

**Item #8:**  
**Village Trustee Lyman:**  
Historic Downtown LGBCP Meetings

LGBCP Board of Directors' Meeting

**5:15PM**            **WELCOME BY CHAIR:**

GUESTS IN ATTENDANCE:

**5:20PM**            **OPEN FORUM**

**5:45PM**            **BOARD MEETING CALLED TO ORDER**            at \_\_\_\_\_pm.

**ROLL CALL**      **Board Members in Attendance:**

**The Board of Directors**

- Rachel Perkal, Chair                       Marian Ward, Co-Chair
- Patric Donahue, Treasurer               Barbara Dibble, Secretary
- Ed Acuna                       Renee Clark               Nancy Fino
- Marsha Forsythe     John Kopecky               Jacquie Longeway
- Ryan Messner

**\*Executive Board Committee**

- Lori Lyman, Village Liaison     Dave Lothspeich, Village, Ex-Officio
- Sharon Fine, LGBCP, Ex-Officio

**Village President:**

- Angie Underwood

**Minutes July 15, 2014** - corrections :

Motion to approve June BOD Mtg.

Motion by \_\_\_\_\_ Second by \_\_\_\_\_ All In Favor \_\_\_\_\_ Opposed \_\_\_\_\_ Carried \_\_\_\_\_

**Treasurer's Report, Pat Donahue**      Financials: Review & Observations

Motion \_\_\_\_\_ Second \_\_\_\_\_

**Director's Report:**

- Marketing – Food Network, update. CBS Radio – Harley Day. USA Today Travel "Experience America" – requested photos from / for Apple Fest.
- Bylaws, Policies & Legal –update
- Update Fountain Sq. Auction
- Business Update: Celine's; Beans & Leaves; In Motion; Broken Earth
- Festivals / Events – Issues: finish 2014; calendar for 2015 based upon ROI to merchants and the community. Star Events vs others.

**Village Report:** Lori Lyman - updates:

**Beautification Committee:** Patric Donahue

**Associate Membership Committee:** Renee Clark

**Economic Development Committee:** Nancy Fino

**Events:** Events Committee Update – **Jacque & Marian**

Restaurant Representative on Events Committee

**Special Events Pending:**

Halloween Marian / Jacque

Seasonal Holiday Events Marian / Jacque

**Festivals Committee:** Jacque Longeway / Updates \_\_\_\_\_

**Special Events Committee:** Marian Ward

**Marketing Committee:** Barbara Dibble

**Ad Hoc Committee:** Ryan Messner / Governance

**OLD Business:** Village Art Market

**NEW Business:**

Motion to adjourn by \_\_\_\_\_, second by \_\_\_\_\_, motion carried

Adjourn to Exec. Session

## LGBCP Board Minutes

July 15, 2014

Officers: Rachel Perkal, Marian Ward, Patric Donahue, Renee Clark, Marsha Forsythe, John Kopecky, Nancy Fino, Ryan Messner, Jackie Longeway

Absent: Barbara Dibble, Lori Lyman, Ed Acuna

Ex-Officio: Sharon Fine, Dave Lothspeich

Guests: Pam Besbeas, John Barry, Angie Underwood, Paul Neumann, Michelle Molise, Harvey Stein

### **Open forum prior to the meeting:**

Rachel started the open forum prior to the board meeting with questions that we should consider when making decisions for the LGBCP. "Is it the truth? Is it fair? Does it have goodwill for the village? Does it benefit all concerned?"

At 5:35pm Harvey Stein gave a presentation on Long Grove Living. The magazine seeks out and works well in wealthy areas. It consists of 50% product and 50% social opportunities. Long Grove business district is a perfect fit for the magazine. It is free to LG residents only. His model is proven to work. It promotes brand equity and word of mouth. Harvey has consulted with the largest companies in the country. He is very disappointed that the contract was not renewed and requested the LGBCP to reconsider. Harvey ended at 5:53pm.

At 5:55pm Michele from Molise PR Firm gave a presentation. Thank you to all for the work on the Food Network. She gave a recap on how well everything went even though the Food Network production team was disorganized. The piece will air in September this year. The press was and will be wonderful for us. It was the highlight of her career working with them. She talked about the comments on social media and requested that Sharon be the only one to reach out and answer when dealing with negative comments. Molise and Sharon together figured out the best way to answer and defuse unhappy customers. Molise gave a packet outlining all that they do for us.

The board meeting called to order at 6:15.

The March minutes were discussed. Marsha had emailed corrections corrections to Barbara to amend the minutes and requested confirmation that has been done. John made a motion to accept minutes with these changes. Pat seconded. Motion carried.

June minutes were discussed. John made a motion to accept minutes. Pat seconded. Motion carried.

### **Treasurer's report**

Pat Donahue shared a handout and explained the budget as well as the results of Chocolate and Straw Fests. His projection shows the two festivals are \$35,000 below budget, meaning that this would likely lead to a budget shortfall for the year. Renee made a motion to accept the budget. John seconded it.

### **Director's Report:**

Marketing – The Food Network producers are working on the edits. Date not yet released. We will be advertising on CBS Radio for Harley Day, spreading out the balance of our contractual commitment, which ends with Apple Fest. Sharon has provided USA Today Travel "Experience America" – info and photos.

