

January 29, 2018

Naperville City Council  
Municipal Center  
Naperville, Illinois

Re: Approval of the Special Event Application for Festa Italiana

Dear Esteemed Members of City Council,

I am writing in reference to the application for Festa Italiana scheduled to come before you on February 6, 2018. I understand that members of the Downtown Naperville Alliance (DNA) have or will be sending a letter opposing the approval of the event citing parking as an issue.

My name is John Barry. I am a long-time resident of Naperville and the Owner and CEO of StarEvents, organizers of Festa Italiana. I am conscious of the many interests you must align when considering this matter, and assure you that the event does not overburden the parking in the downtown area, but instead brings many wonderful opportunities to this community, including business in the downtown area.

Festa Italiana, now scheduled to take place the 3<sup>rd</sup>, 4<sup>th</sup> and 5<sup>th</sup> of August 2018 hopes to attract somewhere between **7,000 to 10,000** visitors. We have done our due diligence and are able to use the parking lots from Naperville Central, District 203, The Porter and Aurora lots from Naper Settlement, the Municipal Center, Rotary Hill, and other non-downtown lots. Together these lots account for well over 1,000 parking spots **without** taking into account the parking deck at Water Street or any other downtown lot.

As good partners, we are open to creating and sharing with other entities in-town—NCVB, the City, Naper Settlement etc.—a map designating these outlying parking areas as the only parking alternatives. Doing so not only helps the downtown merchants preserve their spaces, but also makes sense for the attendees as it is far more convenient for them to park in those areas. Attendees typically spend a few hours at the event, allowing for continuous rotation of the parking spaces necessary to accommodate the need without spilling into downtown.

Additionally, Festa Italiana and the business model used brings tremendous opportunity for the city's local businesses on many fronts. Consider the following:

- Two of the **major food providers are** Rosebuds and La Sorella di Francesca, both downtown **Naperville businesses**.
- We pride ourselves in showcasing local talent. The event will have artisans, merchants, food and culinary experts. As a Naperville Chamber member, we will be **approaching Naperville businesses** first to ensure the local flavor of our city is fully captured.
- All Naperville businesses seeking to participate will enjoy a **25% discount** available only to them.
- We will be featuring cooking demonstrations by local chefs. These demonstrations provide **one of a kind opportunities for local catering companies, private chefs, banquet facilities, restaurants and hotels** in the area to showcase their culinary experts and reach thousands of consumers at one time.

- We are open to providing the **DNA/NCVB with a free** booth to promote Naperville and its many offerings.

I think it is important for you to know that our conversation with Naper Settlement started May 3<sup>rd</sup>, 2017. We received our contract in June of 2017 and signed it. Our initial payment of \$9,120 was cashed in October, 2017.

Finally, I take a moment to explain that this matter is before you since we were not able to submit the revised application before the end of the year because we were asked to change the initial date for the Festival given that India Fest had been approved for that same day.

This being the case, it required that I reach out to those involved from my end, including the musical talent, sponsors, and other event organizers to ensure that one of the alternative weekend dates would work for each of them. This in conjunction with the holiday season made it impossible for us to provide the applications before December 31<sup>st</sup>.

Thank you again for your consideration and I look forward to meeting you on February 6<sup>th</sup>.

Sincerely,

John Barry