25% increase

- Breakout

Category	Date(s)	Guests
Walk-in Gallery visitors during regular open hours (Thurs-Fri noon-8pm, Sat-Sun noon-4pm)	January 2015	201
Walk-in Gallery visitors during regular open hours (Thurs-Fri noon-8pm, Sat-Sun noon-4pm)	February 2015	120
Walk-in Gallery visitors during regular open hours (Thurs-Fri noon-8pm, Sat-Sun noon-4pm)	March 2015	167
Walk-in Gallery visitors during regular open hours (Thurs-Fri noon-8pm, Sat-Sun noon-4pm)	April 2015	139
Walk-in Gallery visitors during regular open hours (Thurs-Fri noon-8pm, Sat-Sun noon-4pm)	May 2015	161
Walk Walk-in Gallery visitors during regular open hours (Thurs-Fri noon-8pm, Sat-Sun noon-4pm)	June 2015	89
Walk-in Gallery visitors during regular open hours (Thurs-Fri noon-8pm, Sat-Sun noon-4pm)	July 2015	135
Walk-in Gallery visitors during regular open hours (Thurs-Fri noon-8pm, Sat-Sun noon-4pm)	August 2015	81
Walk-in Gallery visitors during regular open hours (Thurs-Fri noon-8pm, Sat-Sun noon-4pm)	September 2015	131
Walk-in Gallery visitors during regular open hours (Thurs-Fri noon-8pm, Sat-Sun noon-4pm)	October 2015	665
Walk-in Gallery visitors during regular open hours (Thurs-Fri noon-8pm, Sat-Sun noon-4pm)	November 2015	168
Walk-in Gallery visitors during regular open hours (Thurs-Fri noon-8pm, Sat-Sun noon-4pm)	December 2015	294

Gallery 200 Artist Sales

- Overview
 - Total Sales: \$10,176.55 (FY14: \$8,386.06)
 - no commission on sales is taken by the Gallery/PMV
- Breakout

Category	Date(s)	Guests
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Total Sales	January 2015	\$1,030.00
Total Sales	February 2015	\$785.50
Total Sales	March 2015	\$519.50
Total Sales	April 2015	\$606.00
Total Sales	May 2015	\$846.75
Total Sales	June 2015	\$245.50
Total Sales	July 2015	\$958.00
Total Sales	August 2015	\$114.50
Total Sales	September 2015	\$541.40
Total Sales	October 2015	\$808.40
Total Sales	November 2015	\$1,533.50
Total Sales	December 2015	\$2,187.50

Gallery 200 Studio, 203 Turner Court Events

- Five plays produced by Gallery Theater, a separate organization that coordinates space usage with People Made Visible
- Two other community group uses for organizational meetings

Goal Achievement per statements made in Exhibit C

- Set up credit card service at Gallery 200 to allow for easier sale processing-**Completed**, credit card sales are showing to be beneficial to artists and sales
- Increase the number of classes offered at Gallery 200-**Completed**, variety of classes offered over the summer of 2015
- Establish summer children's art classes or a summer art camp-**See above**
- Hire a part-time staffer to assist in daily management of Gallery 200 and bring cohesion to activities in the 200 Main Building –**Maggie Capettini, artist and administrator has been retained as an independent contractor**

Goals for 2016

- Increase the number of classes offered at Gallery 200
- Establish summer children's art classes or a summer art camp

- Work with City Museum and other downtown businesses to bolster First Friday events
- Increase use of Gallery 200 Studio activities for community based programming

CITY OF WEST CHICAGO

PUBLIC AFFAIRS COMMITTEE AGENDA ITEM SUMMARY

ITEM TITLE:**2016 West Chicago Railroad Days****AGENDA ITEM NUMBER:** 4. A.**FILE NUMBER:** _____**COMMITTEE AGENDA DATE:** January 25, 2016**COUNCIL AGENDA DATE:** _____**STAFF REVIEW:** Rosemary Mackey**SIGNATURE** _____**APPROVED BY CITY ADMINISTRATOR:** Michael Guttman**SIGNATURE** _____**ITEM SUMMARY:**

At the request of Committee members at the January 5, 2016 Public Affairs Committee meeting, the two respondents to the RFQ for a Special Event Coordinator for 2016 Railroad Days (Robert S. Cray, Inc. and Criterion Productions, LLC jointly, and the Western DuPage Chamber of Commerce), were asked to revise their proposals for the coordination and management of the event based on the budgeted amount of \$80,000.

