



Mayor Thomas Hayes
Village Trustee Robin LaBedz
Village Trustee Jim Tinaglia
Village Trustee Mary Beth Canty
Village Trustee John Scaletta
Village Trustee Nicole Grasse
Village Trustee Richard Baldino
Village Trustee Jim Bertucci
Village Trustee Tom Schwingbeck
Manager Randy Recklaus

Dear Mayor Hayes, Village Trustees and Manager Recklaus;

The success of the expanded Alfresco dining in the downtown aided many of those restaurants in its footprint and others who had the ability to open in their parking lots during this past challenging year. We understand that success for some does not mean success for all. As we come out of the pandemic restrictions, it is important to work towards a success model that is more inclusive.

Over the past 10 years, excluding 2020, the Chamber has developed and implemented successful organizational best practices for the operations of the Mane and Taste of Arlington Heights.

A Taste of Culture Celebration is needed more now than any previous year to help small businesses connect with the community and help those restaurants outside of the expanded Alfresco footprint. I encourage you to direct village staff to work with our Chamber Staff to find solution concepts and provide the funding needed to host a Taste of Culture Celebration on September 10, 11 and 12, 2021.

The AHCC is not advocating to close the expanded Alfresco area for this proposed weekend, we are proposing a solution that will repurpose the space to allow for the Celebration. This can be done by removing and storing some of the dining tables and seating and then resetting the dining tables and seating following the Celebration. Alfresco dining could still be enjoyed on the sidewalk areas were possible throughout the Celebration weekend.

As an Arlington Heights Chamber of Commerce Board Member, I am committed to strengthening our partnership with the Village Board, staff, business community and residents.

The Chamber's proposal is attached for your consideration.

In Partnership;

Ernest Rose

Chairman, Arlington Heights Chamber of Commerce
Partner, Drost Kivlahan McMahon & O'Connor



ARLINGTON HEIGHTS
CHAMBER of COMMERCE
connect • engage • succeed



Event Name: Taste of Culture Celebration

Date: Friday, September 10 through Sunday, September 12, 2021

Location:

Downtown – Campbell & Vail Streets – Harmony Park
Arlington Heights, IL 60005

Event Description:

The AHCC has secured a hold on the Stage, Lighting and Sound – Headliner Bands and vendor equipment for the September 10 – 12th weekend. Other community festivals have secured their dates already and this was essential to guarantee the production of the Celebration if approval is given.

Projected Attendance:

Based on being in Phase 5 for this event an average daily attendance would be projected at 6,000 to 8,000 people daily.

Objective:

To create an end of the Summer Celebration to bring community residents and businesses together to share in food, fun and fellowship.

Event Hours:

Friday	5:00pm – 11:00pm
Saturday	12:00pm – 11:00pm
Sunday	12:00pm – 8:00pm

Safety Strategy:

To allow more space for attendees to move more freely on the streets during the event in 2021, a limited amount of vendor space will be provided. 50 total business, restaurant and cultural vendors will be available each day. (in 2019 there were 93 vendors who participated on Friday)

Event Structure:

Friday – local businesses and restaurants will be featured for attendees to enjoy along with local & regional entertainment. Food and alcohol will be for sale from restaurant vendors.

Saturday – local businesses and restaurants will be featured for attendees to enjoy along with local & regional entertainment. Cultural groups will provide entertainment from the main stage and on the streets. Local and regional entertainment will also be included. Food and alcohol will be for sale from restaurant vendors.

Sunday – Local artists and cultural groups will occupy the vendor tents for attendees to engage with and enjoy. Street performers and cultural acts will be featured. Limited food vendors and alcohol will be for sale on the street.



Proposal:

Expanded Alfresco Concept Solution:

- We propose hiring a local moving company to tag and remove restaurant tables and chairs on the street, store them for the weekend celebration and then replace the tables and chairs allowing for the extension of the expanded Alfresco dining through the Fall.
- Where space allows on the sidewalks, downtown restaurants can have Alfresco dining throughout the Celebration weekend as in past years. Existing white fencing can be used to define those separate dining areas.
- This establishes an inclusive model for businesses outside the expanded Alfresco footprint.
- This establishes a focus on DEI in the Arlington Heights community through a Sunday event.

3-Day Taste of Culture Celebration

Village: Expenses

- Public Works, Police, Fire, Health Inspectors – All VAH staff and equipment required
- Moving and Storage Expenses for restaurant tables and chairs
- Sanitation and portable bathrooms
- Marketing

AHCC: Expenses

- Stage, Lighting, Sound – Friday and Saturday
- Entertainment
- Vendor Equipment Rental
- Marketing

The budget savings to the Village from the AHCC covering the cost for the stage, lighting, sound and entertainment for both days is projected at \$16,000. This \$16,000 savings can be applied to the additional Village expenses.