



Village of Woodridge Special Events & Community Engagement Initiatives for Consideration

Jamie Bonnema
Communications & Community Engagement

Current Annual Special Events



- Woodridge Jubilee - \$10K
- Citizens Leadership Academy - \$150+
- Coffee & Conversation w/ the Board - \$400
- Community Recognition Program - \$5K
- Fourth of July Fireworks - \$25K
- Golden Years Luncheon - \$1K
- State of the Village - \$3.5K (+\$9K for video)
- Town Meeting/Community Open House - \$5K
- Woodridge Night Out, Cop on a Rooftop, Citizen's Police Academy - \$3K

New Police/Public Works Facility Opening:

- Building Dedication & Ribbon Cutting Ceremony on November 4
- Community Open House in the Spring (date tbd)

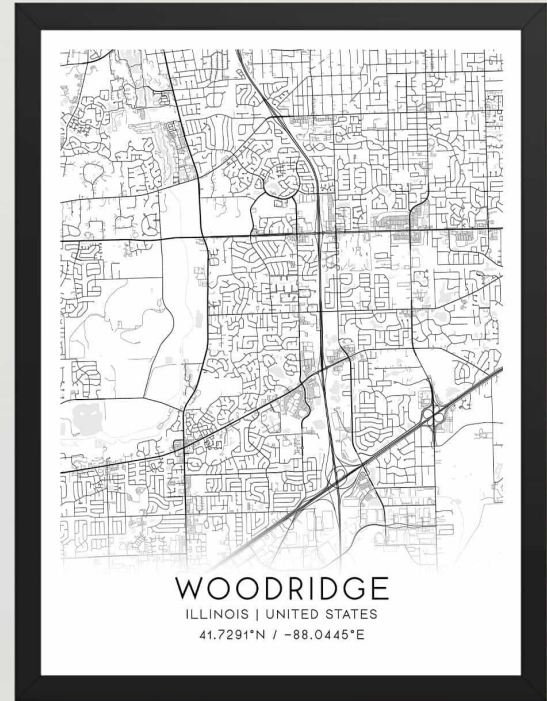
Total Budgeted: \$62,050+

**Please note that the above totals only represent out of pocket costs and does not include personnel over-time costs that the Village incurs in support of some of these community events.*

Public Art Initiatives

Opportunities:

- Engage the community
- Increase quality of life for Woodridge residents
- Improve Woodridge image
- Incentivize Woodridge business
- Showcase Woodridge talent



Types of Public Art

Low-Budget

\$100 - \$500

- Chalk Walk
- Rock Painting
- Art Contest
- Pop-Up Art Booth

Medium-Budget

\$1,000 - \$7,000

- Bike Rack Installations
- Bench Painting
- Woodridge Coloring Book
- Art Classes
- Some Temporary Art

High-Budget

\$10,000 - \$20,000+

- Murals
- Sculptures
- Road/Sidewalk Art
- Permanent Art & Some Temporary Art



3 months

6 months+

1 year+

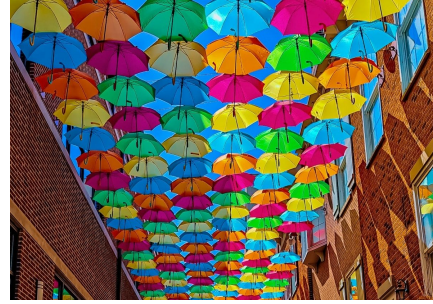
Low-Budget



Medium-Budget



High-Budget



Brew Fests

Opportunities:

- Engage the community
- Expand event variety to residents
- Showcase & support Woodridge businesses
- Attract neighboring communities and stakeholders to Woodridge



Types of Brew “Fests”

Low-Budget

\$3,000 - \$5,000

- Relies on shared partnership(s)

Medium to High-Budget

\$7,000 - \$28,000

- Relies on sponsorships to drive costs down
- Costs depend on extent of entertainment, set up, and type of beer sold