- Robert S. Cray and Criterion have revised their proposal for an event to include fireworks, a carnival, a beer garden, food/retail vendors and entertainment (for unspecified number of nights). Parade management is not included in this proposal. Total expenses as outlined in the proposed budget, \$165,725 (including management fee of \$32,500.00), were offset by the projection of an estimated income of \$157,000 (which includes the City's contribution and projected sponsorships, carnival revenue, beer sales, food/retail vendor revenue). This proposed budget would result in a net loss to the City of \$8,725. It provides no contingency for inclement weather or other factors negatively impacting the projected revenues, and the City would be liable for the associated deficit should one be realized.
- The Chamber outlined a revised proposal to produce an event which would include a parade, fireworks, carnival, beer garden, food vendors and two days of entertainment (at a minimum), and includes two options. First, the Chamber estimates total expenses in the amount of \$132,500, which includes a management fee of \$35,000, and projected estimated income from food vendors, general vendors, beer and carnival sales, and sponsorships of \$149,500. The net profit would be \$17,000. The second option provides for the Chamber to assume the risk of unknown variables inherent with special events, such as inclement weather impacting revenue generated through food vendors, general vendors, beer sales, carnival sales and sponsors, and proposes nonetheless to deliver the event for the budgeted amount of \$80,000.

Both respondents have provided the attached revised proposals for the Committee's consideration.

ACTIONS PROPOSED:

Direct staff to formalize a contract with chosen contractor to begin coordination of the 2016 Railroad Days festival.

COMMITTEE RECOMMENDATION:

Western DuPage Chamber of Commerce
2016 West Chicago Railroad Days
Revised Proposal – January 12, 2016

Narrative:

The Western DuPage Chamber of Commerce respectfully submits to the City of West Chicago a proposal for the planning and management of the 2016 West Chicago Railroad Days festival. The proposal includes all of the requested components/attractions as follows,

- Parade
- Fireworks display
- Carnival
- Beer Garden
- Food Vendors
- Entertainment (2-days Min)

As was suggested at the last Public Affairs Committee Meeting, we are proposing two options for funding. One includes the City providing all of the funding guarantees with oversight on the spending should that be preferred. The second is a fixed funding amount of \$80,000 with no fees guaranteed to the chamber. Both proposals are submitted with the understanding that the formal agreement will include in-kind services and obligations including,

- Waiver of application and permit fees
- Dumpsters for event sanitation
- Police one hour before and after the approved hours of operation
- Traffic management on all public streets
- Secure site for compliant fireworks display
- Restoration fees: Charged by West Chicago Park District
- Water hook-ups
- Barricades
- Rolling street closures associated with parade
- City to maintain Premier membership level with Western DuPage Chamber of Commerce

Under Proposal #1 all revenue and expenses will be accounted for by the Western DuPage Chamber of Commerce and the City of West Chicago may have final approval of all expenses if desired. All profit or loss will be enjoyed exclusively by the City of West Chicago; the Chamber is limited to a single planning and management fee of \$35,000.

Proposal # 2 limits the City of West Chicago's expense to \$80,000 and the listed (or agreed upon) in-kind services. The chamber has no stated management fee but reserves the right to plan and manage the event and enjoy the exclusive benefit of any profit resulting from such. In addition, the chamber will

provide expense receipts of not less than \$80,000 to the City of West Chicago within sixty days of the event ; September 10th, 2016. These receipts do not included Chamber management fees. Example of qualifying expense receipts are as follows,

- Generators
- Stage
- Sound & Lighting
- Fuel
- Trailer rental
- Parade unit honorariums
- Port-a-potties rental & Service
- Tents, tables and chairs
- Advertising, graphic design & print
- Ice, cooler, beer, wine and other hospitality
- Entertainer expenses including hotel and backline
- Supplies
- Staffing expense: non-chamber personnel
- Commissions and fees (sponsor/entertainment)
- Other non-direct chamber payments

The Western DuPage Chamber, as per the process described in the RFQ would be honored to be chosen and begin negotiations on an official "Agreement" with the City of West Chicago. It is our hope that we are able to plan and manage the 2016 Railroad Days event and provide such value to the City and quality to the community that replacing us will be a challenge; and wouldn't it be nice if every service provider or City contractor made that their mission?

