



MEMORANDUM

TO: Community Promotions & Tourism Committee
FROM: Nicole P. Aranas, Assistant Village Manager
DATE: March 2, 2018
SUBJECT: CRUISE NIGHT CAR SHOWS AND SUMMER CONCERT EVENTS

Each year, the Village of Lombard spends upwards of \$50,000 on hosting Cruise Night car shows and summer concerts in downtown Lombard throughout the summer. The Community Promotion and Tourism Committee is asked to review the expenditures towards Lombard Cruise Nights car shows and summer concerts for 2019 and prepare a recommendation.

BACKGROUND

Each year, the Village sponsors Cruise Night music concerts in connection with car shows every Saturday night between early June and late August. 2018 will mark the 20th year of the event which features a collection of classic, custom and collector vehicles along with live music concerts each Saturday from 6:00-10:00 p.m. The Village of Lombard organizes and staffs the event alongside classic car volunteers. The event has increased in popularity over the last several years and attempts to expand the demographic of attendees have widened the event to include a more diverse age mix.

Each year there are 11 Cruise Night events in total, with generally one family movie night (during Sacred Heart German Fest). In 2016 there was a special concert, American English, where St. Charles Road had to be shut down due to crowds and additional Police and PW overtime is incurred beyond the standard event. Village costs for Cruise Nights include costs for entertainment and Police and Public Works overtime as follows:

| <u>YEAR</u> | <u>ENTERTAINMENT</u> | <u>PD OT (Std)</u> | <u>PW OT (Std)</u> | <u>OT SPECIAL</u> | <u>TOTAL</u> |
|-------------|----------------------|--------------------|--------------------|-------------------|--------------|
| 2016 | \$20,000 | \$16,410 | \$7,800 | \$8,304 | \$52,514 |
| 2017 | \$20,000 | \$18,052 | \$8,480 | \$0 | \$46,632 |
| 2018 | \$20,000 | \$16,500 | \$7,500 | \$8,500 | \$52,500 |

Police overtime per standard concert \$1,641
Police overtime per special concert \$5,304

PW overtime per standard concert \$780
PW overtime per special concert \$3,000

Total overtime per standard concert \$2,421
Total overtime per special concert \$8,304

ALTERNATIVES

There are several alternatives to the current Cruise Night event calendar and expenditures that the Committee may wish to consider.

These would include:

- Reduce total number of Cruise Nights (changing start date, end date or reducing frequency);
- Seek private sponsorships to support event costs for entertainment and overtime;
- Eliminate special concert to reduce overall costs.

Reduce Total Number of Cruise Nights

- Currently 11 cruise nights per year (no events on 4th of July weekend);
- Each standard cruise night costs approximately \$4,000-\$4,500 per event (\$2,421 for OT and \$1,500-\$2,000 for entertainment);
- Staff conducted a survey of other area Cruise Night events for your review and comparison (attached);
- For Example – Starting Cruise Nights one month later in June, not offering a Cruise Night on the evening of Sacred Heart German Fest and ending one month earlier in August (3 less events) would save between \$12,000 and \$13,500. Alternatively, offering Cruise Nights twice monthly vs. once a week (6 vs. 11 total) would save between \$20,000 and \$22,500 per year.

Seek Sponsorships to Support Event Costs

- Current funding for Cruise Nights are borne exclusively by the Village;
- Opening up events to private sponsorship for entertainment alone would cover approximately \$1,500-\$2,000 per event;
- Overall costs of each event range between \$4,000-4,500 per event;
- Sponsorships of the event could also include finding an outside organization to organize and operate the event.

Eliminate Special Concert

- Special concerts require additional overtime for Police and Public Works personnel because of increased capacity and the fact that St. Charles Road must be closed to traffic throughout the day, with multiple detours;
- The additional costs OT costs for a special concert are \$5,882 more than the standard costs for a concert.

RECOMMENDATION OPTIONS

For the 2019 budget year, the Community Promotions and Tourism Committee is asked to evaluate program funding towards Cruise Nights and consider one of the following options:

- A) Continue current status quo for Cruise Night events throughout the summer;**

- B) Reduce overall number of Cruise Night events by starting later in the year, ending earlier in the year or reducing the frequency of events throughout the summer;**
- C) Seek outside support or sponsorship for the Cruise Night events, either through outside funding for concerts or outsourcing of planning and operations;**
- D) Eliminate the special concert that requires closure of St. Charles Road.**

Should you have any additional questions or concerns, please do not hesitate to contact me.