1

6 months - 1 year planning time recommended

Park District Partnership Low-Budget

- Woodridge Park District Co-Owns Show Wagon with Naperville
- Non-ticketed event
- Costs would be split equally with the Park District - band, ice for breweries, labor, and other related costs

ESTIMATED COST: \$3,000 - \$5,000



Beer Tasting/Fest

Medium to High Budget

**Could also use this concept but for a wine tasting event*

- Ticketed event
 - ex) \$30 for 5, 6 oz. tastings
- Major costs are beer, ice, and entertainment
- Sponsorships can drive costs down but are not guaranteed

ESTIMATED COST: \$7,000 - \$28,000



Town/City	Est. Total Cost	Sponsorships	Beer	Environment	Entertainment
Westmont	\$28,000	No	Breweries	Winter, inside heated tent	Fire pits, food trucks
Elmhurst	\$20,000	Yes	Breweries & Canned	Outdoor, mix of tents and seating for guests	Band and 1 food truck
Vernon Hills	\$7,000	Yes	Canned <i>*Beer was all donated (Binny's)</i>	Outdoor, picnic style - has also done one inside	Band



Photos from Westmont, Elmhurst, and Vernon Hills

Holiday Events

Opportunities:

- Engage the community
- Expand event variety to residents
- Improve sense of community



Types of Holiday Events

Low-Budget

\$100 - \$500

- Dog Parade
- Cards for Seniors
- Santa Truck

Medium-Budget

\$1,000 - \$3,000

- Ice Skating Night at Seven Bridges
- Community Tree Decorating
- Hot Cocoa & Gingerbread Decorating with the Board

High-Budget

\$5,000+

- Holiday light walk
- Sleigh rides



3 months

6 months+

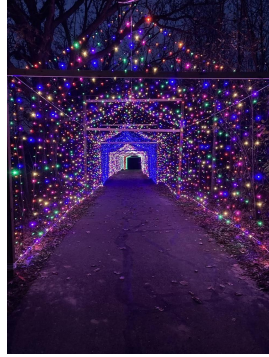
Low-Budget



Medium-Budget



High-Budget



Woodridge Restaurant Week

Opportunities:

- Showcase and support local Woodridge restaurants
- Attract neighboring communities and new business to Woodridge



IKE & OAK
BREWING CO

Woodridge Restaurant

Low-Medium Budget

Primary Cost: Marketing Materials

**Recommend mailing list of participating restaurants and specials*

To minimize mailing costs, we could include in an upcoming Focus Newsletter

- No venue
- Relies on restaurants to establish menu items/special and participate

High Budget

Primary Cost: Venue (\$1,200 - \$3,000+)

- Pay for a venue or plan to utilize outdoor space
- Hosted event with tasting booths/tables
- Can be a ticketed event



3 months

6 months

Low-Medium Budget

 <p>COLLECT</p> <p>329 MAIN ST 908.979.1550</p>	 <p>COLLECT</p> <p>109 GRAND AVE 908.813.1900</p>	 <p>COLLECT</p> <p>1078 MAIN ST 908.669.8164</p>
 <p>COLLECT</p> <p>8570 MAIN ST 908.852.2405</p>	 <p>COLLECT</p> <p>315 HIGH ST 908.979.0022</p>	 <p>COLLECT</p> <p>192 MOUNTAIN AVE 908.850.4212</p>
 <p>COLLECT</p> <p>105 MAIN ST 908.852.2131</p>	 <p>COLLECT</p> <p>260 MOUNTAIN AVE 908.852.2820</p>	 <p>COLLECT</p> <p>100 EAST MOORE ST 908.850.5999</p>
 <p>COLLECT</p> <p>190 MAIN ST 908.269.8141</p>	 <p>COLLECT</p> <p>100 EAST MOORE ST 908.850.5999</p>	 <p>COLLECT</p> <p>150 MOUNTAIN AVE 908.269.8780</p>
 <p>COLLECT</p> <p>80-30 MAIN ST 908.979.0003</p>	 <p>COLLECT</p> <p>186 MAIN ST 908.813.0625</p>	 <p>COLLECT</p> <p>516 WILLOW GROVE 908.452.5905</p>