Respectfully,

David J. Sabathne – IOM
President / CEO

2016 Railroad Days

Western DuPage Chamber of Commerce Proposal

Rev/Exp Items	Line #	Description	Option # 1	Option # 2
			Amount	Amount
Revenue	1	City Grant (February)	40,000.00	40,000.00
	2	City Grant (June)	40,000.00	40,000.00
	3	Food Vendors	8,500.00	
	4	General Vendors	4,500.00	
	5	Beer garden	17,500.00	
	6	Carnival	34,000.00	
	7	Sponsors	5,000.00	
Total Revenue	8		\$ 149,500.00	\$ 80,000.00
Expenses	9	Chamber fee	35,000.00	
	10	Generators	7,500.00	
	11	Fuel expense	1,500.00	
	12	Lighting	1,500.00	
	13	Fencing	1,750.00	
	14	Stage	4,500.00	
	15	Sound & Lights	10,000.00	
	16	Tents	3,000.00	
	17	Table/chairs	1,500.00	
	18	Sanitation w/hand wash and Brown water tank	3,500.00	
	19	Trailers	2,250.00	
	20	Entertainment	15,000.00	
	21	Fireworks	7,500.00	
	22	Parade Units	6,000.00	
	23	Parade staffing	2,500.00	
	24	Insurance	1,500.00	
	25	Marketing	7,500.00	
	26	Talent contract fee	2,500.00	
	27	Sponsor Commission	1,000.00	
	28	Beer supplies	6,000.00	
	29	Beer staff	3,000.00	
	30	Background checks	3,000.00	
	31	Site restoration cost	5,000.00	
	32	*City obligation for costs		80,000.00
Total Expense	33		132,500.00	80,000.00
Total Revenue	34		149,500.00	80,000.00
Net Profit/loss	35		17,000.00	-

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January 8, 2016

PROPOSAL

**Railroad Days, 2016
Event dates: July 7 – 10, 2016**

Robert S. Cray, Inc. and Criterion Productions, LLC jointly propose to provide management and execution services for Wests Chicago's *Railroad Days* event.

COMPANY INFORMATION

Robert S Cray, Inc. and Criterion Productions, LLC (collectively, “PRODUCERS”) are jointly proposing for this event to combine their vast experience and talents to provide comprehensive management for the City of West Chicago’s (“EVENT OWNER”) *Railroad Days* event (“EVENT”). Their companies together provide over 100 years’ worth of management experience, permitting & licensing expertise, site management, vendor recruiting & management, sponsor activation, site management, exhibitor relations, food and beverage management and operations, event staffing and beverage operations. Criterion will leverage its database of hundreds of sponsors, merchants, exhibitors, artists and restaurateurs collected through years of successful events. From empty field to spectacular event and back to empty field, every facet will be expertly planned and executed.

Robert S. Cray Inc.

RSC, Inc. (RSCI) is an event management consulting company that produces and consults on various events in the Chicago land area. RSC, Inc. has extensive experience with many events, including 10 years of site management with Lollapalooza and the 2015 Chicago Marathon. Rob has 25 years experience in the event industry with focus on large spectator event operations and management. Services includes managing overall event planning, site management, vendor relations; volunteer management; event liaison between and host venues; city and governmental agencies; title sponsors; television networks, media outlets, corporate sponsors. Events he has been involved with included venue management for Vancouver Winter Olympics, Super Bowl pre/post and halftime shows, professional golf tournaments, music and literary festivals.

Event Portfolio:

