

2031 City of Naperville Bicentennial Framework

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1.0 Introduction

The City of Naperville was founded in 1831 by Joseph Naper along the banks of the DuPage River. Two hundred years later, in 2031, the City of Naperville will celebrate its bicentennial. In advance of this celebration, the 2031 Bicentennial Framework Group was formed as part of the 2024-2025 Emerging Leaders Program for the purpose of researching, interviewing, and creating a framework for the City of Naperville to use as a foundation for planning the bicentennial celebrations.

Project Manager

Marcie Schatz, Assistant to the City Manager – City Manager’s Office

Group Members

Aleksandar Stojanov, GIS Coordinator – Department of Public Utilities - Electric

Connie Rhoades, Benefits Specialist – Human Resources

Julie Smith, Crime Prevention Specialist – Naperville Police Department

Rudy Zucker, Project Manager – Finance Department

Tammy Spencer, Police Sergeant – Naperville Police Department

Verena Nunez, Utility Technical Specialist – Department of Public Utilities - Electric

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Acknowledgments

Group members would also like to acknowledge the efforts of former group members Eric Hedman (Safety) and Scott Thorsen (NPD) in the development of this framework.

2.0 Goals & Objectives

The City of Naperville's bicentennial celebration in 2031 is an exciting opportunity to honor the city's rich history, culture, and growth over the past 200 years. The 2031 Bicentennial Celebration should be planned and executed in such a way that it meets the following goals:

Historical Reflection and Education. The City of Naperville has a profound history, from its founding in 1831 to its development into a vibrant, diverse city. The bicentennial celebration is an excellent opportunity to explore and highlight important historical events, figures, and milestones through educational programming, exhibits, and historical markers placed throughout the city.

Community Engagement. The bicentennial celebrations should be diverse, encouraging participation from the entire Naperville community. Leaders who actively seek public input, host town hall meetings, and provide opportunities for involvement will foster a sense of ownership and pride among community members. The types of events that could foster a sense of civic pride include parades, historical exhibits, walking tours, outdoor festivals, public art projects, reenactments and performances, and community service initiatives. See Appendix A for additional suggestions of events and activities collected by the 2031 Bicentennial Framework Group.

Civic Pride. The bicentennial celebration is an opportunity to promote the present-day vibrancy of the City of Naperville. Bicentennial celebrations can also provide opportunities to boost local economies through tourism, special events, and merchandising.

Preserving and Promoting Local Heritage/Legacy Planning. The bicentennial celebration is an opportunity to reflect on the City of Naperville's origins and development over the past two centuries. Public projects might include preserving historical landmarks, original buildings, or notable public spaces. The bicentennial should leave a legacy that extends beyond the celebration.

Future Vision. Looking forward, the City of Naperville's bicentennial can provide a platform for envisioning the next 200 years. Local leaders, civic groups, businesses, and residents can come together to discuss the city's future and address topics like sustainability, inclusion, technological advancement, and the preservation of the unique character of Naperville.

Special Commemorative Projects and Collaborations. The City of Naperville should consider commissioning special art pieces, murals, or historical projects to mark the milestone event. Community partnerships should be explored to enhance any capital improvement projects that would serve as a gift to the Naperville community.

2.1 Special Considerations

Fiscal Responsibility. Careful consideration must be given to the costs associated with various bicentennial projects and events, ensuring that resources are allocated fairly and effectively across different initiatives. Multiple funding avenues should be pursued, including grants, corporate

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sponsorships, private donations, and funding from the Special Events and Community Arts Grant (SECA) Fund.

Safety. Public safety should remain a top priority for all community events and throughout the bicentennial celebration.

3.0 Bicentennial Celebration Governance Structure

The governance structure of the City of Naperville bicentennial celebration can be organized as either commission, committee, or task force, each with distinct characteristics and functions. The formation of said structure should be decided upon by September 30, 2025. The organization chair should then be selected by December 31, 2025, with the remainder of the bicentennial planning organization established in early 2026.

3.1 Commission

A commission is the most formal and restrictive governance structure, as it must comply with the Illinois Open Meetings Act ([5 ILCS 120/1](#)). This law mandates that public bodies, including local government agencies, conduct their meetings openly, provide transparency, and allow public participation in the decision-making process. The law also requires advance notice of meetings and outlines conditions under which closed sessions may occur, such as for personnel or legal matters. While a commission is often a permanent or independent body, created by law, ordinance, or executive order, it has broader authority to make decisions, enforce regulations, and oversee ongoing programs. Members are typically appointed for fixed terms and are expected to manage complex, long-term responsibilities.

3.2 Committee

A committee functions as a subgroup of a larger governing body. Its purpose is to address specific issues, tasks, or projects, and it reports findings and recommendations back to the larger body. Committees are usually temporary with members appointed by the governing body for the duration of the task and then dissolved once objectives are met.

3.3 Task Force

A task force is a short-term group designed to address a particular issue or challenge. Once the task is completed, the task force is disbanded. These groups are often created to concentrate on a specific problem, drawing on experts from various fields to provide specialized knowledge and diverse perspectives. Task forces tend to operate with flexibility and a clear focus on delivering quick, actionable outcomes.

3.4 Recommendation

Based on these definitions, a committee would be the ideal form of governance to guide the planning of the 2031 Bicentennial celebration. The 2031 Bicentennial Framework Group determined this through research of other municipalities who have celebrated similar milestones, as well as through interviews with local community organizations. Establishing a committee would create

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opportunities for a diverse group of stakeholders to collaborate and leverage their unique expertise in planning and execution of the milestone. The committee structure would also allow for a flexible and adaptable approach, distributing responsibility, and ensuring that no individual or group becomes overwhelmed. Furthermore, a committee encourages public engagement by involving local leaders, residents, and organizations in the planning process. The involvement of these stakeholders is essential to the creation of a celebration that truly reflects the community's history, values, and collective spirit.

4.0 2031 Bicentennial Executive Committee

The City Manager's Office or the Mayor's Office should oversee and receive regular updates from the executive committee chair. The office designated to oversee the executive committee should appoint the executive committee chair by December 31, 2025. Once the executive committee chair is appointed the remaining 12 seats on the executive committee should be filled by the committee chair, with advisement by the governing office on appointments. The executive committee should be fully selected by June 1, 2026. Doing so will allow the executive committee time to form sub-committees, make decisions on fundraising, and establish partnerships.

The following recommendations for the executive committee and sub-committees are based on feedback from other municipalities and local community organizations. It is recommended that seats on the executive committee be allocated to a representative of each of the following organizations:

- City of Naperville - City Manager's Office
- City of Naperville City Council
- City of Naperville Riverwalk Commission
- Downtown Naperville Alliance (DNA)
- Naperville Chamber of Commerce
- Naperville Interfaith Leaders Association (NILA)
- Naperville Park District
- Naper Settlement
- Two representatives from the Naperville school districts and/or North Central College

The remaining two seats, and any vacant seats, should be allocated by the executive committee chair to an interested party of the chair's choosing. To foster commitment and participation in committee activities and sub-committees, executive committee members could be allowed to select an alternate delegate. The alternate delegate could substitute for the committee member should they be unavailable for executive committee or sub-committee meetings. Alternate delegates could also be given the opportunity to join sub-committees to participate in the planning and preparation of the 2031 Bicentennial milestone.

Additional Context. Limiting the executive committee size to less than 15 members was identified as a key to the success of other municipalities' governance structures. During interviews, community organizations emphasized the importance of keeping the executive committee small, as having an executive committee with a large membership will be challenging to manage by the

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executive committee chair. Furthermore, it may become difficult to find consensus within a large committee.

4.1 Executive Committee Responsibilities

The 2031 Bicentennial Executive Committee should work towards fulfilling several core responsibilities. These responsibilities include, but are not limited to:

- Organize a year-long celebration of the City of Naperville
- Serve in the chairperson role to the 2031 Bicentennial sub-committees
- Safeguard the City of Naperville brand
- Manage and allocate funds or resources to ensure a successful milestone celebration
- Foster a celebration that is all inclusive of the City of Naperville
- Develop events and activities that highlight the past, present, and future of the City of Naperville

4.2 Executive Committee Chair

The 2031 Bicentennial Executive Committee should be chaired by either a member of the City Council or a representative from the City Manager's Office. The chair's responsibilities should include, but not be limited to, setting meeting agendas, facilitating debates, leading votes, making appointments to sub-committees, and providing updates to the City Manager's Office, or other designated body. This role is critical to the success of the 2031 Bicentennial Executive Committee. The person selected to serve as the executive committee chair must adopt a strong vision for the milestone celebration and be able to build consensus amongst executive committee members to achieve that vision.

Additional Context. During interviews, community organizations recommended that the executive committee chair be a current or former member of the City Council or a representative from the City Manager's Office. This is viewed as ensuring a degree of fairness among community organizations who may have competing visions for the bicentennial celebration. Additionally, local organizations held the belief that this is a city-wide celebration of Naperville and should be led by the municipal government. This would encourage community participation, inclusivity of all Naperville residents and businesses, and assistance in leveraging resources that no single community organization could on its own.

4.3 2031 Bicentennial Sub-Committees

The 2031 Bicentennial Framework Group recommends the creation of sub-committees to focus on specific functions and planning for the 2031 Bicentennial celebrations. Membership of these sub-committees should include at least one member of the 2031 Bicentennial Executive Committee. The executive committee member should serve as the sub-committee chairperson and as a liaison between the 2031 Bicentennial Executive Committee and the sub-committee, providing updates on the status of the subcommittee's progress.

Community members and organizations that wish to join a sub-committee should focus their participation on those sub-committees whose goals emphasize their organizational strengths. For

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example, the City of Naperville Chamber of Commerce may be an ideal candidate for the fundraising sub-committee due to their connections to the local business community. The Naperville Interfaith Leaders Association (NILA) may be well suited to serving on the staffing sub-committee due to their broad community outreach.