HKTWN
PASSPORT COLLECT STAMPS
AND WIN PRIZES
MORE INFO AND HOW TO ENTER AT HKTWN.COM

Name: _____
Address: _____
Phone: _____
Email: _____

Return by hand or mail to 239 Main St, Hackensack NJ 07601

 <p>COLLECT</p> <p>EMMA RESTAURANT</p> <p>233 MAIN ST 908.674.5450</p>	 <p>COLLECT</p> <p>EMMA RESTAURANT</p> <p>218 MAIN ST 908.850.5888</p>	 <p>FREE SPACE</p>
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Taste the best of what
New Lenox has to
offer during the 2023
Restaurant Week!

Sponsored by the Village of New Lenox and the
New Lenox Chapter of Concessions

September 5 - 12, 2023

Restaurant Week Promotions:

Offers valid at New Lenox locations only. Participant Addresses & Websites Available on the
Village & Chamber Websites - Exclusions Apply

- 3 Corners Grill & Tap - \$10 off \$50 or More (cannot be combined with other offers or daily specials; excludes alcohol, tip & taxes)
- American Legion Post 1977 - 20% Off (excludes alcohol, tip & taxes)
- Arrowhead Ales Brewing Company - Chef's Fall Feature Ala Cart Menu
- Aurelio's - Buy One Fiesta Pizza / Get a Small Cheese Pizza Free
- Beggars Pizza - 20% Off Dine-in Only Monday-Thursday (excludes alcohol, tip & taxes)
- Bourbon's Smokehouse - 20% Off Dine-in and Carryout; 10% off catering order (excludes alcohol, tip & taxes; must mention Restaurant Week)
- Buffalo Wild Wings - 20% Off (excludes alcohol, tip & taxes; not valid with any other promo specials or offers)
- Cedar Point Pizza & Pub - 20% Off (excludes tip & taxes)
- Chicago Dough Company - Buy One Pizza / Get a Free Appetizer (excludes combo platter & chicken wings; excludes alcohol, tip & taxes; not valid with any other discount; no duplicates)
- Cooper's Hawk Restaurant & Winery - Pre-Fixe Discounted Menu Available for Lunch or Dinner
- The Creamery - 20% Off (excludes tip & taxes)
- Culver's - Buy One Any Size Sundae / Get One Free (2 topping limit)
- Gatto's Restaurant - 20% Off Dine-in for Food and Free Italian Ice for Kids (excludes alcohol, tip & taxes; must mention Restaurant Week)
- Gina's Teardrop Café - Buy One Specialty Drink / Get One Free
- JBD White Horse Inn - Free Select Dessert (dine-in only - 1 per person with \$10 minimum food purchase)
- Paisano's - 12" Two Topping Pizza for \$9.95
- Rosati's Pizza - 20% Off (excludes alcohol, tip & taxes)
- Spin Taco - 20% Off (excludes tip & taxes)
- TCBY - Buy One Any Size Yogurt / Get One 50% Off (applies only to cups of yogurt)



720 North Rush Street • Chicago • 312.266.6444 • www.rosebudrestaurants.com

RESTAURANT WEEK MENU

Friday, February 17th - Sunday, February 26th, 2012

LUNCH

\$22.00 per person excluding beverages, tax & gratuity

FIRST COURSE
Choice of
HOUSE SALAD
CAESAR SALAD

ENTRÉE
Choice of
CHICKEN PARMESAN
RIGATONI ALLA VODKA

DESSERT
SERVED WITH COFFEE
OR TEA
Choice of
TIRAMISU
GELATO

DINNER

\$33.00 per person excluding beverages, tax & gratuity

FIRST COURSE
Choice of
CAESAR SALAD
CAPRESE SALAD
EGGPLANT SALAD
CHOPPED SALAD

ENTRÉE
Choice of
CHICKEN PARMESAN
RIGATONI ALLA VODKA
ROSEBUD LASAGNA
FETTUCCINI ALFREDO
CHICKEN VESUVIO, MARSALA OR
MILANESE