- Director of Operations– Encompass Championship (Champions Tour), Glenview IL 2013-2015
- Staging Coordinator, Super Bowl Pre-Post & /Half Time and Post game 2011- Present
- Site Management Chicago Marathon for CEM 2014-Present
- Producer/Site management for ITU World Triathlon Championship for Lagadere Unlimited 2015
- Site Management for “C3 Presents” Lollapalooza Music Festival 2005 - Present
- Logistic/Site manager for Naperville Rib Fest and music festival 2012-Present
- Stage Management, Naperville Last Fling Music Festival 2011-Present.
- Site management for “C3 Presents” NFL Draft – 2015-Present
- Vancouver Winter Olympics – Venue management BC place, Opening/Closing Ceremony 2009-2010
- Production and Stage Management for Chicago Tribune Media Group for “Printers Row Book Fair,” 2010-Present, Red Eye 10th Anniversary Celebration 2012, Anheuser Busch concerts at Navy Pier 2011-2013, “Rock in on the River food and music festival” 2011, and “Chronicles of the cursed” (Haunted House) 2010.
- Production and Site Management - “Weishfest” 2014-15
- Event Coordinator, Capital Events “A Capital Fourth,” Washington, DC Independence Day concert and fireworks 2010-2011
- Logistics Manager “Peter Pan” Production-360 Entertainment, Chicago and Boston 2011
- Tournament Manager AT&T Champions Classic (2001-2009) – Santa Clarita, CA
- Director of Operations for Bank of America Open (2003-2008). – Glenview, IL
- FOH Operations Director for 2008 Harley Davidson 105th Anniversary Celebration.
- Operations Manager – 2013 Harley Davidson 110th Anniversary Celebration
- Site Management Consultant for Spectrum Sports Orange County Marathon (2006-2008).
- Director of Operations for 2001 United States Women’s Amateur Public Links Championship, Kemper Lakes, Chicago.
- Director of Operations for 2000 United States Women’s Open Championship, Merit Club, Chicago.
- Director of Operations for Ameritech/SBC Senior Open (1992-2001).

COMPANY INFORMATION (cont'd)

Criterion Productions, LLC

Criterion Productions (CPL) is a production company for large-scale special events. Drawing from over a combined 80 years of national and international theatrical, touring, concert and event experience, the Criterion team has reset the bar for event production excellence.

Founded in 2006, Criterion has developed long-running partnerships managing some of the most critically-acclaimed events in Chicago: *Wicker Park Fest*, *Green Music Fest*, *Do-Division*, *West Fest*, *Milwaukee Ave. Arts Fest*, the Chicago Tribune's *Amstel Light presents Battle of the Burger*, *Chicago Food Social*, and *Design Harvest*. Also, for the last eight years Criterion has managed the construction, operations and logistics for the internationally recognized *Christkindlmarket Chicago*, which regularly appears on global Top 10 Christmas Market lists and is the Christkindlmarket "gold standard" in the U.S.

Prior to forming Criterion, the principals' management experience included decades of public and private special events, concerts, theatrical productions, and music venues, such as the City of Chicago's *Taste of Chicago*, *Air & Water Show*, *Jazz Fest* and *Blues Fests*; *Million Dollar Quartet*, *Angels in America* (1st national tour), the Grant Park Symphony Orchestra, Hershey Felder's *Monsieur Chopin*, *Beethoven, as I Knew Him*, *Maestro: The Art of Leonard Bernstein*, *Gershwin Alone*; Broadway in Chicago's Shubert, Oriental and Palace Theatres; MCI/WorldCom/Verizon Business' National Sales Meetings, and many others.

Selected Portfolio of events:

Event Producer

- *Guerrilla Truck Show*, '12 – '14
- *Milwaukee Ave Arts Fest*, '14
- *Bash on Wabash*, '14
- *Green Music Fest*, '14
- *Chicago Food Social*, '14
- *Wicker Park Fest*, '15 – present

Event Operations & Management

- *Christkindlmarket Chicago*, '07 – present (*Operations & Retail*)
- *Christkindlmarket Oakbrook*, '07, '08 & '14 - present (*Operations & Retail*)
- *Food Truck Social*, '10
- *Printers' Row Lit Fest*, '14 - present (*Vendor Coordination & Retail Management*)
 - *Printers' Row Lit Fest*, '13 (*Retail Management*)
- *Chicago Food Social*, '11 – '13
- *Milwaukee Ave Arts Fest*, '11 – '13, '15 – present
- *Green Music Fest*, '10 – '13, '15 – present
- *Mattress Firm's World Record-Setting Mattress Stack*, '14
- *Wicker Park Fest*, '10 – present
- *Design Harvest*, '10 – present
- *West Fest*, '08 – present
- *New Year's Eve Rock 'n' Roll Ball*, Chicago, '08 – '13
- *New Year's Eve Rock 'n' Roll Ball*, Indianapolis, '13
- *Do-Division Fest*, '07 – present
- *RedEye's Amstel Light Battle of the Burger*, '13 – present
- *Oprah's Farewell Spectacular*, '11 (*Dock Master @ United Center*)
- "Big-Labor" Rally, Daley Plaza, '11 (*Operations & Stage Management*)
- *Chicago Park District's Haunted Sanitarium*, '07 & '08
- *Nike+ Rock 'n' Run*, '07