The 2031 Bicentennial Framework Group recommends the following six sub-committees be created, but all sub-committees should be created at the discretion of the executive committee.

1. Capital Improvement Project Planning
2. Communications & Marketing
3. Event Planning
4. Event Staffing
5. Financing & Resources
6. Fundraising
7. Naperville History

1. Capital Improvement Project Planning

Focus: Review and select a capital improvement project (CIP) to be dedicated as a gift to the Naperville community as part of the bicentennial milestone.

Membership: Include representation from the City of Naperville and the Naperville Riverwalk Commission. The ideal chairperson for this sub-committee would be the executive committee representative from either the City Manager's Office or City Council, as the project would likely require funding, property, and/or other municipal resources.

The 2031 Bicentennial Framework Group has included suggestions for capital improvement projects in Appendix A. These suggestions were collected during interviews with community organizations.

2. Communications & Marketing

Focus: To establish and maintain communication channels (e.g. websites and social media pages). These official communication channels would be vital to the success of the celebration by keeping the community informed of opportunities to be involved, events taking place, and more. Additionally, this sub-committee should manage any official bicentennial logos or artwork created for the 2031 bicentennial.

Membership: Recommended to include representation from the City of Naperville Communications department and the City of Naperville Chamber of Commerce. Both organizations already maintain a social media presence and communications infrastructure that could be leveraged to reach broadly within the Naperville community.

3. Event Planning

Focus: To create and execute a calendar of official bicentennial events and activities. The sub-committee should be inclusive of the variety of communities and regions within the City of Naperville when approving official events. A crucial function of this sub-committee should be to set parameters to qualify an event as an official 2031 Bicentennial event. Official events and activities approved by this sub-committee would potentially be able to apply for additional funding or resources allocated

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to the 2031 bicentennial celebration. This sub-committee should also coordinate with the Communications & Marketing sub-committee to design official celebration branding. Community organizations conveyed that having an active calendar throughout 2031 was a key indicator of a successful milestone celebration.

Membership: Includes the City of Naperville Special Events Coordinator, Naperville Park District, and the Naperville Riverwalk Commission. These groups have a crucial role in creating and executing City of Naperville's annual special events calendar. Each has a wealth of experience in coordinating with event planners to hold safe and successful events.

4. Event Staffing

Focus: Recruiting volunteers to help organize and run bicentennial events. Official celebration events requiring additional staffers could petition this sub-committee to connect with volunteer resources. This sub-committee will work closely with the Event Planning sub-committee to coordinate efforts to sufficiently organize and staff official events.

Membership: Includes those that have experience in recruiting volunteers and coordinating events.

5. Financing & Resources

Focus: To manage the bicentennial celebration's financial resources and organize the use of physical assets with the City of Naperville. Officially sanctioned bicentennial events and projects could petition this sub-committee to supplement or fund the sanctioned activity. Additionally, the sub-committee should work to connect sanctioned events with venue owners. Petitions from sanctioned activities requesting access to City of Naperville physical assets (e.g. barricades, etc.) could also be managed by this sub-committee. Furthermore, this sub-committee should have close relationships with the Fundraising sub-committee and the designated 2031 bicentennial nonprofit organization. Coordination of fundraising activities will be crucial to properly funding sanctioned events and projects.

Membership: Include representation from the City of Naperville due to the potential for allocation of Special Events Community Arts (SECA) Program funds. Further members could include those with an accounting or fundraising background, or those with a background that would complement the mission of the Financing & Resources sub-committee.

6. Fundraising

Focus: To raise capital through donations from the community for sanctioned activities and/or capital improvement project (CIP). Members of this sub-committee should work in tandem with the 501(c)(3) nonprofit organization designated to manage these 2031 bicentennial funds. Coordination with the Financing & Resources sub-committee will set achievable fundraising targets and prioritize sanctioned events and projects for fundraising outreach.

Membership: Include those with a background in fundraising or sales. The ideal chairperson for this sub-committee would have a relationship with the nonprofit organization designated to receive 2031 bicentennial donations.

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7. Naperville History

Focus: To research and provide important historical information and context for the City of Naperville. This sub-committee should make this information available to organizers of events and activities, as well as the community. The sub-committee could work with organizers to create events and activities to showcase Naperville history.

Membership: Naper Settlement and the Naperville Heritage Society have extensive collections of artifacts and historical records for the City of Naperville. Their expertise on the topic would make representation of these organizations an invaluable asset to the sub-committee's mission.

5.0 Internal Process & Procedures

This section describes recommendations for several key processes and procedures that could be used by the 2031 Bicentennial executive committee and sub-committees.

5.1 Creation of 2031 Bicentennial Logo

The creation of an official bicentennial logo for public use will be instrumental to the successful branding of official bicentennial events. Committee members should decide if the logo will be created by community members (e.g. through a design contest) or a design professional selected by the committee. If a design contest were to be held, a monetary award could be offered to the winning designer, with eligibility open to all artists, with professional and student designers encouraged to submit their designs. The executive committee should approve the winning logo design to ensure the bicentennial logo aligns with the mission, vision, and branding guidelines set forth by the 2031 Bicentennial Executive Committee. The approval process could include the following:

1. Initial concept and key components of logo:

- Communicate the City of Naperville's history, values, and vision for the future.
- Create a design that can be used across various marketing materials.
- Develop a versatile logo that represents City of Naperville's milestones.

2. Refinement and revision from feedback

3. Internal brand consistency check

- The logo should be reviewed by the Communications & Marketing sub-committee to make sure it aligns with the overall branding guidelines and fits cohesively with other event materials. This might include checking color usage, fonts, and logo placement to ensure consistency across all platforms.
- Representatives from the City of Naperville Legal department and City of Naperville Communications department may wish to be involved at this stage to confirm that the logo does not infringe on trademarks or copyrights.

4. Final internal approval

- A final presentation is made to the 2031 Bicentennial Executive Committee for approval.

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5. Official logo documentation

- Once the logo is finalized, the sub-committee may create formal usage guidelines. More information regarding use of the official bicentennial logo can be found in **6.3 Use of the 2031 City of Naperville Bicentennial Logo**.

5.2 Voting

Every effort should be made to involve community members with public meetings and discussions but not be subject to the Open Meetings Act ([5 ILCS 120/1](#)). Agendas shall be posted for transparency.

5.3 Committee Creation

To ensure the successful planning and execution of the 2031 Bicentennial celebration, sub-committees focused on specific tasks and activities should be established. Sub-committee members should include representatives from the City of Naperville, local businesses, community organizations, Naper Settlement, and residents. Subject matter experts from the City of Naperville Legal and Communications departments, and the City of Naperville Special Events coordinator should be key members of the sub-committees.

- The 2031 Bicentennial Executive Committee is responsible for overall coordination, overseeing all committees, setting goals, and ensuring the celebration planning stays on track.
- Event Planning sub-committee: Focus on coordinating the event schedule, selecting venues, and organizing activities, performances, and speakers. The sub-committee should also coordinate the overall flow of the celebration.
 - The Police Department representative on the City of Naperville Special Events team should be represented on the Event Planning sub-committee to ensure the safety of all attendees, including crowd control, first aid, emergency response planning, and general risk management.
- Event Staffing sub-committee: Focus on engaging local organizations, schools, and residents to get them involved in the event, often with specific initiatives or partnerships that highlight community involvement.
- Fundraising sub-committee: Focus on securing financial support for the celebration through fundraising, sponsorships, donations or grants.
- Communications & Marketing sub-committee: Responsible for all promotional materials, official web sites, logos, advertising, social media presence, and press releases to ensure a large audience is aware of the celebration and can participate. Additional oversight might include merchandise or commemorative items.
- Historical sub-committee: Responsible for researching and presenting history related to the City of Naperville and its milestone celebrations, providing accurate and meaningful historical context to ensure that the celebration honors the past.

5.4 Purchasing/Procurement Procedures

Purchasing and procurement is necessary to ensure that resources, materials, and services are obtained to facilitate the planning and execution of bicentennial events. This process is vital for a successful and memorable celebration.

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The City of Naperville has outlined guidelines for purchasing goods and services. It is recommended that the 2031 Bicentennial committees adopt these guidelines or reference them in the development of their own set of guidelines. The guidelines can be found on the [City of Naperville Purchasing and Bids](#) webpage.

5.5 Funding Procedures

Securing adequate funding is essential for the success of the bicentennial. This requires developing a comprehensive budget and pursuing various funding avenues, including government grants, corporate sponsorships, and private donations. The executive committee must explore the creation of, or partnership with, a 501(c)(3) nonprofit organization to accept contributions to the bicentennial celebration. Refer to section 7.2 Financial for additional information regarding financial resources that could be made available for the celebration.

5.6 Fundraising Procedures

Fundraising is an important component of all bicentennial celebration events to ensure large-scale events are organized and successful. Some examples of internal procedures for fundraising may include:

1. Fundraising Sub-Committee:

- Establish a dedicated team to oversee and manage all aspects of fundraising efforts for the bicentennial celebration.
- This sub-committee may include key stakeholders, event planners, community leaders, and members from City finance.

2. Set Clear Fundraising Goals:

- Determine the amount of funding required for the event or project.
- Decide on a timeline to achieve these goals. Set milestones to track progress towards meeting the fundraising goals.
- Develop a detailed budget to understand what the needs for each aspect of the event or project.

3. Identify Potential Sources of Funding:

- Approach businesses and large organizations with a request for financial support in exchange for branding opportunities and exposure.
- Seek available government funding or grants that align with the event's cultural, historical, or community-based themes.
- Launch targeted fundraising campaigns aimed at individuals who have a personal connection to the bicentennial or its associated values.
- Organize smaller fundraising events, such as dinners, auctions, or online campaigns, to raise funds in a more interactive and personalized way.