DESSERT
SERVED WITH
COFFEE OR TEA
Choice of
TIRAMISU
GELATO
CANNOLI

\$44.00 per person excluding beverages, tax & gratuity

FIRST COURSE
Choice of
CAESAR SALAD
CAPRESE SALAD
CHOPPED SALAD
EGGPLANT SALAD
EGGPLANT ROTOLLO
FRIED CALAMARI

ENTRÉE
Choice of
8 OZ. FILET MIGNON
SALMON VESUVIO
PORK CHOP ALLA ROSEBUD
WHITEFISH
VEAL PARMESAN, MARSALA,
SALTIMBOCCA, FRANKESE OR
MILANESE

DESSERT
SERVED WITH COFFEE OR
TEA
Choice of
CHOCOLATE MOUSSE CAKE
CHOCOLATE FUDGE CAKE
CANNOLI CAKE
COCONUT CAKE
CRÈME BRULÉE
RICOTTA CHEESECAKE



High-Budget



Parade

Opportunities:

- Engage the community, including multiple stakeholder groups and potentially businesses
- Showcase and support Woodridge businesses and organizations



Types of Parades

Note: Most parades have at minimum 20 acts or organizations and last at least 1 hour

Low to Medium-Budget

\$500 - \$1,000

- No paid acts
- Consists primarily of community groups and volunteers

High-Budget

\$10,000+

- Paid acts and talent
- Average cost of a parade act is \$1,000 - \$3,000



6 months - 1 year planning time recommended

Low-Medium Budget



High-Budget



Annual Report

Opportunities:

- Inform the community
- Improve transparency
- Engage the community and strengthen communication
- Celebrate achievements as a community
- Demonstrate the value of tax dollars/investment to our residents/shareholders
- Leverage as a publicity and marketing tool



Annual Report

Most municipal annual reports are between 5 - 25 pages long

Low-Budget

Primary Cost: Software for special design elements (\$500) and Graphic Designer (\$500)

- Digital
- Host on website
- We can still share via e-news, social media, FOCUS, and water bill brief with QR codes and Direct links

High-Budget, Printed

Primary Cost: Printing/Mailing (\$2,800) and Graphic Designer (\$500)

- Printed
- Mail to every resident
- Distribute to local businesses and organizations to put on display

**There is currently \$2,800 budgeted for printing and \$500 budgeted for graphic design work.*

3-6 months



What type of information would we share?

- Noteworthy awards and recognition
- Event highlights
- Department highlights
- Quantitative data
- Important updates (ex; new codes)
- Upcoming events & information to know

Examples of Annual Reports:

- [City of Avondale Arizona, 16 pages](#)
- [Woodridge 68 End of Year Report \(8 pages\)](#)



Community Survey

What do our residents want? What type of events, programs, and initiatives do they prioritize?

Opportunities:

- Gauge resident perspectives about the quality and type of services or programs that the municipality offers
- Strengthen communication
- Aid elected leaders in identifying clear strategic priorities for the community, and how budgeted resources should be allocated to meet those Board priorities
- Benchmark results against other peer communities
- Use the results of the survey to help promote and market the community to prospective residents and businesses.

Community Survey

- **Average Cost:** \$15k - \$30k (**\$25K budgeted**)
- **Average Length of Survey:** 10 - 15 minutes
- **Methods of Data Collection:** Online & Mail (some companies also do phone calls)
- **Average % of respondents:** 5 - 10 %
- **Survey Vendors:** Polco, ETC Institute, NIU - Center for Governmental Studies, OnPointe Insights

What kind of information does a community survey aim to gather?

