



## Recipe for Success

Start with the City Council's collective wisdom to support the event.  
Mix in a dedicated, non-compensated volunteer private management team  
Add generous sponsors  
Relish with community groups.  
Top with enthusiastic public attendance.

**The Taste of Park Ridge History:** The Taste of Park Ridge originated as an uptown event in 2000 produced by local merchants and restaurateurs. In the first 5 years, it grew in popularity, but its funding structure resulted in the city losing money two consecutive years (2003 & 2004). In 2005, the newly elected mayor and city council, responding to citizen desire to see the event continue, authorized the creation of a private organization comprised of community volunteers to plan and manage the event. The City provided seed funding. In 7 weeks, the volunteers orchestrated a civic event that surpassed all expectations. The seed funding was returned as promised by the volunteer organization. The City Council acceded to a request by the volunteer group to use a portion of the returned funds as a perpetuation seed in order to dissolve any direct cash support in future events. (That was accomplished as projected). The City provides city services as its form of sponsorship (similar to other sponsors of the event who provide cash or services in exchange for promotional consideration in the event).

**The Taste of Park Ridge Organization:** The Taste of Park Ridge organization is a not-for-profit, non-political, Federal tax exempt 501 C(6) corporation. The Taste of Park Ridge has never issued a W2 or 1099 tax form because the Volunteer Board of Directors & Committee members are non-compensated. The volunteer spirit is so ingrained in the leadership that personal contributions like cell phone usage and vehicle fuel as well as office supplies are not expensed but rather are considered part of the effort of producing a premier civic event. The management committee volunteers approximately 8,000—10,000 hours over the course of every year. If one were to pay for that effort and expertise, it would total over \$50,000. This effort is in addition to the committee members running businesses in town, leading family lives, and ongoing involvement in other civic, service, and charitable groups and activities. Planning occurs year round in order to coordinate the event that draws local citizens as well as visitors to our City.

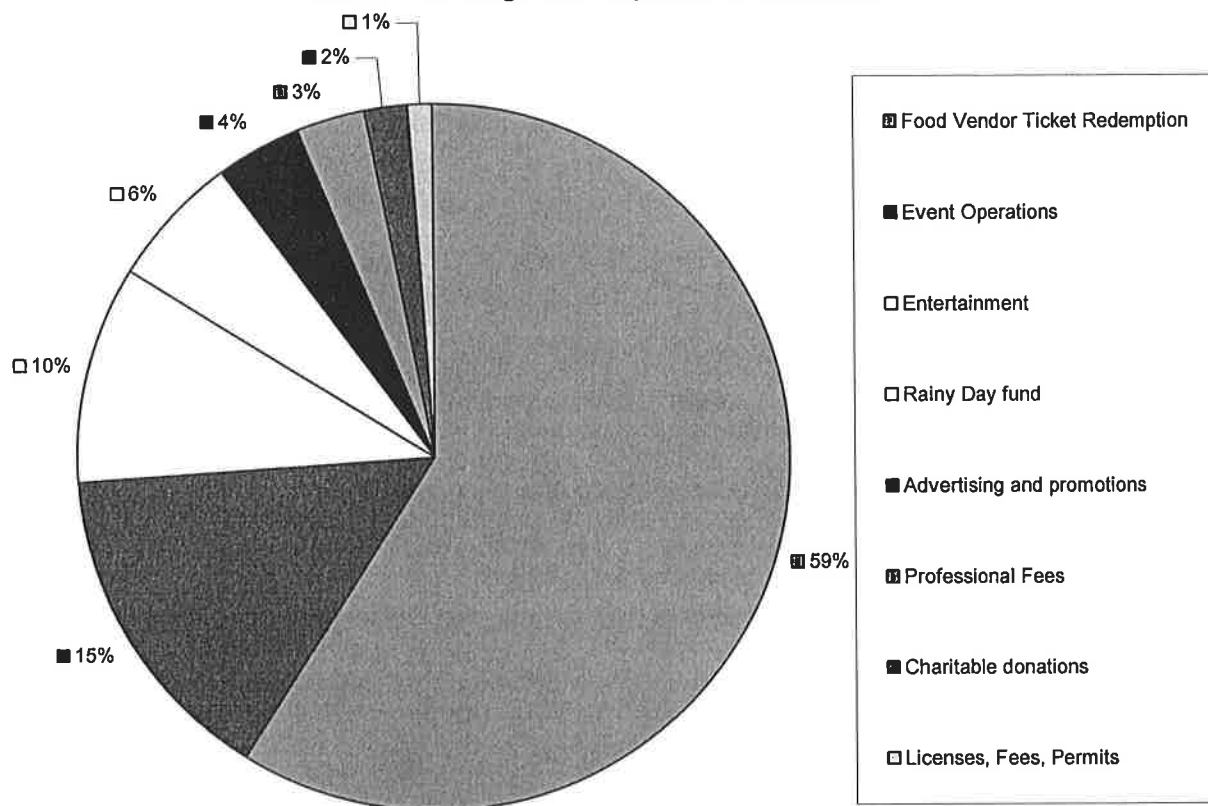
**The Taste of Park Ridge Disclosure Policy:** Transparency in government is a laudable aspiration. The Taste of Park Ridge organizers respectfully remind all interested parties that the Taste of Park Ridge not for profit corporation is not government: it is a private organization that respects the City's inquiries while simultaneously respecting the confidentiality of the private businesses and organizations that contract with us. To that end, the Taste provides information in the aggregate for the City's statistical purposes. We also maintain the confidentiality of private businesses who have entered into negotiations for sponsorship in full good faith. To pursue a different policy would be disrespectful to all parties involved and actually be detrimental to the success of the event. Federal and State law requires appropriate tax filings at the conclusion of the Corporation's fiscal year (the Taste's fiscal year runs from January to December). The law allows public access to those forms.