4. Create Fundraising Materials:

- Develop clear and compelling fundraising materials that outline the vision, goals, and benefits of the bicentennial event or project, with the goal of attracting donors.
- Set up digital platforms where people can easily learn more about the event or project and contribute to its success.

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5. Launch Fundraising Campaigns:

- Develop tailored fundraising proposals and outreach for high-net-worth individuals or major supporters.
- Use local events, newsletters, and digital channels to encourage smaller, community-driven contributions.
- Form partnerships with major sponsors who are willing to match donations raised by individuals, creating an added incentive for people to contribute to the success of an event or project.

6. Track and Acknowledge Contributions:

- Develop a system to track donors, send out thank-you messages, and publicly recognize large contributions, should a donor wish to be identified.
- Regularly update donors and stakeholders on the progress of fundraising efforts and how the funds are being allocated.

5.7 Communications

The Communications & Marketing sub-committee will serve an essential role in the planning and execution of the 2031 Bicentennial. The City of Naperville Communications department should be consulted as subject matter experts to help reach the target audience(s) and provide recommendations regarding communications best practices.

The Communications sub-committee will define what information should be communicated, who should receive that information, and where the information should be disseminated.

Some goals and objectives for this sub-committee may include:

- Define communication goals and objectives
- Outline communication tasks and responsibilities
- Establish a communications budget
- Identify the target audience(s)
- Develop key messages
- Choose communication channels
- Create a timeline
- Communicate contingency plans

5.8 Website Procedures

The creation of an official website for the 2031 Bicentennial is an essential step in promoting and organizing the celebration. It is highly recommended that a dedicated website and domain, separate from the City of Naperville, be established. A separate website should provide consistency in the communication of events and projects, serve as a central location for all event-related information, and be easy to use. A separate web site could also be offered as a location to advertise official sponsorships.

Key elements of the 2031 Bicentennial website may include:

- Event calendars
- City of Naperville's history, important figures, and significant milestones

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- How residents and visitors can get involved. Volunteer opportunities or accepting event submissions
- Outline sponsorship levels and benefits for potential donors
- News and updates
- Showcase images from past and current events
- Information on the use of the official bicentennial logo
- Merchandise
- Community engagement features or other interactive elements
- Provide materials for schools and educators about the City of Naperville's history

6.0 External Process & Procedures

The processes and procedures within the City of Naperville Bicentennial framework are designed to help local businesses, community groups, and non-profit organizations access information on how to engage with and contribute to the celebration. The external processes and procedures serve as a guide on how to partner with the 2031 Bicentennial and the City of Naperville to hold events, provide resources for planning, and execute activities. Additionally, these processes provide details on the necessary requirements, funding opportunities, and promotional support for bicentennial events and projects.

A dedicated Naperville 2031 Bicentennial website should be developed to serve as a central hub for information and resources for external organizations, businesses, and community groups with links on how to partner with the 2031 Bicentennial and the City of Naperville to hold an official bicentennial event or activity. The website should include step-by-step instructions for the special event application process, information on required permits and licenses, and official bicentennial event guidelines. Additionally, the website should feature resources to aid in event planning, identifying funding opportunities, and promotional support, including a calendar of upcoming bicentennial-related activities and events. This platform will help foster collaboration, ensuring that all community members have access to the tools and information needed to be a part of the celebration.

6.1 Process to Hold a Special Event or Party

The City of Naperville has a dedicated web page providing resources and outlining the process to hold a special event. A special event includes any outdoor activity held on City of Naperville property (e.g., streets, sidewalks, parking lots, etc.) or an event that significantly impacts the City of Naperville or community partner resources. More information can be found at the City of Naperville [Special Events webpage](#). It is recommended that the City of Naperville Special Event process be incorporated into the planning process for any official bicentennial event or activity.

An event is considered a *special event* if it requires any of the following and is subject to approval by the Naperville City Council:

- Street closures (except for neighborhood block parties)
- Closure of parking facilities and/or the use of City-owned property
- Disruption to parking and/or traffic control measures such as posting of "No Parking, Tow Zones"

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Events to be held on Naperville Park District property and require City of Naperville resources will require application to, and coordination with, the Naperville Park District in addition to the City of Naperville and will be considered a special event.

The application process for the 2031 special event calendar will open in June of 2030. Parties looking to organize a special event for the bicentennial celebrations should apply for a permit during this application period.

Contact Information for the City of Naperville – Special Events Permit & Planning Procedures

- Community Services Department: 400 South Eagle Street, Naperville
- Phone: (630) 420-6045
- Email: frattog@naperville.il.us
- Website: <https://www.naperville.il.us/services/permits--licenses/special-events-permit/>

Organizers can apply for a special events permit through the City of Naperville Civic Access Portal. The Civic Access Portal gathers all the information needed to apply for, pay for, and manage special event permits in one convenient place. The following information should be provided:

1. Event Type and Scope

2. Select a Venue

3. Plan for Safety and Logistics

4. Coordinate with Local Authorities

Depending on the type of proposed special event, additional permits may be required:

- Tent permit
- Carnival permit
- Amplifier permit
- Raffle permit
- Liquor license
- Fireworks permit

Once City Council approval is obtained, all supporting applications and permits must be submitted to the City of Naperville **no later than two (2) months prior to the event date** to receive final event approval and permit issuance.

6.2 Liquor Licensing

To obtain a liquor license for a special event in the City of Naperville, the [Liquor Concept Pre-application Form](#) or [Special Event/Temporary License Form](#), found on the City of Naperville Civic Access Portal, must be completed online seven days prior to the Liquor Concept Committee meeting for review.

A representative of the business and/or manager, if applicable, is required to attend the meeting to present the concept and answer questions from the Liquor Concept Committee.

Contact Information for the City of Naperville Liquor License Commission

- City of Naperville Community Services Department: 400 S. Eagle Street, Naperville, IL 60540

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- Phone: (630) 420-6018
- Website: [Naperville Liquor Commission](#)

6.3 Use of the 2031 Bicentennial Logo

Any questions or concerns around the use of the official bicentennial logo should be directed to the 2031 Bicentennial Communications & Marketing sub-committee. The sub-committee will provide guidance on the best practices for the use of branded materials and the logo. The Communications & Marketing sub-committee will authorize the use of the official logo.

See 5.1 Creation of 2031 Bicentennial Logo for additional information regarding the creation and use of the official bicentennial logo.

6.4 Process to Obtain Funding

The City of Naperville encourages celebrations of community that focus on the heritage, diversity, and character of Naperville. In support of these activities, the City of Naperville established the [Special Events and Community Arts \(SECA\)](#) Fund in 2004 as “a separate fund used solely for the funding of social and artistic events and entities, providing cultural experiences for the Naperville community and its visitors.” SECA grants should be made available to qualifying bicentennial events, activities, and projects. Application for a SECA grant should follow the existing City of Naperville SECA grant application process.

Contact Information for the City of Naperville

- City of Naperville Community Services Department: 400 S. Eagle Street, Naperville, IL 60540
- Contact: Miranda Barfuss
- Phone: (630) 305-5315
- Website: [Special Events and Community Arts Program](#)

1. Identify Your Funding Needs

- Determine your total event budget, including venue costs, permits, security, entertainment, supplies, marketing, and any other expenses.
- Identify how much funding you need and the specific expenses that need to be covered (e.g., venue rental, equipment, food, etc.).

2. Explore Funding Sources

- Government Grants and Sponsorships:
 - Look for government grants or programs that support events, particularly if your event has a community benefit or promotes tourism or local business.
 - The City of Naperville might offer small grants for events that benefit the community, especially cultural or civic-oriented activities. Contact the City of Naperville’s Finance department, or check the City of Naperville website, for available funding opportunities.
 - State-level tourism or economic development grants may be available, especially for larger events that would draw visitors to the City of Naperville.
- Local Foundations and Nonprofit Organizations:
 - If your event has a charitable or community-focused aspect, approach local foundations or nonprofit organizations for sponsorships or grants.

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- Organizations like the Naperville Area Chamber of Commerce or local civic groups may provide funding or in-kind donations, especially if your event aligns with their mission.

3. Prepare a Solid Proposal or Application

- Write a compelling proposal that clearly explains the purpose of the event, its potential impact on the community, and how it aligns with the funding source's goals or mission.
- Include a detailed budget that breaks down the costs of the event or activity and explain how the funds will be used.
- Highlight your expected attendance, the target audience, and any marketing strategies you may employ to demonstrate the event's reach and potential for success.
- Show how sponsors, donors, or funding agencies will benefit (e.g., exposure, media coverage, community goodwill) from the event or activity.

4. Submit Applications for Grants and Sponsorships

- For government grants, pay attention to submission deadlines and any specific documentation that may be required.
- For foundations and nonprofits, submit your funding proposal according to the organization's application guidelines.

5. Fundraising and Community Involvement

- Consider hosting small fundraising events leading up to your main event to build momentum and raise additional funds.
- Partner with local schools, community centers, or other organizations to co-host events or fundraise together. This can expand your reach and increase the potential for funding or in-kind donations.

Additional Tips:

- Naperville Area Chamber of Commerce can be a great resource for connecting organizers with potential sponsors, partners, and businesses willing to support bicentennial events.
- Attend local networking events and connect with community leaders, businesses, and other organizers who may be interested in partnering with you or providing financial support.

6.5 Purchasing Procedures for Use of Grant Funding

Purchasing and procurement is necessary to ensure resources, materials, and services are obtained to facilitate the planning and execution of bicentennial events. This process is vital for a successful and memorable celebration. The City of Naperville has developed an extensive purchasing policy that should be followed when using City of Naperville funds or grants.

