

May 8, 2018

Rochelle City Hall

420 N 6th St.

Rochelle, Illinois 61068

Honorable Chet Olson and Rochelle City Council:

Attached is the proposal for Mexican Independence Day celebration September 15, 2018. Please review and feel free to contact us should any additional information be required, or if you have further question.

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

Sincerely,

Rosie Arteaga

Lincoln School ESL/Bilingual Teacher

1450 20th St

Rochelle, Illinois 61068

Mexican Independence Celebration

Rochelle's 1st annual 16 de Septiembre Celebration

1st Annual Mexican Independence Celebration – lots at the Gazebo

Saturday, September 15, 2018.

Proposal Plan

As previously done, we are requesting the lots at the Gazebo for, Saturday, September 15, 2018. The purpose of this temporary closing is to offer free entertainment, outdoor activities and fundraising for the Mexican Independence Celebration which will be set on the lots at the Gazebo. This will provide repeated attraction for the city of Rochelle.

Benefits

- Repeating this event will advance camaraderie among the businesses, 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 the premium destination.
- This will allow us exposure of the advancements made within the downtown area, as well, and will showcase the many changes Rochelle has recently made.
- Local entertainment will be utilized.
- Local media advertisements and participation will begin weeks prior to the event, once approved.

City Requirements

- **Closing of Main St at the 400 block in front of Lupitas Grocery Store, beginning at noon for set up for entertainment continuing until 12 am for tear down**
- **Providing barricades at the East and West ends of Main st at the 400 block in front Lupitas Grocery Store**
- **Permitting the event to begin at 4 pm, with entertainment beginning at 4 pm and ending at 11:00.**

- **Electrical connections to various street lights along Main St. for setting lighting to provide a safer environment.**
- **Parking restrictions in the area of the lots at the Gazebo and Main St. in front of Lupitas Grocery Store**

Precautionary Measures

- **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**
- **Band will conclude at 11:00 pm, as defined by the City Ordinance for noise control**
- **The entire area will be clean following the event, guaranteeing our city streets and sidewalks remain pristine.**

Affected Parties and Businesses

- **We encourage business from the city of Rochelle to participate. We will coordinate with other businesses to ensure we have a variety of businesses and so everyone knows that they are welcome.**
- **Parking restrictions need to be enforced beginning at 4 pm.**