1. Services

PRODUCERS Responsibilities

(A.) Management:

- Provide General Management
 - Create and/or collect all necessary documents to submit the overall Special Event Permit Package with assistance from EVENT OWNER as needed, as well as food and itinerant merchant applications for approval by the various governing authorities. EVENT OWNER will pay all fees associated with the permits and licenses and provide documentation of fees as a line-item expense.
 - Manage the EVENT budget. General Manager shall track all expenses and income and provide supporting documents for all expenses and income.
 - Manage overall PR & Advertising
 - Oversight and management of third party Public Relations and/or Advertising firm.
 - Oversight and management of third party Graphic Design firm.
 - Development of PR, Graphics and Advertising schedules.
 - Oversee and coordinate Cash Management during the event.
- Provide Production Manager to manage the production elements of the event.
- Recruit and activate new and past Sponsors for the event in coordination with EVENT OWNER.
 - Coordinate and activate Sponsors recruited by others
- Provide Vendor Coordinator to oversee vendor applications and vendor needs for the event. Including:
 - Collection of the necessary information and documents and submit the overall Itinerant Merchant, Food Vendor Applications and Licenses for approval by the various authorities.
 - Assist with ongoing refinement of the vendor application process.
 - CPL will make all vendor/food vendor/sponsor/exhibitor location assignments in association with EVENT OWNER (as required) to provide an event experience consistent with the flavor of EVENT OWNER's events.
 - Provide regular updates to EVENT OWNER on status of applications received from vendors/sponsors/exhibitors.
 - Actively recruit new vendors

(B.) Pre-Production Operations:

- Draft production schedule for event operations.
- Develop labor schedule and requirements for event.
- Coordinate production needs with EVENT OWNER staff and city services and departments as needed.
- Determine crew requirements for execution and run of the event.
- Produce site plan showing placement of all tents, booths, equipment storage, barricades, etc. for event.
- Coordinate subcontractors assigned to provide equipment or services to the event.
- Attend or send a representative to all relevant meetings.
- Develop Security Plan.
- Develop all operational plans; security, toilets, staging, electrical, signage, etc.

1. Services (cont'd.)

(C.) Installation & Strike Operations:

- Assist with prep of site prior to load-in.
- Day-prior and day-of event receiving and distribution or oversight of distribution of all event equipment provided by subcontractors – Type III barricades, detour signs, tents, stages, furniture, radios, generators, cable troughs, dumpsters, event boxes, garbage bags, signage, banners, forklifts, golf carts, etc.
- Street closures if necessary during the build and strike of the event. All street closures dealing with the parade will be handled by the EVENT OWNER.
- Notification for businesses still open at the time of street closure of eminent towing (if necessary).
- Oversight of towing.
- Installation of stages.
- Installation of stage backdrop and sound wing décor.
- Street marking for all vendor and sponsor areas.
- Oversight of tent construction and placement.
- Generator placement
- Power distribution (spider boxes only)
- Provide crew of event staff for installation and strike.
- Supervision of vendor strike.
- Traffic control during strike.
- Furniture collection.
- Coordination of all production vendors and subcontractors strike activities.
- Stage strike.
- Oversight of final clean-up.
- Street opening.
- Other duties as required.

(D.) Event Operations:

- Provide on-site Management and Operations staff to oversee operations.
- Coordinate security plan and oversight thereof.
- Provide Stage Managers to oversee and manage bands and stage schedules.
- Vendor Coordinator to be on site to manage all vendors.
- Provide maintenance crew/services
- Manage all Beer & Liquor Sales.
- Oversight of all cash handling and recording.

(E.) Insurance

- PRODUCERS will indemnify EVENT OWNER under their General Liability, Umbrella, Automotive Liability and Workman's Comp. policies via a Certificate of Insurance (COI).

