



AGENDA ITEM # 6.A.3

**AGENDA ITEM EXECUTIVE SUMMARY
Village Board Meeting
June 28, 2021**

Item Title: Centennial Celebration Funding Request

Staff Contact: Melissa Brito, Community Relations Coordinator

VILLAGE BOARD ACTION

Consider a request from the Roselle History Museum to fund ongoing events and projects throughout 2022 for the Village’s Centennial Celebration.

Executive Summary:

With the Village of Roselle’s centennial coming up in 2022, a community working group led by the Roselle History Museum is planning a birthday party for the Village. The group has been meeting periodically since February to start planning celebratory events, with the goal to host and promote special events every month in 2022, leading up to the October 7 birthday and beyond.

The working group has compiled a tentative calendar of events which includes some approximate costs and funding requests from the Village. Among consideration for funding by the Village are covering costs associated with a special logo creation and merchandizing; special celebrations and fireworks; a 100th anniversary booth at the Taste of Roselle; a cemetery tour; a special ceremony; a dinner dance; and marketing and publicity. The group is requesting that the Village Board set aside \$45,000 to cover costs related to the centennial celebrations.

Implications:

Is this item budgeted? No

Any other implications to be considered? As part of the Village’s involvement, staff are prepared to assist by facilitating an online clearing house to centralize all events being planned by taxing bodies and organizations across the Village, and to provide a cohesive marketing strategy to manage the year-long celebration.

Attachments:

Roselle History Museum Centennial Working Group Proposed Calendar of Events and Request for funding

Roselle History Museum Centennial Working Group Proposed Calendar of Events and Request for funding

Tonight we would like to present you with a tentative list of events taking place in 2022 celebrating the 100th anniversary of the incorporation of Roselle.

To date, The Roselle History Museum, American Legion, Flags for Roselle, Roselle Public Library, Roselle Garden Club, Rose Parade, Taste of Roselle, Cruise Night, and Keeneyville School Dist are interested in participating in specific events celebrating this milestone. But more are expected to come on board as we proceed.

The tentative community events include:

Jan Candle Light Bowl – to be finalized

Feb – Roller Skating Derby – to be finalized

March – Concert – to be finalized

April – Roselle History Museum Historical Evening Program – to be finalized

May – Memorial Day Celebration by the American Legion

Rose Bush Sale – Roselle Garden Club

June – Rose Parade by Chamber of Commerce

Carnival by Lions – first 100 kids will receive something to be determined

5K – 100th anniv logo included on t-shirt – to be finalized – **LOGO FUNDED BY VILLAGE**

History Exhibit in Roselle Public Library (June-Oct)

Cruise Night (June-Sept), and car parade, date to be determined

July – Celebrations at Turner Pond and Park in a.m., special Fireworks in p.m., **FUNDED BY VILLAGE**

Settler's Picnic by Roselle History Museum

Garden Walk and House Walk by Roselle Garden Club and House Walk Committee

Aug – Taste of Roselle, with a special booth for the 100th anniversary, **BOOTH FUNDED BY VILLAGE**

Sept – Tour of Trinity Cemetery by Roselle Historical Museum, **TOUR BUS FUNDED BY VILLAGE**

1920's Cocktail and Appetizers by Main Street Merchants

Oct – 100 Flags by Flags for Roselle

Village Ceremony with past mayors, trustees, etc. by Village of Roselle, **FUNDED BY VILLAGE**

Dinner Dance – **SOME COSTS POSSIBLY FUNDED BY VILLAGE**

In addition to events, the Centennial Committee recommends items with a special logo be available for purchase, such as coffee mugs, t-shirts, hats, sweatshirts, pens, street banners, **FUNDED BY VILLAGE**

Lynfred Winery will be providing a special wine for purchase for the occasion. And an "art council" is proposing a mosaic design on the outside of the west brick wall of the restaurant, 8,000 Miles. This would be

constructed by interested community members. Street banners with the special logo could be hung in the downtown and business areas of town throughout the whole year.

Special event license plate sets are available through the IL Sec of State's Office. These could be ordered through the Village Clerk's office. Full information is on the website. **Some cost may be needed from Vill.**

The **Village's assistance** will be needed for street closures, possible police security, possible use of public buildings, and monetary assistance. In addition, Mayor Pileski has suggested "the Village be the clearing house to centralize all events being planned by taxing bodies and organizations. The Village could then provide a cohesive marketing strategy and dedicated staff resources to manage the year-long celebration." The Village has already publicized a special logo contest. Therefore, **MARKETING/PUBLICITY COSTS WOULD BE FUNDED BY THE VILLAGE.**

25 years ago, in 1996 and 1997, the village spent \$43,345 for the 75th anniversary celebrations. Although the committee will be approaching businesses for sponsorship and donations, costs have risen over the past 25 years. We humbly ask that the village board set aside \$45,000 to cover costs of our town's 100th birthday special events.