

March 26, 2018

**Rochelle City Council Members:**

**Attached is a proposal outlining the request for a Street Dance/Block Party to be held on Cherry Avenue, Saturday, June 9, 2018. We ask that you review this and contact us should any additional information be required, or should you have further questions.**

**We look forward to hearing from you, and thank you for the opportunity to successfully promote businesses within the downtown Rochelle area.**

**Sincerely,**

A handwritten signature in cursive script that reads "Laura Salazar".

**Laura Salazar  
Event and Promotions Manager  
Kenny's Place  
411 Cherry Avenue  
Rochelle, Ill 61068  
815-562-6568 (office)  
815=786-4327 (cell)**

## **KENNY'S PLACE**

### **1<sup>st</sup> Anniversary Cherry Avenue Street Dance and Block Party Saturday, June 9, 2018**

#### **Proposed Plan**

As previously done, we request to close the East and West ends of Cherry Avenue, Saturday, June 9, 2018. The purpose of this temporary closing is to offer free entertainment, which will be set at the Eastern most end of Cherry Avenue, coinciding with Ale On Lincoln.

#### **Benefits:**

- As previously done, this event will advance camaraderie among the businesses on Cherry Avenue, as well as provide an attraction for residents both locally and in neighboring communities.
- This will create an opportunity for increased revenue for businesses located in downtown Rochelle, as proven by neighboring communities who have held similar events.
- Allowing this event to be repeated will create an expectation of continued events within the downtown region, providing the opportunity to promote Rochelle as a premium destination we all desire to do.
- This will allow us exposure of the advancements made within the downtown area, as well as Cherry Avenue, and will showcase the many changes Rochelle has recently made.
- Local entertainment will be showcased.

#### **City Requirements**

- Closing of Cherry Avenue, beginning at 7pm to permit set up for entertainment, continuing until 12am for tear down
- Providing barricades at the East and West ends of Cherry Avenue
- Permitting the event to begin at 8pm, as a continuation of Ale on Lincoln, with entertainment beginning at 9pm and concluding at 11pm. This will allow us to have Bag Game playing, as well as fellowship among attendees.
- Electrical connections to various street lights along Cherry Avenue for set lighting to provide a safer environment
- Parking restrictions along Cherry Avenue, to begin at 6pm

### **Precautionary Measures (provided by Kenny's Place)**

- Staffed Security that will be posted at either end of Cherry Avenue, ensuring minors are not permitted to enter, as well as ensuring a safe environment throughout the event
- Ample waste receptacles and tobacco retainers provided to eliminate littering
- Tables and Chairs
- Stand Lighting to ensure a safer environment
- Sale of only aluminum and plastic containers to reduce the potential of broken glass along Cherry Avenue
- Band will conclude at 11:00pm, as defined in the City Ordinance for noise control

### **Affected Parties and Businesses**

- While businesses will not be prohibited in anyway by barricade, Kenny's Place will be funding the entire event in celebration of our first year anniversary. We encourage customers from all outlets to participate in this event.
- Parking restrictions along Cherry Avenue will need to be enforced, beginning at 6pm, allowing the area to be free from vehicles.