1. Services (cont'd.)

EVENT OWNER Responsibilities:

(A.) Overall Responsibilities:

- EVENT OWNER will provide a minimum of \$80,000 of financial support to be used to cover production costs associated with EVENT. This is separate from management fee outlined below.
- EVENT OWNER will provide usable public access from East side of Pioneer Park by railroad tracks.
- EVENT OWNER will work with the PRODUCERS to develop style of graphics to be used in advertising and promotion.
- EVENT OWNER will reciprocally indemnify PRODUCERS for EVENT OWNER activities related to EVENT.
- EVENT OWNER will provide barricades and ensure water hook-up for EVENT
- EVENT OWNER will provide security during hours of operation of the EVENT
- EVENT OWNER will waive all event permit fees and inspection fees for the EVENT that are related to City of West Chicago
- EVENT OWNER will provide garbage dumpsters and refuse containers (i.e. steel drums) for refuse during the EVENT
- EVENT OWNER will cover all restoration costs to the site after the EVENT
- EVENT OWNER will be responsible for payment of all services and contractors hired to provide services and equipment to the event.

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2. Rates, Fees, Commissions

(A.) PRODUCERS Fees:

- PRODUCERS to be paid \$32,500 Flat Fee for all Management Services. This flat fee to be a line item expense in EVENT budget.
- Performance Incentive: PRODUCERS to be paid 20% of net income from EVENT. Should the event lose money, PRODUCERS will receive no performance bonus but are not liable for any shortfalls.
- PRODUCERS will be paid a Talent Buying Fee of \$3,000.00.

(B.) Sponsorship COMMISSIONS-EVENT OWNER:

- Sponsorship income obtained by EVENT OWNER is paid directly to EVENT OWNER and balance of Sponsorship amount (minus commission) deposited into the EVENT bank account, to be reconciled post-event. Detailed records and sponsorship agreements will be kept and provided to PRODUCERS.
- Sponsorship income obtained by EVENT OWNER is subject to a 20% commission by EVENT; i.e., the EVENT OWNER is allowed to retain a commission like the PRODUCERS and that commission is accounted for as a Sponsorship Commission expense in the event budget as with PRODUCERS commissions.
- All sponsorship agreements to be approved by PRODUCERS prior to execution of said agreements.

(C.) Sponsorship COMMISSIONS-PRODUCERS:

- Sponsorship income obtained by PRODUCERS is paid directly to PRODUCERS. PRODUCERS will cut a check to EVENT for the full sponsorship amount minus 20% commission. Detailed records and sponsorship agreements will be kept and provided to EVENT OWNER as required.
- EVENT OWNER to be notified of pending sponsorship agreements prior to execution.
- PRODUCERS' Sponsorship Rep and Vendor Coordinator will work with all sponsors, once recruited, to obtain all necessary operational requirements and permits/paperwork as required by each sponsorship agreement.
- PRODUCERS' multiple-event sponsorship agreement documents and related documents are proprietary documents and covered under non-disclosure clauses with the Sponsoring organizations and are not subject to review by EVENT OWNER.

(D.) PRODUCER Labor:

- All PRODUCER Crew Labor shall be billed for actual hours worked.
 - PRODUCER Load-In, Load-Out and Event Run Crew to be employees of CPL.
 - CPL to pay all employer and employee government taxes.
 - CPL shall carry Workers Compensation Insurance for all CPL Employees.
 - All Labor rates are exclusive to EVENT, and this agreement shall not be disclosed to any third party.
- Staff Labor:
 - PRODUCER shall pay all eligible bar managers & staff on the day of the event out of the cash proceeds of the bar.

3. Income & Financial Procedures

(A.) All income for EVENT is provided to EVENT OWNER.

- Vendor Income will come to PRODUCERS address and be verified for accuracy prior to being provided EVENT OWNER.
- PRODUCER Sponsorship Income will flow through PRODUCER and Net Sponsorship value will be provided to EVENT OWNER (Total Sponsorship value minus 20% commission). Records of Sponsorship agreements and values to be kept on record.

(B.) Beer, Wine, Liquor & Beverage income:

- Income from sales of beverage sales shall be used to pay Beverage Managers and Beverage staff.
- Income from all sales of Beverages less Bar Staff payments shall be collected by PRODUCERS, recorded and deposited into EVENT OWNERS' account.
- Cash handling worksheet to be filled out and provided to EVENT OWNER by PRODUCERS.

(C.) Progressive Payment Schedule

- The Management Fee of \$32,500 shall be provided to the PRODUCERS on the following schedule:
 - **50% due on or before 90 days prior to event**
 - **50% due on or before 1st day of EVENT.**

(D.) Reconciliation:

- Within 45 days following the EVENT, EVENT OWNER and PRODUCERS will meet to provide supporting documentation for all income AND expenses from both parties to reconcile the EVENT budget document.
- Event Budget to be reconciled as promptly as possible, allowing for billing cycles of the various subcontractors.
- As quickly as reasonably possible, a small subcommittee or other selected representatives of the EVENT OWNERS shall convene with PRODUCERS and review the budget and final figures.
 - After all expenses and income have been agreed upon and entered, PRODUCERS shall update the budget and provide a final budget to EVENT OWNER showing the post event actuals and a profit and loss amount for EVENT and EVENT payout amounts.

