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Title: Approve the 2021 Special Events calendar and designate the calendar as closed

Sponsors:

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Attachments: 1. 2021 Special Events Calendar for Agenda

Date	Ver.	Action By	Action	Result
1/19/2021	1	City Council	approved	Pass

CITY COUNCIL AGENDA ITEM

ACTION REQUESTED:

Approve the 2021 Special Events calendar and designate the calendar as closed

DEPARTMENT: City Clerk’s Office

SUBMITTED BY: Dawn Portner, Special Events Coordinator

BOARD/COMMISSION REVIEW:

N/A

BACKGROUND:

The Special Events calendar is a tool to assist in the planning and preparation of the many annual events that are held in Naperville. The 2021 calendar was compiled based on applications received from event organizers as well as the Special Events Team scoring criteria. As in previous years, staff is requesting the City Council grant preliminary approval for the dates and events listed. This will allow sponsors and organizers to proceed with planning. Upon approval, City staff will begin scheduling logistics meetings to review routes, staffing levels, traffic control plans, and gather stakeholder input. The City Council will have the opportunity to review specific details for individual events at regularly scheduled meetings throughout the year.

As was done in 2020 in response to COVID-19, events will be modified to ensure a safe celebration.

DISCUSSION:

The Special Events Team

This is a multi-departmental (Clerk’s Office, Police, Fire, Public Works, Naper Settlement, Naperville Public Library, TED), multi-jurisdictional (Edward Hospital, Park District, DNA) group that evaluates applications, recommends the following year’s calendar, meets throughout the year with organizers to plan event logistics, and provides resources before, during, and after the event day(s).

Event Impact Scoring Criteria

In 2018, the Special Events Team created department specific criteria for each event and assigned an "impact score" based on the information provided in the application and previous experience with the event. Scores ranged from zero to four by department and included, but was not limited to, such criteria as staffing levels required, expected attendance, parking impact, length of event, footprint of event (including road closures), inspections, mutual aid potential, type of entertainment, community impact, and whether or not liquor is served.

The department scores were weighted and then divided by the aggregate score. Those events receiving a score of zero or one for either department or community impact were dropped from the calendar. This does not mean that the event will not occur, but rather, because no City resources are necessary and permitting is minimal, the events will be managed administratively by the City Clerk's Office instead of requiring review by the full Special Events Team.

New events for 2021

Soul Fest - Saturday, June 5

This one-day event is located at Naper Settlement and will be a celebration of African American and Caribbean culture. It will feature an outdoor bazaar with food and artisan vendors, live music, dancing, youth zones, and a beverage pavilion.

Juneteenth Celebration - Saturday, June 19

This event will be held at Rotary Hill and is sponsored by Naperville Neighbors United. This will be a community wide "coming together" celebration of Juneteenth also known as Freedom Day. The event will include a celebration of Naperville's diversity by including recognitions and performances by the many community groups.

The Salute - Friday, July 2 - Sunday, July 4

This 4th of July celebration, organized by Naperville Responds for Veterans, is being held at Rotary Hill, Naper Settlement, and Naperville Central High School. The event will be a salute to veterans, active military personnel, and first responders. It will showcase area bands, fireworks, and feature a Taste of Naperville component.

Roaring 20's Weekend - Saturday, July 24 - Sunday, July 25

This two-day event on Water Street will promote 20's era culture with live music, dancing, movies and clothing.

Irish Fest - Saturday, August 6 and Sunday, August 7

This two-day event will be held at Frontier Park and is designed to promote, strengthen, and preserve Irish culture. The event will feature Irish food, music, vendors, dancers, and a hurling tournament.

Naperville Pride Festival - Saturday, 11 and Sunday, September 12

This event will be held at Naper Settlement. It will be a family-friendly celebration in support of the LGBTQ community with music, arts and crafts, food, vendors, and a family fun area.

Howlin' at the Moon - Saturday, October 22 - Sunday, October 23

This event will be held at Naper Settlement and transformed into a haunted wonderland and feature, music, themed dancers, food and Halloween-type activities

Tata's Christmas Nutcracker - Friday, November 26 - Thursday, December 23

This event will be held at Naper Settlement and is a family-friendly European Holiday market that will highlight Polish culture and feature vendors, seasonal foods, decorations and activities.

Approval of the 2021 Special Events Calendar

The calendar includes 35 events (or a total of 94 event days) from February through December that require City services and/or the closure of streets.

Fewer than 14 events, held primarily on sidewalks and not requiring excessive permitting or City staff support, are not listed and will be coordinated administratively by the City Clerk's Office.

In addition to approving the attached 2021 calendar, the Team is requesting the calendar be closed to all events that would receive an aggregate score higher than one based on the evaluation criteria.

Once the calendar is closed, the Special Events Coordinator will add event requests to a wait list for 2022. Events on the list will be reviewed in summer of 2021 during the annual application process. If an approved event is canceled prior to the summer of 2021, the Special Events Team will attempt to accommodate an event from the wait list.

If an organizer does not wish to be placed on the wait list, they will be directed to petition the City Council at a regularly scheduled meeting and an agenda item will be prepared for review with a recommendation from the Special Events Team.

FISCAL IMPACT:

N/A