



AGENDA
Committee of the Whole
Community Room
33 S. Arlington Heights Rd
November 18, 2024
7:00 PM

- I. CALL TO ORDER
 - II. PLEDGE OF ALLEGIANCE
 - III. ROLL CALL OF MEMBERS
 - IV. NEW BUSINESS
 - A. Presentation of Chamber of Commerce Financials for Harmony Fest Featuring the Taste of Arlington Heights
 - V. OTHER BUSINESS
 - VI. PUBLIC COMMENT
- Anyone wishing to speak on a subject not on the Agenda may speak at this time. Please limit your comments to three minutes.
- VII. ADJOURNMENT

Persons with disabilities requiring auxiliary aids or services, such as an American Sign Language interpreter or written materials in accessible formats, should contact Erin Mercado, at 33 S. Arlington Heights Road, Arlington Heights, IL 60005, emercado@vah.com or 847/368-5793.



VILLAGE OF
ARLINGTON HEIGHTS
— INC. 1887 —

Committee of the Whole
11/18/2024

Item: Presentation of Chamber of Commerce Financials for Harmony Fest Featuring the Taste of Arlington Heights

Department: Integrated Services

Item Description:

Presentation of Chamber of Commerce Financials for Harmony Fest Featuring the Taste of Arlington Heights

Harmony Fest Featuring the Taste of Arlington was once again a great success, being well attended by visitors from around the region. This event is a partnership between the Village and the Arlington Heights Chamber of Commerce. The Village's Agreement with the Chamber on Harmony Fest Featuring the Taste of Arlington Heights requires that the Chamber provide report of its expenses and revenues for the event on an annual basis and that the Chamber present it to the Village Board after review by Village Staff. Staff has conducted that Review and Chamber representatives will present their report and be available to answer questions at the November 18th COW meeting. Both the Chamber and Village Financials for the event have been provided for the Board's information.

The data has been summarized below:

- The Chamber incurred \$31,708 in hard costs for the event in 2024, a 3.37% reduction from 2023
- The Chamber generated \$77,450 in revenues from the event (sponsorships/tent rentals), a 1.4% increase from 2023
- **The Chamber generated \$45,741 in Gross Profits in 2024 from the event***

- The Village incurred \$90,141 in hard costs in 2024, an 8% increase over last year (generally attributable to band costs and enhanced Police Security OT expenses)
- The Village generated \$7,580 in total revenues from the event (profit sharing and a partial OT reimbursement from the Chamber for a portion of PW expenses for one of the days), a 12% increase from last year.
- **The Village generated a \$82,561 Loss 2024 from the event****

*The Chamber estimates that the value of their staff time applied to the event was \$37,455.88 in 2024. This is not a direct cost such as overtime, but rather the value of the straight time applied to the event.

**It should be further noted that many members of the Village Staff from multiple departments also dedicate many hours of "straight time" to the event, but this is not tracked. If the Village tracked this time, the Village's Loss would be much greater. For this reason the Gross Profit/Loss figure is used to show an apples to apples comparison for expenses for the event.

Staff Recommendation:

No action need be taken by the Village Board.

ATTACHMENTS:

1. Chamber Harmony Fest Cost Calcs 2024 all
2. Village Harmony Fest Cost Calcs 2024 all

HARMONY FEST - Featuring the Taste of Arlington Heights

Chamber Expenses

	2023 <u>ACTUAL</u>	2024 <u>ACTUAL</u>
<u>AHCC (Chamber) Hard Cost Expenditures- To include contract labor, rentals, etc.</u>		
Tent/Table/Chair/Barrel Rentals Deposit	\$10,000.00	\$10,000.00
Tent/Table/Chair/Barrel Rentals Balance	\$11,265.00	\$8,106.00
Water for Tent Barrels	\$1,596.25	\$2,017.00
Table Covers	\$419.59	\$476.00
TV stage monitor for sponsors	\$885.00	\$900.00
Misc Exp / In house printing	\$479.03	\$457.19
AHCC - Event Ins	\$2,278.00	\$2,688.00
Event Signs	\$643.02	\$525.00
2023 VAH - PW OT - 30%	\$2,405.84	\$3,006.54
Radios for Staff and Volunteers	\$475.00	\$423.39
Beverage wrist bands	\$640.00	\$640.00
Wind sock guys for kid zone (23)/LED tent lighting (24)	\$657.78	\$1,649.50
Voucher Reimbursement	\$1,070.00	\$820.00
Total	\$32,814.51	\$31,708.62
<u>AHCC (Chamber) Staff Cost Expenditures- To include cost of staff time dedicated to the event (Note this amount is not included in calculation of net payment as described in section 16 of the agreement)</u>		
	\$34,295.30	\$37,455.88
Non Dues Revenue is 46% of the AHCC Total Net Revenue / Harmony/Taste Net Revenue is 31% of the AHCC Total Non Dues Net Revenue / 31% of Personnel Expense = \$34,295.30		
Sub-Total Staff Cost Expenditures	34,295	37,456
Sub-Total All Expenditures	67,110	69,165
<u>Less Reimbursements</u>		
Non-Restaurant Vendor Charges		
Business Vendors @ \$500 (25 in 23, 33 in 24)	12,500	16,500
Sub-Total Non- Rest Vendor Charges	12,500	16,500