4. Term of Agreement

(A.) Agreement Length

- The term of this agreement shall be from Jan 1, 2016 through August 31, 2016.

5. Ownership of Event, Partnerships

(A.) Ownership of EVENT

- EVENT as a brand and as an EVENT is the property of EVENT OWNER. This agreement does not establish a joint venture or partnership between the parties, nor does it create any employer/employee relationship. No ownership stake in the EVENT brand or EVENT is transferred to PRODUCERS by the execution of this agreement.

6. Qualifications and Exclusions:

1. PRODUCERS, their officers, agents and subcontractors shall not be in breach of this agreement or responsible for damages caused by delay or failure to perform, in full or in part, its obligations hereunder, provided that there is due diligence in attempted performance under the circumstances and that delay or failure is due to fire, earthquake, unusually severe weather, strikes, government sanctioned embargo, flood, act of God, act of war or terrorism, act of any public authority or sovereign government, civil disorder, delay or destruction caused by public carrier, or any other circumstance substantially beyond PRODUCERS' control.
2. Site Ops Expenses and Site Ops Services are contingent upon completion of a qualified site survey, and review of a completed site plan.
3. PRODUCER reserves the right to complete operations of this project with the use of subcontractors and rental equipment as it deems necessary.
4. CPL labor rules shall apply for all crew and staff.
5. Each party shall indemnify, defend, and hold the other party harmless from and against any and all claims, actions, suits, demands, assessments, or judgments asserted, and any and all losses, liabilities, damages, costs, and expenses (including, without limitation, attorney's fees, accounting fees, and investigation costs to the extent permitted by law) alleged or incurred arising out of or relating to any operations, acts, or omissions of the indemnifying party or any of its employees, agents, and invitees in the exercise of the indemnifying party's rights or the performance or observance of the indemnifying party's obligations under this agreement. Prompt notice must be given of any claim, and the party who is providing the indemnification will have control of any defense or settlement.
6. Each party agrees to maintain insurance in commercially reasonable amounts calculated to protect itself and the other party to this agreement from any and all claims of any kind or nature for damage to property or personal injury, including death, made by anyone, that may arise from activities performed or facilitated by this contract, whether these activities are performed by that company, its employees, agents, or anyone directly or indirectly engaged or employed by that party or its agents.
7. This agreement sets forth and constitutes the entire agreement and understanding of the parties with respect to the subject matter hereof. This agreement supersedes any and all prior agreements, negotiations, correspondence, undertakings, promises, covenants, arrangements, communications, representations, and warranties, whether oral or written, of any party to this agreement. Any further adjustment to this agreement will take the form of a mutually signed change order and will become an Appendix to this agreement.

6. Qualifications and Exclusions (cont'd.):

8. All notices shall be in writing and shall be delivered personally, by United States certified or registered mail, postage prepaid, return receipt requested, or by a recognized overnight delivery service. Any notice must be delivered to the parties at their respective addresses set forth below their signatures or to such other address as shall be specified in writing by either party according to the requirements of this section. The date that notice shall be deemed to have been made shall be the date of delivery, when delivered personally; on written verification of receipt if delivered by overnight delivery; or the date set forth on the return receipt if sent by certified or registered mail.
9. If either party breaches any provision of this agreement and if such breach is not cured within thirty (30) days after receiving written notice from the other party specifying such breach in reasonable detail, the non-breaching party shall have the right to terminate this agreement by giving written notice thereof to the party in breach, which termination shall go into effect immediately on receipt.
10. The relationship of the parties under this agreement is that of an independent contractor and the company hiring the contractor. In all matters relating to this agreement each party hereto shall be solely responsible for the acts of its employees and agents, and employees or agents of one party shall not be considered employees or agents of the other party. Except as otherwise provided herein, no party shall have any right, power, or authority to create any obligation, express or implied, on behalf of any other party. Nothing in this agreement is intended to create or constitute a joint venture, partnership, agency, trust, or other association of any kind between the parties or persons referred to herein.
11. If any provision of this agreement shall be declared by any court of competent jurisdiction to be illegal, void, or unenforceable, the other provisions shall not be affected but shall remain in full force and effect. If the non-solicitation or non-competition provisions (if applicable) are found to be unreasonable or invalid, these restrictions shall be enforced to the maximum extent valid and enforceable.
12. All provisions that logically ought to survive termination of this agreement shall survive.
13. This agreement shall be governed by and construed in accordance with the internal laws of the State of Illinois, U.S.A., without reference to any conflicts of law provisions.
14. Each party shall comply in all respects with all applicable legal requirements governing the duties, obligations, and business practices of that party and shall obtain any permits or licenses necessary for its operations. Neither party shall take any action in violation of any applicable legal requirement that could result in liability being imposed on the other party.