City of Naperville Purchasing Policy

The City of Naperville typically has a structured purchasing policy for acquiring goods and services, especially when grant funding is involved. This policy is designed to ensure that funds are spent in a responsible and competitive manner. The City of Naperville has outlined guidelines for purchasing

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goods and services. These guidelines can be found on the City of Naperville [Purchasing and Bids](#) webpage.

When receiving grant funding, it's essential to carefully review the terms and conditions associated with the grant. This includes understanding any purchasing requirements, such as allowable expenses, restrictions, or guidelines on procurement processes. If the grant is funded by a federal or state agency, there may be additional procurement standards that must be adhered to.

7.0 Resources & Capabilities

When planning a celebration of this size, many important factors must be considered. Two key considerations are resources and capabilities. The 2031 Bicentennial Framework Group has identified four main areas where the executive committee and sub-committees should focus their efforts to ensure adequate resources are available.

7.1 Marketing and Technology

As the world evolves, technology plays an increasingly significant role. The executive committee should use current and new technologies to reach the broadest possible audience and community when marketing information about the bicentennial celebration.

Social Media

Social media should be used as a cornerstone of any marketing plans developed by the executive committee or Communications & Marketing sub-committee. Social media has established itself as a reliable and cost-effective method of reaching a wide audience. The City of Naperville currently maintains a Facebook page and other social media channels, which could be used, with approval from the City of Naperville Communications department, to promote the 2031 Bicentennial. During our research, nearly all communities celebrating a significant milestone established separate Facebook and other social media accounts dedicated to the milestone celebration. The bicentennial committee should explore social media and determine which channels are best suited to the promotion of the celebration. Accounts created for the 2031 Bicentennial could also include trivia contests throughout the year, communicating celebration announcements, event details, and more.

Website

The 2031 Bicentennial Framework Group strongly recommends the creation of a stand-alone website dedicated to the 2031 Bicentennial. Throughout our research, many cities who celebrated similar milestones established a website dedicated solely to their celebration that was separate from the City of Naperville's website. The City of Naperville City Manager's Office has purchased a domain for the bicentennial committee to use for this express purpose. This website will be a valuable tool for communicating official events, featuring the Naperville community, and relating the history of the City of Naperville. Use of an official 2031 Bicentennial website will facilitate transparency of the executive committee through posting of meeting minutes and other disclosures. The website can serve a secondary function documenting the celebration year. After the celebration concludes, the site and its contents should be archived so future generations can reference the event.

The City of Naperville's official website is another valuable tool that could be useful in the promotion of the 2031 Bicentennial. In 2024 alone, the City of Naperville website had over 965,000 views. This

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level of traffic is an indicator of a strong reach that could be leveraged to promote the 2031 Bicentennial. The City of Naperville Public Libraries could be asked to create separate webpages promoting the 2031 Bicentennial celebration as well. Any of these websites could feature upcoming events, community photos, or feature interviews with long-term Naperville residents.

Mobile Application

The City of Ann Arbor, Michigan developed and released a mobile app where residents and visitors could access a walking tour of their city. The mobile app was designed to provide participants with a high-end experience and improve accessibility to the city's milestone celebration. The app featured up to 15 different tour options, each offering a unique opportunity to explore the city at the user's leisure. Those who completed all 15 tours received a commemorative Certificate of Completion. The City of Ann Arbor also worked with a local production agency to create a 2-minute promotional video which was shown before movies at the Michigan and State theatres.

Artificial Intelligence

Large Language Models (LLM), commonly known today as Artificial Intelligence (AI), can be valuable tools that could be used to promote and create content as part of the bicentennial celebration. Any use of AI should be carefully considered by the executive committee before release and ensure that the use of AI adheres to local laws and policies.

7.2 Financial

When planning a celebration of this magnitude, it is important to keep in mind the financial resources available to the City of Naperville and the benefits they could provide. Some examples of these resources include, but are not limited to, the Special Events and Community Arts (SECA) grant program and local partnerships with 501(c)(3) nonprofit organizations.

The food and beverage tax that is collected throughout the City of Naperville is partly allocated to the SECA grant program and is included as a part of the City of Naperville's annual budget. While SECA grants are one funding method available for the 2031 Bicentennial, SECA should not be relied upon to fund every aspect of the celebrations. SECA grants are distributed competitively each year amongst entities that apply for the grants with the City of Naperville. Further, SECA grants commonly only fund a portion of the application. For example, if an applicant requests \$100,000, they may only be approved for \$50,000 instead. It then falls to the applicant to fund the remaining \$50,000. There is also the potential that the City of Naperville may need to draw on SECA funds for emergency expenses, resulting in less funds available to distribute as grants.

The City of Naperville Annual Budget planning process should be a part of planning the bicentennial celebration. The 2031 Bicentennial Executive Committee should work with City of Naperville staff to incorporate bicentennial budget requests into the Annual Budget. The City of Naperville Finance Department recommends that either the City Manager's Office or Community Services Department incorporate this as a line item into their annual budget beginning in 2026. Starting the budgeting process in 2026 as part of the City of Naperville annual budget is a proactive approach that will help mitigate the risk of underfunding the celebrations, projects, and bicentennial related activities.

Either department is a suitable candidate to own this budget item as both are heavily involved with community events that occur throughout the City of Naperville. The City Manager's Office is a strong candidate to include the celebration in the department's annual budget as the office will oversee the 2031 Bicentennial Executive Committee. The Community Services Department offers the benefit of

2031 City of Naperville Bicentennial Framework

the department's experience with special events and SECA grants, making them another strong candidate to include the bicentennial in the department's annual budget. The 2031 Bicentennial Framework Group recommends the executive committee investigate the availability of funds early in the planning process, including the availability of current SECA grant funding and the potential for Food & Beverage Fund reserves to be utilized. Financial planning for the 2031 Bicentennial should begin as early as the 2026 fiscal year budget, with a five-year funding plan or target developed to ensure sufficient funds are available for the 2031 fiscal year.

There are valuable lessons to be learned from other communities and how they approached funding their milestone celebrations. Some municipalities suggested creating sponsorship proposals for the celebration. After further research, we determined that the City of Naperville would not be eligible to promote said sponsorships. If the 2031 Bicentennial Executive Committee wishes to pursue sponsorships, it would be necessary to partner with, or establish, a 501(c)(3) nonprofit organization. For example, if the 2031 Bicentennial Executive Committee decides to organize the planting of 200 donated trees throughout the community, to celebrate 200 years, the bicentennial committee could enlist the Naperville Riverwalk Foundation, a 501(c)(3) nonprofit. The Naperville Riverwalk Foundation would need to manage the sponsorship proposal. The City of Naperville could then state, "In partnership with...". Due to local, state, and federal regulations, the City of Naperville cannot accept these types of donations, as the City of Naperville cannot facilitate tax benefits to donors.

In conclusion, the recommendation for the Committee is that the financial scope of the bicentennial celebration be estimated as early as possible in the years leading up to 2031. Establishing the overall estimated cost of the celebration will be critical in determining funding sources and allocation strategies. A five-year budget should be developed as early as fiscal year 2026, particularly if a Capital Improvement Project (CIP) will be dedicated as a gift to residents. If a CIP is planned for the celebration, but ultimately not implemented or executed, there could be significant reputational harm to the City of Naperville with the community, depending on how the funding for the CIP is reallocated.

7.3 Staffing

When planning bicentennial events, it's crucial to ensure adequate staffing. This includes coordinating resources from several City of Naperville departments, such as Public Works, the Fire Department, and Police Department to maintain safety and security. Additionally, volunteers from event organizers and local organizations may also be required to help support the event. The executive committee and Event Planning sub-committee should coordinate organizers with resources from the City of Naperville and local organizations to staff events at necessary levels.

7.4 Venues

The City of Naperville offers a variety of venues that can be used for bicentennial events. Outdoor locations include Naper Settlement, Frontier Park, Commissioners Park, Nike Park, Central Park, the Central Business District, and Centennial Beach. For indoor events, options range from Wentz Concert Hall and the Community Hall at the Alfred Rubin Riverwalk Community Center to The Matrix Club, local college campuses, hotels, and golf courses. The executive committee and Event Planning sub-committee should coordinate organizers with the Naperville Park District and local private venues to connect the ideal venues with organizers.

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8.0 Risks & Mitigations

Planning a yearlong celebration like the 2031 Bicentennial will present some challenges, including potential risks related to weather, funding, or unforeseen factors. The executive committee and sub-committees should work to identify these risks early, so that simple plans can be made to keep the bicentennial celebrations running smoothly and safely for everyone to enjoy.

8.1 Logistics

Concern: The footprint, duration, and number of celebrations will create different types of logistical challenges. Consideration must be given to event coordination, set up, variations in timeline of 2031 Bicentennial events, and unexpected delays and/or complications in general.

Risks:

- 2031 Bicentennial event location availability
- Unexpected 2031 Bicentennial event attendance
- An overcrowded City of Naperville special event calendar in 2031 that cannot be supported by the municipal/Special Events Team resources

Mitigations:

- Maintain a detailed and clear schedule of 2031 Bicentennial event dates, times, and locations, and adhere to this schedule
- Maintain a schedule for 2031 Bicentennial event progress check-ins
- Maintain a list of 2031 Bicentennial events and their sufficient
- Communicate with the Special Events Coordinator to manage scheduled annual events not related to the 2031 Bicentennial

8.2 Financial

Concern: The celebration and/or Capital Improvement Projects may exceed budgeting proposals and could lead to:

- Cancellation of 2031 Bicentennial and special events
- Non-completion of planned events

Risks:

- Underestimating 2031 Bicentennial event costs
- Unexpected general expenses
- Infrastructure improvement costs to prepare sites for 2031 Bicentennial events
- Public safety and public works overtime costs

Mitigations:

- Early planning and coordination
- Develop a comprehensive and flexible budget for the celebration year
- Develop a fundraising strategy that should include the considerations of:

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- Public sponsorship
- Private sponsorships
- Grants
- Ticket sales
- Official merchandise sales
- Avoid dependence on one funding source

8.3 Public Safety & Security

Concern: Larger than normal crowds could present issues with crowd control, traffic congestion, emergency response, criminal activity, vandalism and property destruction, and general safety concerns.

