

April 5, 2018

Rochelle City Council Members:

Attached is the revised proposal outlining the request for a Street Dance/Block Party to be held on Cherry Avenue, Saturday, June 16, 2018. The date required changing due to staffing conflicts and entertainment availability. Please review this and feel free to 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,

**Laura Salazar
Event and Promotions Manager
Kenny's Place
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REVISED

KENNY'S PLACE

**1st Anniversary Celebration - Cherry Avenue Street Dance and Block Party
Saturday, June 16, 2018**

Proposed Plan

As previously done, we request to close the East and West ends of Cherry Avenue, Saturday, June 16, 2018. The purpose of this temporary closing is to offer free entertainment, outdoor activities and fund raising for the Rochelle Fire Department which will be set on Cherry Avenue, from the Eastern End at Main Street to the Western End at Lincoln. This will provide a repeated attraction for the city of Rochelle.

Benefits:

- Repeating 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 the 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 utilized.
- Local media advertisements and participation will begin weeks prior to the event, once approved.

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, from Lincoln Avenue to Main Street

- **Permitting the event to begin at 8pm, 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 throughout the event, ensuring a safe environment throughout**
- **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**
- **Entire area will be thoroughly cleaned following the event, guaranteeing our city streets and sidewalks on Cherry Avenue remain pristine.**

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, and will coordinate with other businesses to ensure they are welcome.**
- **Parking restrictions along Cherry Avenue will need to be enforced, beginning at 6pm, allowing the area to be free from vehicles.**