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7. Execution

Scanned or e-signatures:

- The parties hereto agree to permit the use of e-signatures and/or scanned signatures with regard to this Contract. To that end, the parties agree as follows:
 - Any scan of a signed document or any e-signature shall be treated in all respects as an original signature of the party and shall have the same legal effect as an original signature of the party.
 - At the written request of any party hereto (or that party's attorney), any document with a scanned or e-signature will be promptly re-executed by the party whose signature appears on the scanned document.
 - No party to this Contract shall raise the use of scanned or e-signatures as a defense to this Contract and each party hereby forever waives such defense

For Criterion Productions, LLC

Date

For Robert S. Cray, Inc.

Date

For City of West Chicago EVENT OWNER

Date

2016 PROPOSAL

Notes

Management Fees

Management Fee	\$ 32,500.00	Gen Mgmt, Vend Coord, Site Plan
Beverage Operations Manager	\$ 1,500.00	1 Tent-Manager & Asst. Manager
Talent Buyer	\$ 3,000.00	
Stage Managers	\$ 1,500.00	1 stage @ \$500/Day
Sponsorship Commissions	\$ 2,000.00	20% of Sponsorships Sold
Treasurer/Cash Management	\$ -	Assumes handled by PRODUCER as part of Management Fee
Insurance	\$ -	Provided by Event Owner
Management Fees TOTAL	\$ 40,500.00	

Labor/Staff

Crew Labor- Load-In/Run/Out	\$ 10,150.00	
Crew Labor- Misc	\$ -	N/A
Staff Labor-Gates/Ushers	\$ -	N/A
Staff Labor-Box Office	\$ -	N/A
Volunteer Coordinator	\$ 2,000.00	N/A
Labor/Staff TOTAL	\$ 12,150.00	

Entertainment

** Talent	\$ 20,000.00	
Stages	\$ 5,600.00	32 x 24 Stage
Sound & Lighting	\$ 7,000.00	incl backline
Entertainment TOTAL	\$ 32,600.00	

Site Ops Services

Security	\$ 2,500.00	Event Security by City Police, overnight by Private Contractor
Maintenance	\$ 2,000.00	
Medical	\$ -	All handled by volunteers arranged for by EVENT OWNER
Fireworks	\$ 8,000.00	
Services TOTAL	\$ 12,500.00	

Site Ops Expenses

*Note all Site Ops Expenses dependant on Final Site Plan		
Street Closure Barricade	\$ -	All traffic direction/street closure by EVENT OWNER
Tents	\$ 3,000.00	
Furniture Rental	\$ 1,000.00	
Crowd Control	\$ 500.00	
Chain Link Fence	\$ 300.00	No fence along perimeter, only for Select Areas
Vehicles- Golf Carts	\$ 2,550.00	3 carts, 1 week only.
Vehicles- Forklifts	\$ 1,575.00	Baby Lull only
Vehicles- Truck Rental	\$ 900.00	(1) 24' Box 1 week
Vehicles- Misc	\$ -	
Radios	\$ 1,250.00	
Generators	\$ 5,000.00	
Fuel	\$ 1,800.00	
Waste Services- Dumpsters	\$ -	All trash removal services by EVENT OWNER
Waste Services- Toilets/Handsinks	\$ 5,500.00	
Office Rental/Trailer	\$ 1,200.00	(1) Office trailer 1 week (1) Green Room Trailer
Ops Consumables	\$ 750.00	
Misc	\$ -	
Lost Equipment	\$ -	
Site Ops Expenses TOTAL	\$ 25,325.00	

____ EVENT OWNER initials