Risks:

- Safety of 2031 Bicentennial event attendees
- Loss of crowd management
- Increase in traffic related incidents and congestion
- Increase in criminal activity
- Increase in intentional and unintentional property destruction

Mitigations:

- Include representatives from the police, fire departments and TROP (Traffic Operations) in the planning and scheduling of 2031 Bicentennial events
- Organize the 2031 Bicentennial events according to standard safety and security protocols

8.4 Weather

Concern: Undesirable, unpredictable, and/or severe weather events could create situations of less comfortable or unsafe conditions.

Risks:

- Rain (continuous/heavy)/High winds
- Extreme temperatures (hot/cold)
- Any other weather conditions that could contribute to the cancellation or lack of attendance at a 2031 Bicentennial event (indoors or outdoors)

Mitigations:

- Develop an Emergency Action Plan for each event
- Schedule 2031 Bicentennial events for potential changes due to weather (rain dates)
- Provide weather information and/or warnings in advance or during 2031 Bicentennial events
- Plan for backup facilities and alternative dates in case of weather
- Avoid outdoor 2031 Bicentennial events in months with typically unpredictable weather

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8.5 Accessibility

Concern: Access to 2031 Bicentennial events and services may not be accessible to guests with disabilities, the elderly, or families with young children.

Risks:

- Possibility of excluding certain groups from 2031 Bicentennial events and services

Mitigations:

- Ensure physical accessibility with:
 - ADA compliant ramps and access points
 - Accessible restrooms and public transportation
 - Adequate parking
 - Family-friendly stations with changing tables, nursing privacy, etc.
- Provide accommodation for guests with sensory impairments

8.6 Environmental Impact

Concern: Potential for several large-scale 2031 Bicentennial events spanning long periods of time, drawing large crowds, and utilizing locations and facilities not prepared to manage large crowds, may strain existing infrastructure and City of Naperville utility systems, create an abundance of waste, and/or disrupt local ecosystems.

Risks:

- Increased wear and tear on roadways, walkways, facilities, and land/properties
- Increased demand for resources provided by the City of Naperville electric and water utilities
- Accumulation of both natural and manmade waste
- Increase in air, water, and land pollution

Mitigations:

- Survey locations well in advance of 2031 Bicentennial events to determine the capacity limitations
- Monitor 2031 Bicentennial event locations on a regular basis to provide minor improvements to avoid major reconstruction
- Estimate electric and water consumption of 2031 Bicentennial events so adjustments to services can be anticipated by the utilities
- Consult with the City of Naperville Sustainability team to include possible eco-friendly practices to reduce waste and pollution
- Establish requirements for eco-friendly, recyclable materials for 2031 Bicentennial events and vendors
- Provide portable public restrooms to reduce waste reclamation from City of Naperville services

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8.7 Supply Chain Reliability

Concern: Suppliers and/or vendors may cancel or fail to meet their commitment to 2031 Bicentennial events, leading to delays and shortfalls.

Risks:

- General inability to provide requested goods or service
- Last minute cancellations or no show by a vendor or supplier
- Inability to meet demand for requested goods or services
- Unexpected quality issues of materials, services or equipment
- Relying on a single source or supplier could result in failure to deliver on promised goods or services

Mitigations:

- Secure written contracts that clarify requests, expectations, and deadlines
- Use multiple vendors instead of a single source whenever possible
- Maintain regular communications with suppliers and event hosts to ensure reliability of goods or services
- Maintain a supply chain schedule that should include request, purchase, payment, and delivery dates
- Develop contingency plans for key supplies and services

8.8 Staffing

Concern: Lack of professional and volunteer staff members could hamper and/or delay execution of 2031 Bicentennial events.

Risks:

- Insufficient staffing can lead to:
 - Disorganization and inefficiency
 - Lack of and/or poor services being provided
 - Event delays or cancellations
 - Safety concerns
- Untrained staffing can lead to:
 - Improper execution of events
 - Safety concerns
 - Inadequate reporting of safety incidents or hazards

Mitigations:

- Consult with relevant City of Naperville departments on specific needs related to each 2031 Bicentennial event
- Clearly define roles and responsibilities of professional and volunteer staff
- Create a schedule for volunteer recruitment with a precise timeline for recruiting and training

2031 City of Naperville Bicentennial Framework

- Create a list of City of Naperville department contacts to facilitate communication throughout the planning process
- Assign responsibility of staffing to specific planning committee members

8.9 City of Naperville Reputation and Public Perception

Concern: The 2031 Bicentennial celebration could face scrutiny and backlash if mismanaged or not aligned with community values. This can result in harm to the City of Naperville's reputation and public perception of the municipal government.

Risks:

- Negative media attention
- Criticism and scrutiny from the community on choice of events and funding
- Long-term harm to the City of Naperville brand

Mitigations:

- Involve diverse organizations in the 2031 Bicentennial celebrations
- Advertise in all relevant media
- Monitor public opinion throughout the celebration year

2031 City of Naperville Bicentennial Framework

Appendix A: The Book of Ideas

Capital Improvement Project

- 2031 Riverwalk Plan
- I-88 Pedestrian Bridge
- Improvement Dedication
- Jackson Festival Street
- Van Buren Festival Space
- Public Trails Improvement/Expansion

Community Outreach

- Senior population
- Youth population/organizations
- YMCA
- Naperville Neighbors United
- Naperville Homeowners Associations
- Naperville Interfaith Leaders Association (NILA)
- Cultural Organizations

Competitions

- Student Calendar
- Bicentennial logo
- Essay competition
 - Naperville History
 - Future of Naperville
- North Central College Tuition (1-semester)
- Local art competition
- Mural competition
- Naperville Sport Tournaments
- Chess tournament
- Science Fair (categories past, present, and future)
- Days of Service
 - River cleanup
 - Feed My Starving Children
- Sustainability Events
 - Caretaking for the future
 - Sustainable business growth
- DuPage Children's Museum
- Bike race

Events

- Reenactments at Naper Settlement/Naperville Public Library
- Walking Tour
- Virtual Tour
- Geocoded "Share Your Story" sites
- Site Ribbon Cutting

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- Historic Trolley Tours
- Cemetery Tours
- Full Marathon (or current half marathon)
- 4th of July Parade/celebration
- Holiday Electric Parade
- Labor Day Parade
- Memorial Day Parade
- January 1st Parade
- "Movies in the Park"
- Concert Series
 - Jazz
 - Band
 - Quartet
- Golf Outing
- Centennial Beach Centennial Celebration
- Art show
- Block 59 - anything!
- Celebration of green spaces (history of Frontier Park)
- Frontier Park concerts
- Antique Classic Car Show (maybe on Naperville Test Track)
- Oldest Resident Award
- Celebration of 100+ year old businesses
- Bicentennial Baby
- Founding Families event
- Wedding celebration
- Honorary Street Naming
- Events with First Nations
- Events with North Central College
- Animal Adoption Event(s)
- Drone Show
- Entrepreneurship/Incubator show
 - Partnership of North Central, School District, Business Community
- Vintage Fashion Show
 - Wedding dress
- Talent Show

Example Celebrations

- City of Columbia, MO - Bicentennial milestone
- City of Akron, OH - Bicentennial milestone

Merchandise

- "Passport to History"
 - Prize for completing the passport.
- Bicentennial Stenger Beer
- Celebratory wine/spirits
- Swag (community driven)
 - Bags

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- Apparel
- Dishware
- Joe Naper Bobblehead

Public Art

- Inflatable Backdrop or Mural for Instagram selfies
- SECA public art exhibits
 - Decades of City History
- Time Capsule
- Naperville Marching Band composes a "Band of March"
- Sand/Ice sculptures at Centennial beach
- Projection art
- "Immersive Naperville"
 - Immersive exhibit of Naperville history

Sponsorship/Fundraising

- 200 Trees for 200 years
- Golf Outing
- Silent Auction
- Gala
- Honorary Street Renaming
- Celebration book - calendar of events, articles with space for Naperville Businesses to advertise
- City Banner Program
- Website/Social Media Presence

Themes

- "Past, Present, and Future"
- "Common Ground"
- City of Columbus, IN - Honor our past, find common ground in the present, imagine possibilities for our future.

2031 City of Naperville Bicentennial Framework

Appendix B: Sources

The following municipalities and local organizations were surveyed and/or interviewed to gain an understanding of expectations, risks, and other topics relevant to the bicentennial framework.

Municipalities Celebrating a Milestone

- City of Akron, OH
- City of Ann Arbor, MI
- City of Boston, MA
- City of Brighton, NY
- City of Columbia, MO
- City of Columbus, IN
- City of Decatur, GA
- City of Fayetteville, GA
- City of Indianapolis, IN
- City of Jackson, FL
- City of Jackson, MS
- City of Lebanon, TN
- City of Manchester, CT
- City of Memphis, TN
- City of Noblesville, IN
- City of Pikeville, KY
- City of Tallahassee, FL
- City of Victoria, TX
- City of Ypsilanti, MI

Local Organizations

- Naperville Chamber of Commerce
- Naperville Park District
- North Central College
- Downtown Naperville Alliance
- Indian Prairie School District 204
- Naperville Heritage Society/Naper Settlement
- Naperville Public Library
- Naperville Riverwalk Commission
- Naperville Interfaith Leaders Association
- Naperville Community Unit School District 203

2031 City of Naperville Bicentennial Framework

Appendix C: ELP Mid-Year Presentation

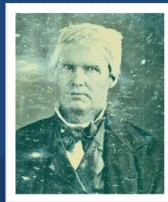
The following slides were presented to the City of Naperville Director Leadership Team on November 11, 2024.