Restaurant Vendor Charges		
@ \$850 (3 in 23, 4 in 24)	2,550	3,400
@ \$1450 (2 in 23, 3 in 24)	2,900	4,350
@ \$1650 (11 in 23, 13 in 24)	18,150	21,450

Sub-Total Restaurant Vendor Charges	23,600	29,200
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Fest Sponsorships- List individual Sponsorships and amount of sponsorship

@ \$250 (0 in 23, 5 in 24)	0	1,250
@ \$500 (4 in 23, 0 in 24)	2,000	0
@ \$1,000 (9 in 23, 8 in 24)	9,000	8,000
@ \$1,250 (7 in 23, 8 in 24)	8,750.00	7,500.00
@ \$1,500 (2 in 23, 1 in 24)	3,000.00	1,500.00
@ \$2,500 (5 in 23, 2 in 24)	12,500.00	5,000.00
@ \$3,500 (0 in 23, 1 in 24)	0.00	3,500.00
@ \$5,000 (1 in 23, 1 in 24)	5,000.00	5,000.00
Sub-Total Fest Sponsorships	40,250	31,750

Sub-Total Reimbursements	76,350	77,450
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Gross Profit (net of staff time)	43,535	45,741
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AHCC Net Revenue 10% Share (note- does not include staff time as per section `6 of agmt)	4,354	4,574
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HARMONY FEST - Featuring the Taste of Arlington Heights

Village Expenses

	2023 <u>ACTUAL</u>	2024 <u>ACTUAL</u>
<u>Village Hard Cost Expenditures- To include contract labor, rentals, etc.</u>		
Stage Rental	\$15,586.00	\$17,900.00
Bands- 23: Mike/Joe, 24: 16 candles	\$4,000.00	\$8,500.00
Bands- 23: Hello Weekend, 24: Starlight city	\$4,000.00	\$1,800.00
Bands- 23: Wedding Banned, 24: 7th Heaven	\$4,500.00	\$6,500.00
Bands- 23 & 24: School of Rock	\$500.00	\$300.00
Bands- 23: Ultrabeat, 24: Dirty pop	\$2,500.00	\$2,700.00
Kid Zone Rentals	\$4,642.00	\$4,756.00
Food vouchers	\$550.00	\$500.00
PW OT		-
PW OT Day 1	\$13,818.72	\$7,448.01
PW OT Day 2 Before Midnight	\$3,903.21	\$6,512.16
PW OT Day 2 After Midnight	\$4,116.27	\$3,509.65
Police OT	\$12,500.00	\$14,862.46
Fire OT	\$4,300.00	\$3,638.30
Printing	\$528.05	\$365.00
Parking Signage	\$103.30	\$0.00
Banner for Stage	\$424.75	\$0.00
Porta-Potties	\$7,485.00	\$8,602.00
Photo booths		\$2,248.00
Total	\$83,457.30	\$90,141.58
<u>Village non OT Staff expenditures</u>		
	N/A- Not Tracked- but substantial during weeks leading up to events	
Sub-Total Staff Cost Expenditures	0.00	0.00
Sub-Total All Expenditures	83,457.30	90,141.58
<u>Less Reimbursements</u>		
Sub-Total Non- Rest Vendor Charges	0.00	0.00
Sub-Total Restaurant Vendor Charges	0.00	0.00
Sub-Total Fest Sponsorships	0.00	0.00
2023 VAH - PW OT - 30% (2nd day only)	2,405.84	3,006.54
Chamber 10% of gross Profit	4,353.55	4,574.00
Sub- Total Chamber Reimbursments		
Sub-Total Reimbursements	6,759.39	7,580.54
Revenue (Loss) net of Expenses	(76,697.91)	(82,561.04)