**The Taste of Park Ridge Event:** The 2009 Taste of Park Ridge gross receipts were \$266,652 (rounded to the nearest dollar). On the reverse of this sheet, you will find a pie graph indicating the percentages of expenses and allocations.

**Please note: All funds are expended on the event or used to perpetuate the next event.**

The Volunteer efforts of the non compensated Taste of Park Ridge organizers (planning, sponsorship acquisition, event presentation) yields a civic celebration that costs \$90,000+ : funds the City does not have to allocate from its budget. The \$5,000 costs to the city are the services it provides as its sponsorship. The City receives direct tax, fee, license, and permit revenue from the event thus defraying the funds expended. The event creates residual revenue for the City when visitors return to shop and dine throughout the year. Based on the provided information, the Taste of Park Ridge organizers respectfully recommend the Park Ridge City Council maintains the Taste sponsorship commitment of non-reimbursed city services.

### Taste of Park Ridge 2009 Expenses & Allocations



### Notes

**Food Vendor Ticket Redemption 59 %**

This amount is the food vendors' earnings. The Committee redeems the tickets for a cash value. *Each food vendor is responsible for paying the City of Park Ridge taxes after the event.*

**Event Operations 15%**

This amount reflects the rental of tents, equipment, power generators and other costs associated with the setup, operation, and dismantling of the event.

**Entertainment 10%**

This amount reflects the costs for performers and stage in the entertainment arena as well as Hodges Park events on the Saturday of the Taste. All entertainment is free to the public.

**Rainy Day Fund 6%**

This amount is allocated to a literal Rainy Day fund. Annually, a major, uncontrollable variable is weather. In 2008, the event's first night was literally washed away by a severe storm. This year, in 2009, Friday lunch was impacted by a 3 hour drizzly rain, dampening the attendance. Another uncontrollable variable is the economic climate. Fall 2008 to Spring 2009 was a season of economic drought concerning sponsorships. Fortunately, many sponsors stepped forward and gave, but some scaled back and others were unable to support this year (hoping to do so for 2010). Therefore, a portion of proceeds is contributed to the Rainy Day fund each year to perpetuate the event.

**Advertising and Promotions 4%**

This amount indicates the costs associated with the marketing to both potential sponsors and the general population in order to raise sponsor dollars and event attendance: the two sources of event revenue.

**Professional Fees 3%**

This amount is for costs associated with the professional services regarding accountancy and taxes.

**Charitable Donations 2%**

This amount reflects donations to volunteer, service, and civic groups. Including \$750 to the Park Ridge Police Department's 2009 national night out event. The Taste contributed \$5200 to various community groups in 2009.

**Licenses, Fees, Permits 1%**

This amount indicates the direct costs to the Taste entity for licenses, fees, and permits at State and City levels. *In addition to the previously mentioned Food vendor taxes, this is direct revenue to the City.*