NAPERVILLE BICENTENNIAL

City of Naperville Emerging Leaders Program

GROUP MEMBERS

- Tammy Spencer
- Julie Smith
- Connie Rhoades
- Eric Hedman



- Rudy Zucker
- Aleksandar Stojanov
- Verena Nunez
- Scott Thorsen (Retired) *Here in spirit*

Project Manager:
Marcie Schatz

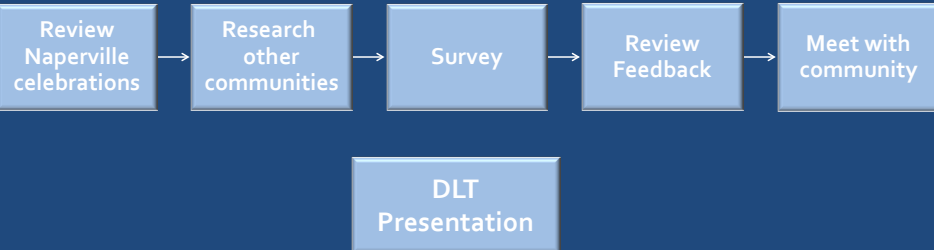
2031 City of Naperville Bicentennial Framework

SCOPE

Develop a framework for the City of Naperville that will guide the 2031 bicentennial celebration and accentuate our past, present and future.

W. JEFFERSON ST. NAPERVILLE, ILL. 1924

OVERVIEW



2031 City of Naperville Bicentennial Framework



- This process will be a circular one, as we will be drafting a framework, getting unbiased feedback and looping in ideas, then reworking the framework to create the final framework.



- Most of us had no idea this archive was located at DPW
- Archive at DPW: tour of historical artifacts, memorabilia from prior milestones, OLDEST CHAIR IN NAPERVILLE, artwork
- Naper settlement: discussed themes of prior milestones, what the historical society is thinking of for the future event

2031 City of Naperville Bicentennial Framework

QUESTIONNAIRE

- Benchmark cities
- Cities with milestone celebrations
- Local organizations



- The list of who we talk to got bigger before we limited the scope. We want to be inclusive but realize that being selective is important at this stage. Too much input can be more confusing than helpful.
- Researched what other cities in the nation have celebrated a milestone like this as well as cities who are considered comparable to Naperville and could serve as a benchmark city.
- Created a list of local organizations who we felt would provide beneficial input on what a celebration might entail and would be willing to participate. Chosen based on size of organization and level of involvement in community
- Collaborated with Communications team (shout out to Ryan Rey) on creating Survey Monkey questionnaire for benchmark and milestone cities as well as local organizations.
- Met with local organizations after reviewing survey responses to continue conversation on celebration expectations

2031 City of Naperville Bicentennial Framework

NATIONWIDE FEEDBACK

Celebration • Multiple celebrations • Parades • Community involvement • Gift(s) to City	Challenges • Planning timeline • Budget • COVID • Gift(s) to City
--	--



- Multiple celebrations – most cities had smaller events throughout year with one major event focused around 4th of July
- Parades – most cities had at least one or more parade
- Community involvement – multiple events held on smaller scales to involve different aspects of community
- Gift(s) to City – some cities had “gifts” planned, which they intertwined into their bicentennial
- Planning timeline – most stated to allow plenty of time to plan, some winged it, some stated they didn’t allow enough time
- Budget – one city stated the amount they budgeted wasn’t enough
- COVID – some cities couldn’t celebrate milestone being planned due to COVID, had to either improvise or cancelled altogether
- Gift(s) to City – not all cities interviewed did a project

2031 City of Naperville Bicentennial Framework

LOCAL ORGANIZATION FEEDBACK

Celebration

- Community involvement
- Multiple celebrations
- Honor history

Challenges

- Gift(s) to City
- Funding
- "Willing to participate in whatever you come up with!"

Local Organizations

- Naperville Area Chamber of Commerce
- Riverwalk Commission
- Naper Settlement/Historic Society
- Naperville Development Partnership
- Downtown Naperville Alliance
- Naperville Public Library
- Convention Visitors Bureau
- Naperville Park District
- School Districts 203 and 204
- North Central College




- Community involvement – almost everyone mentioned wanting there to be community involvement (schools, residents, organizations, etc)
- Multiple celebrations – a few organizations offered to help with multiple small-scale events throughout the year
- Honor history – most suggested honoring the history of Naperville while looking towards the future
- Gift(s) to City – could we work in a project with something that is already being planned (Jefferson streetscape) or something brand new (pedestrian bridge by I-88)
- Funding – who would be paying for events?
- “Willing to participate in whatever you come up with!” – most common response while conducting in person interviews

FRAMEWORK



Priorities

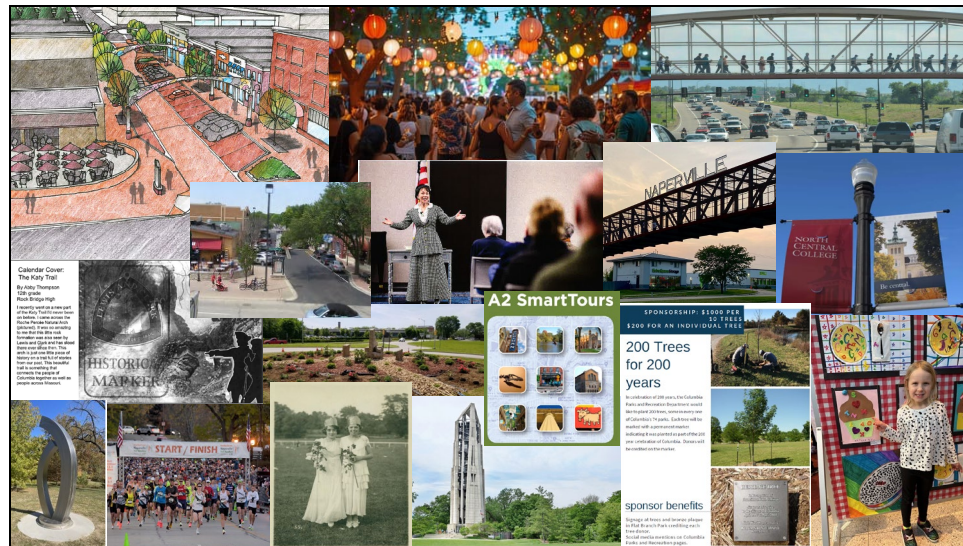


Roles and Responsibilities

- Event Planning/Sanctioning
- Task Force
- CIP

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- Governance
- Planning schedule



- Event ideas
- CIP ideas
- Funding sources
- Competitions

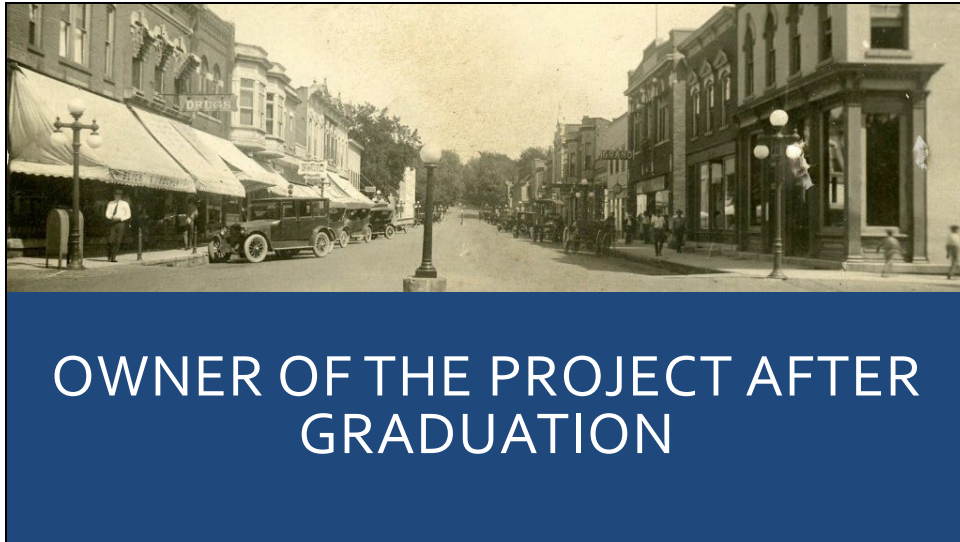
ASSUMPTIONS AND RISKS



- Staffing
- Public Safety
- Calendar of Events
- Funding
- Locations
- Vendors
- Community involvement and activities

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- Marketing
- Permitting
- Risks of not having specific resources



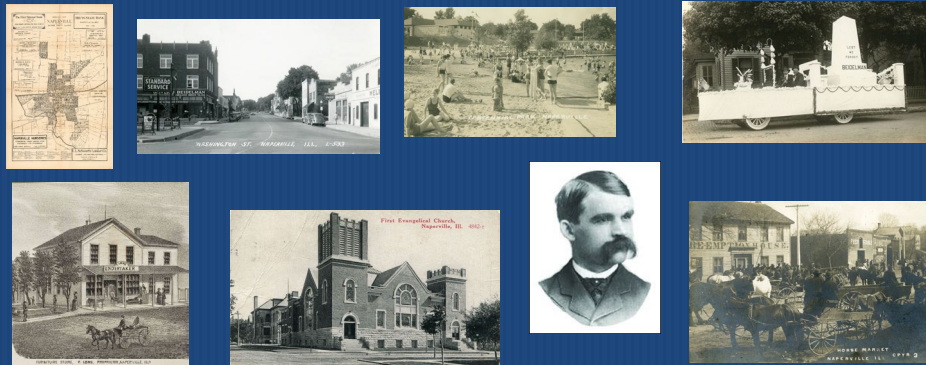
- What will the committee look like? TBD



- Two key measurements:
 - Deliver framework by May 8th?
 - Does the framework get used?