- Resident needs and perspectives
- Resident priorities
- Resident satisfaction of services, programs, events, and facilities
- Resident value of their community



3 - 6 Months

Community Survey Topics

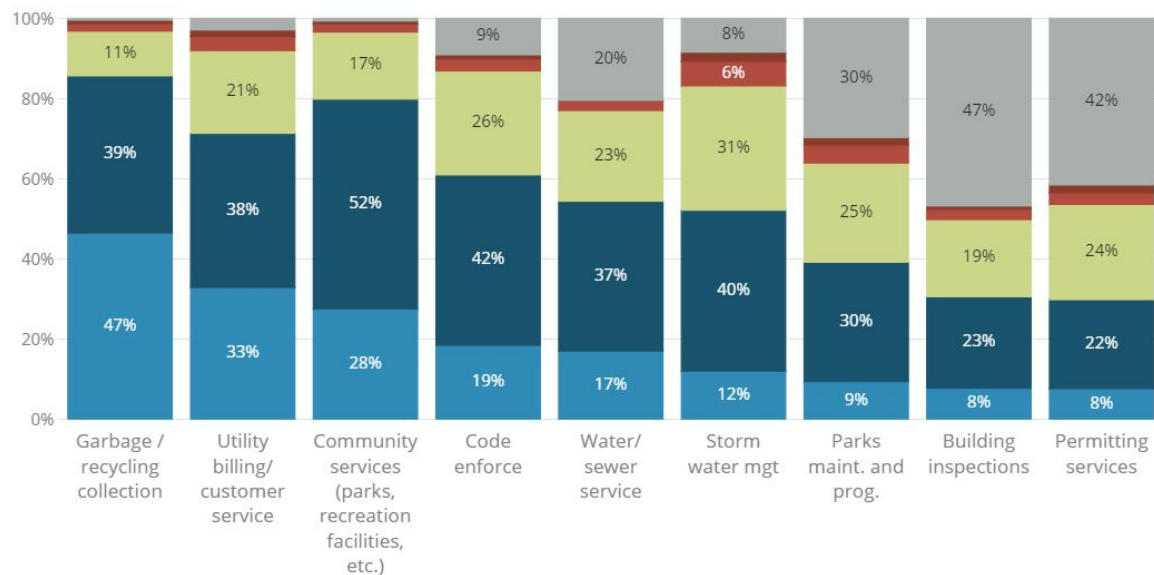
- Code enforcement
- Economic Development
- Quality of Life
- Housing
- Stormwater
- Customer Service
- Maintenance
- Rates and fees
- Community Image
- Water Services
- Communication
- Parks and Recreation
- Transportation
- Public Safety

*Example of information gathered from a Community Survey - [Village of Schaumburg](#)



Basic Services Evaluation

CityPOV



■ N/A
■ Very poor
■ Poor
■ OK
■ Good
■ Very good

Demo Filters

Gender

(All) ▼

Age

(All) ▼

Time in City

(All) ▼

Children at home

(All) ▼

Zone Selection

(All) ▼

Some services are required of all cities. We get ratings for them, but do not include them in the prior prioritization questions.

Recap!

- The Village currently spends roughly \$62,050 on 12 annual special events (this is an out-of-pocket estimate and does not including overtime costs)
- Staff has heard that there is an interest in refreshing these events and/or introducing new events and engagement opportunities to the community
 - Art Initiatives, Brew Fests, Holiday Events, Restaurant Week, and Parades were presented for consideration
- Staff Proposed two communication/community engagement initiatives for FY 2024 totaling \$28,300
 - Annual Report, Community Survey
- Staff is seeking the Village Board's preliminary input and direction on which community engagement initiatives to prioritize in FY 2024.