2031 City of Naperville Bicentennial Framework

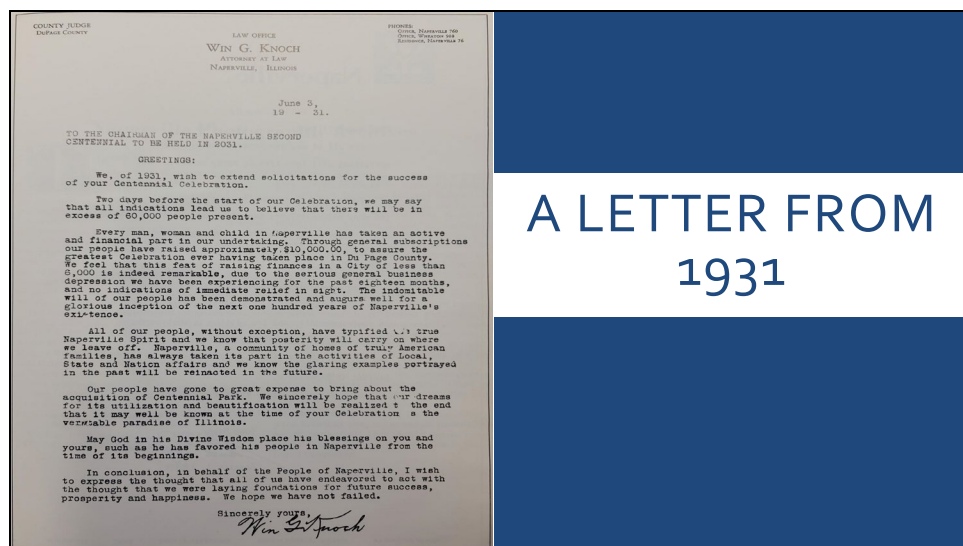
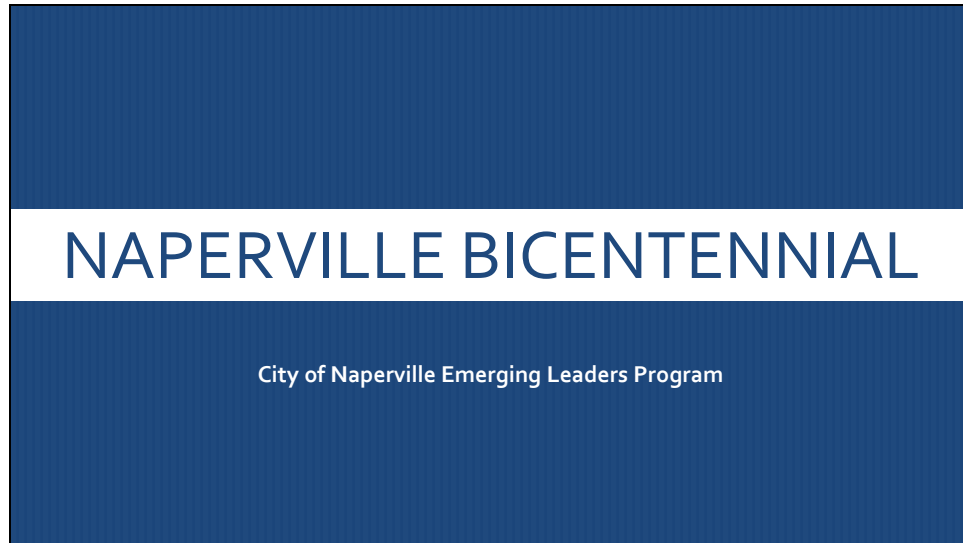
WHAT WE HAVE LEARNED



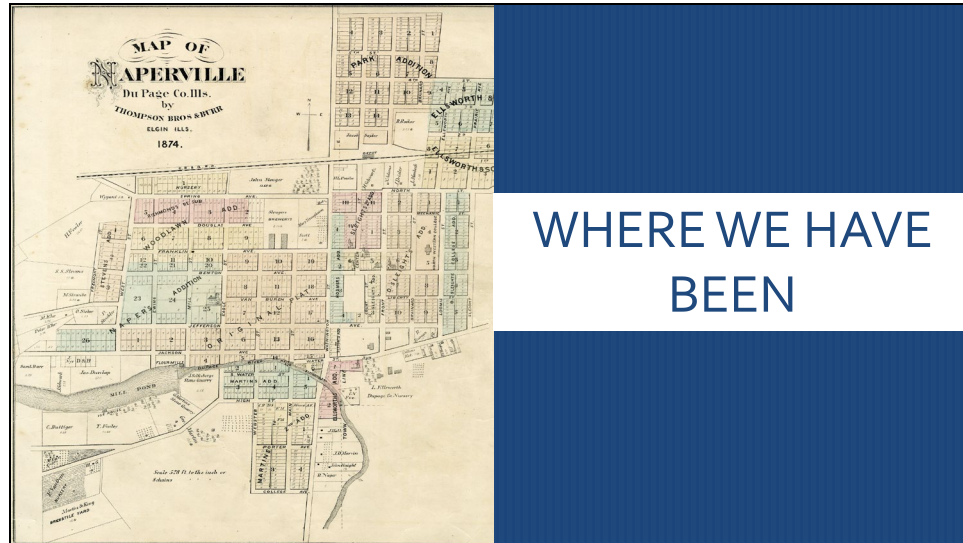
2031 City of Naperville Bicentennial Framework

Appendix D: ELP Final Presentation

The following slides were presented to the City of Naperville Director Leadership Team on May 8, 2025.



2031 City of Naperville Bicentennial Framework



When we last met...

- Developed a scope for our project and determined what exactly we wanted to accomplish
- Researched previous Naperville celebrations
- Surveyed milestone celebration cities nationwide and local organizations
- Noted key takeaways from feedback received
- Brainstormed a plethora of possibilities of what the celebration could entail

Now, we have taken all that information and produced general recommendations and best practices to be mindful of for a celebration of this magnitude. Everything from who should lead the planning, current procedures, resources available and risks to consider. We also met with Mary Lou Wehrli, who you will see is credited with providing us most of the photos in our presentation. She was gracious enough to take the time and present the history of Naperville, as well as sit down and discuss ideas for the Bicentennial.



Historical Reflection and Education. The bicentennial celebration is an excellent opportunity to explore and highlight important events, figures, and milestones, potentially through educational programming, exhibits, and historical markers placed throughout the city.

2031 City of Naperville Bicentennial Framework

Community Engagement. Bicentennial celebrations should be diverse, encouraging participation from the entire community.

Preserving and Promoting Local Heritage/Legacy Planning. The bicentennial is an opportunity to reflect on the City of Naperville's origins and development over the past two centuries. Public projects might include preserving historical landmarks, original buildings, or notable public spaces.

Civic Pride. The bicentennial celebration is an opportunity to promote the present-day vibrancy of the City of Naperville.

Future Vision. Looking forward, the City of Naperville's bicentennial can provide a platform for envisioning the next 200 years. Local leaders, civic groups, and residents can come together to discuss the city's future to address topics like sustainability, inclusion, technological advancement, and the preservation of the unique character of Naperville.

Special Commemorative Projects and Collaborations. The City of Naperville may commission special art pieces, murals, or historical projects to mark the occasion. Community partnerships should be explored to enhance any capital improvement projects that would serve as a gift to the community.

Fiscal Responsibility. Careful consideration must be given to the costs and multiple funding avenues should be pursued, including grants, corporate sponsorships, private donations and funding from the Special Events and Community Arts Grant Fund (SECA).

Safety. Public safety should remain a top priority for all community events.



Commission - Formal group following Illinois Open Meetings Act for transparency, with open meetings and public participation. Permanent body with authority to decide, regulate, and manage long-term programs, with appointed members.

Committee - Temporary subgroup of a governing body, addressing specific issues and reporting recommendations. Formed for particular tasks, with members appointed until goals are met and the committee dissolves.

Task Force - Short-term group focused on a specific problem, disbanding after delivering quick solutions. Includes experts from various fields for specialized, flexible approaches to targeted challenges.

2031 City of Naperville Bicentennial Framework

Recommendation - Committee Structure: Ideal for the municipal bicentennial celebration, enabling collaboration among diverse stakeholders to leverage expertise, distribute responsibilities, and ensure adaptability. **Community Engagement:** Encourages involvement of local leaders, residents, and organizations to create a celebration reflecting the community's history, values, and collective spirit.

COMMITTEE ROLES & RESPONSIBILITIES



Naperville Riverwalk Groundbreaking
Photo credit: Mary Lou Weber

Executive Committee

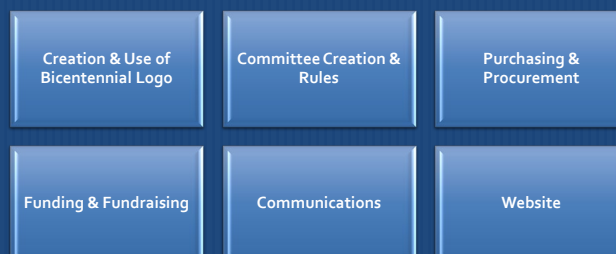
- Focal point for celebration planning
- Executive Committee Chair

Sub-Committees

- Focus on specific celebration activities
- Chaired by members of the Executive Committee

- Executive Committee – leads the bicentennial celebration. EC makes decisions and plan celebrations but reports to CMO as a check on their latitude.
- (Key point) EC Chair – Needs to be someone w/ connections to the community and City government.
- Sub-committees – Narrow perspective on specific activities (IE Communications, fundraising, etc). Reports to the EC who coordinates the big picture. Play to strengths w/ membership.

INTERNAL PROCESSES



Creation of 2031 Bicentennial Logo - Creating an official logo for the public is instrumental to the branding of bicentennial events.

Logo will:

- Communicate the City of Naperville's history, values, and vision for the future
- Create a design that can be used across various marketing materials

2031 City of Naperville Bicentennial Framework

- Develop a versatile logo that represents the City of Naperville's milestone

Voting - Every effort should be made to involve community members with public meetings and discussions, but not be subject to the Open Meetings Act (5 ILCS 120/1). Agendas shall be posted for transparency.

Committee Creation - To ensure the successful planning and execution of the 2031 Bicentennial celebration, several committees and sub-committees should be established. Committee members should include representatives from the City of Naperville, local businesses, community organizations, Naper Settlement, and residents. Subject matter experts from the Legal Department, Communications, and Special Events Team should be key members of the sub-committees.

The 2031 Bicentennial Executive Committee

- Event Planning sub-committee:
- Fundraising sub-committee:
- Communications & Marketing sub-committee:
- Historical sub-committee:
- Community Outreach sub-committee:

Purchasing/Procurement Procedures - The City of Naperville has outlined guidelines for purchasing goods and services. These guidelines can be found here: <https://www.naperville.il.us/government/city-finances/purchasing-and-bids/>

Funding - Securing adequate funding is essential for the success of the bicentennial. This requires developing a comprehensive budget and pursuing various funding avenues, including government grants, corporate sponsorships, and private donations.

Fundraising - Fundraising is an important component of the bicentennial celebration events to ensure large scale events are organized and successful. Some internal procedures for fundraising may include:

- Fundraising Sub-Committee
- Set Clear Fundraising Goals
- Identify Potential Sources of Funding
- Create Fundraising Materials
- Launch Fundraising Campaigns
- Track and Acknowledge Contributions

Communications - The Communications & Marketing sub-committee will serve an essential role in the planning and execution of the 2031 Bicentennial. The City of Naperville Communications Department should be consulted as subject matter experts to help reach the target audience(s) and provide best practices.

They will define what information should be communicated, who should receive that information, where the information should be disseminated and what information should be communicated.

Website - Creating a website for the 2031 Bicentennial is an essential step in promoting and organizing the celebration. This website will be separate from the City of Naperville.

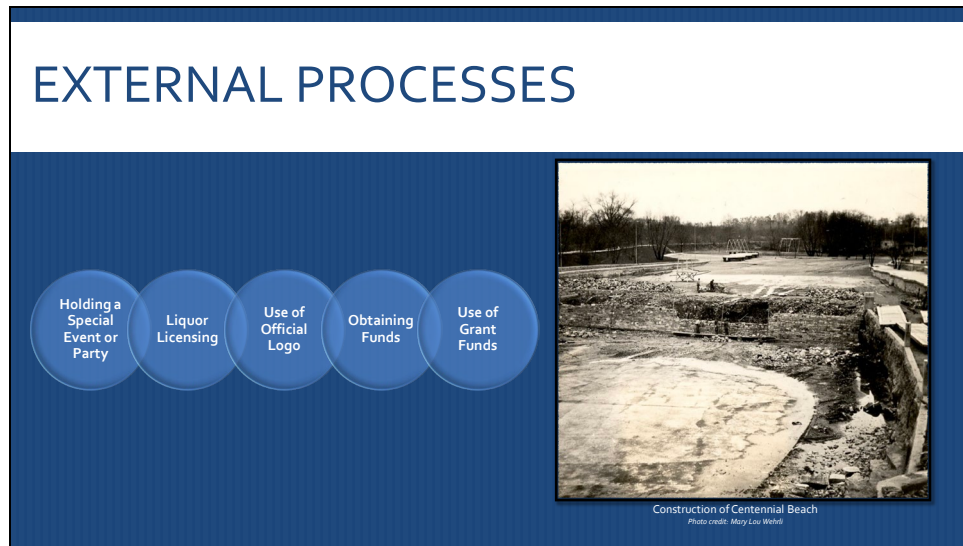
Key elements of the 2031 Bicentennial website may include:

Event calendars

- City of Naperville's history, important figures, and significant milestones
- How residents and visitors can get involved, volunteering opportunities etc.
- Outline sponsorship levels and benefits for potential donors

2031 City of Naperville Bicentennial Framework

- News and updates
- Showcase images from past and current events
- Logo details
- Merchandise
- Community engagement features or other interactive elements.
- Provide materials for schools and educators about the city's history.



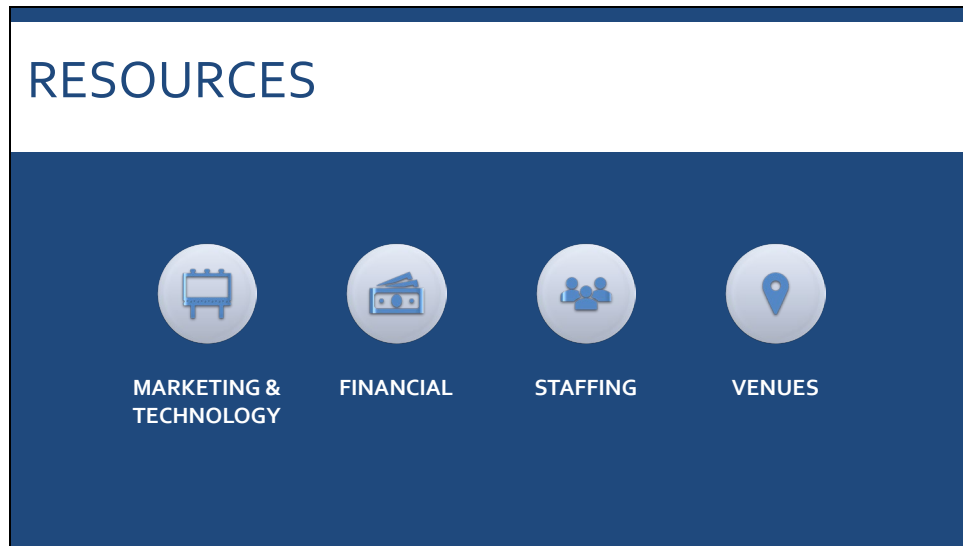
These procedures are aimed at making it easier for local businesses, non-profits, and community organizations to get involved — whether by hosting events, applying for funding, or promoting their efforts.

The goal is to foster community engagement by providing clear guidance on how to collaborate with the City of Naperville during the Bicentennial.

- Processes cover everything from event permits to promotional support and access to funding.
- A dedicated Bicentennial website will act as the go-to hub for all external organizations and groups will have the following information with links
- Step-by-step instructions for applying for special events
- Permit and licensing details
- Planning tools, funding sources, and event calendars

We anticipate that many organizations and groups within the City will want to participate and providing all the information they are looking for online will help navigate the processes they need to follow.

2031 City of Naperville Bicentennial Framework



Marketing & Technology:

- Social Media
- Website
- Mobile App
- AI

Financial:

- SECA grant program
- **key point** partner with a 501c3 organization
- Budget beginning in 2026



The biggest challenge will be to foster an all-inclusive and diverse celebration for ALL of Naperville.

2031 City of Naperville Bicentennial Framework

APPENDIX A



MEASURING SUCCESS

Did we deliver the framework?

Will the framework be used?



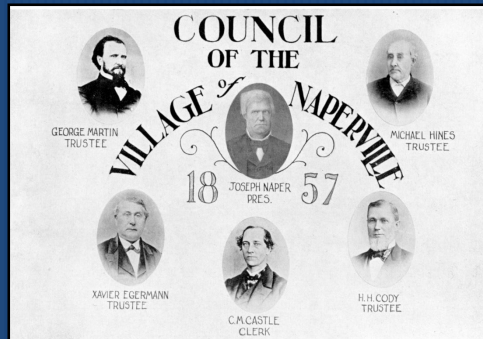
Construction of the I-88 Tollway
Photo credit: Mary Lou Wehrli

- Did we deliver? Yes! Developed a nearly 40-page framework (plus more for appendices. Addresses significant questions on structure, procedures, fundraising and goals. Some significant questions being answered now sets the shape for the committee.
- Use the framework? We certainly hope so. We could have spent another year developing the framework and still not covered everything. We've made a lot of recommendations on a variety of topics that should prove helpful in the future.

2031 City of Naperville Bicentennial Framework

NEXT STEPS

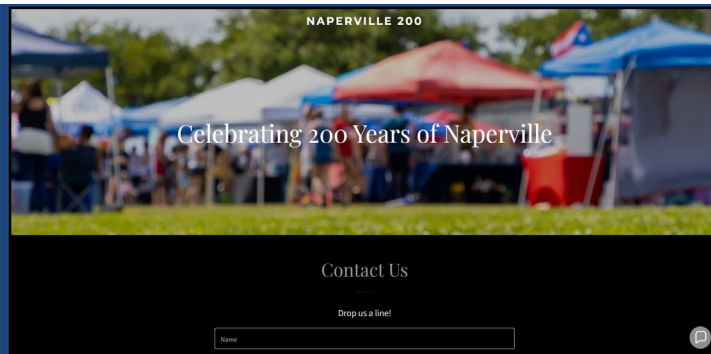
1. City Council Approval
2. Recruit chair
3. Form executive committee



Naperville City Council Circa 1857
Photo credit: Mary Lou Weiss

- City Council approval of the creation of the 2031 Bicentennial executive committee, as city funds will be appropriated for this. Recommend budget planning be included in the 2026 annual budget and the formation of, or partnership with, a 501c3 non-profit begin. Building a proper war chest for the celebration will be important.
- Reiterate: EC Chair needs to be someone w/ connections to the community and City government. Selecting the right person sets the tone for the rest of the celebration planning. Because EC should report to CMO, CMO should select a chair by the end of 2025.
- Once the chair is selected, begin forming the executive committee from the community.

CLOSING



www.naperville200.org