Sharon mentioned that the shops must stick to the hours of the business district. It was mentioned that there were bathroom issues in town, some of which are out of order. Marsha suggested that we need to get the bathrooms that are currently out of order (at the Olive Tap building and the Artistic Gardener) fixed and opened.

### **Village Report:**

Angie gave the village report. She gave a big thank you to Nancy and committee for all the hard work on the permitted uses. These new and updated uses will help attract new businesses.

Next, she talked about the bridge. The village will be deciding whether to :

1. Spend money on repairs (band aid approach)
2. Re-build the bridge
3. Apply for grant, 20% village, 80% grant and then the new bridge will no longer be a single lane, must be made a two lane.

The board is reviewing the best option. Angie said that the Old McHenry Road project may be pushed off from 2016 to 2019. The Village is discussing ways to encourage Lake County Roads to reconsider and still begin in 2016. The water coming to the downtown is not dependent on this project.

Lastly, the notices and fines for the areas in the downtown that are non-compliant are beginning to go out.

#### **Beautification:**

Pat reported that it was going well and that they were still getting submissions. The committee will be sending notices to the shops for a second chance for the remaining money.

#### **Eco-Devo:**

Nancy talked about permitted uses. They are reconsidering size of spaces. The August 5<sup>th</sup> meeting will be considering % of sales of brick and mortar versus internet. Nancy asked ,“ How can Eco-devo work better with the village with new businesses?”

#### **Events:**

Jackie gave a report on the events. Jackie mentioned adding Chris from Chatterbox to the events committee. John thought it was a great idea to add an individual from the restaurant group to the committee. Art Fair was discussed. Chris suggested Food Art. Nancy asked if there was going to be a wine tent. John said there would be 1 location on Archer. With the addition to the insurance policy for ? , Nancy Fino made a motion to accept Art application to the LGBCP. John seconded. Jackie talked about October Fest indicating that it is listed on the visitor brochure for two weekends in October—the 4<sup>th</sup> &5<sup>th</sup> as well as the 11<sup>th</sup> &12<sup>th</sup>, Should it be both weekends? It was suggested that we table the discussion for now and the events committee will discuss it on Wednesday morning and report back at the August meeting. John Kopecky made a motion to combine the committees (Events and Special Events) together. Marian Ward stated that she would like the Special Events committee to continue as a separate committee in order to work on small scale events. Ryan seconded the motion for combining the 2 committees for Events, but to keep Special Events separate. Motion carried.

#### **Marketing:**

Sharon said that John Kopecky and Barbara will be working on the Self Guided Historical Walking Tour.

Rachel reported that the marketing committee continues to operate with the budget regarding events and

that as of 9-30-14, we have spent our budget. Marsha reported that the River's Casino was doing a promotion for Broken Earth Winery. She will get the specifics and dates for Molise PR when available.

#### **Ad Hoc Committee:**

Ryan talked about the governance issues, developing rules and regulations to support the Board and the committees, and restructuring the by-laws to support those rules and regulations. He compared 2 bids. One was for \$20,000-\$25,000. The other was \$15,000. Nancy asked “can we afford it?” Sharon stated, “We can't afford not to.” Ryan made a motion to accept the lower bid (Sophie) and John seconded it. It went to a roll call vote. All were in favor of accepting Wipfli, LLC. Motion carried. Ryan and Sharon will work with Wipfli on it.

Meeting adjourned at 9:00pm Respectfully submitted by Marian Ward in Barbara Dibble's absence.

**LGBCP**  
**Board Meeting Minutes**  
**June 17, 2014**

**Present:**

Officers: Marian Ward, Patric Donahue, Barbara Dibble , Renee Clark, Marsha Forsythe, John Kopecky, Nancy C. Fino, Ryan Messner, Jacquie Longeway, Ed Acuna

Absent: Lori Lyman, Rachel Perkal

Ex-Officio: Sharon Fine, Dave Lothspeich

Guests: Paul Newman, Gina Quatrocchi, Angie Underwood, Maureen & Mary from Long Grove Confectionary Company, Steve from Chatterbox

Sharon Fine began informal forum at 5:15 for 10 minutes.

Steve from Chatterbox questioned what the board and village can do to increase the foot traffic in Long Grove. The Long Grove brand should be promoted as much as possible. He expressed concern that the neighbor residents don't come to LG because there is nothing in downtown LG". Barbara D. suggested we re-establish the resident's evening event like Highwood. Businesses should consider hiring teens. Nancy Fino suggested all restaurants supply businesses in downtown LG with menus in order to share with customers who ask "where can we go eat?" Paul Newman expressed concern that we don't have holiday activities planned as of yet. Should have been done by this date.

Vice President Marian Ward called the Board of Directors Meeting to order at 5:35pm.

**Minutes:**

minutes from the May meeting were handed out and approved by the board. Marsha Forsythe added to attendance at March 18, 2014 meeting.

**Treasurer's Report:**

Pat stated that we should be able to repay reserve by the end of June. Nancy F made motion to accept the report and John K seconded motion. Roll call vote with all accepting the report.

**Director's Report:**

- Sharon reported that we are marketing the social media site of Kidswink via Chicago Parent magazine for the Strawberry Fest which we tried at Chocolate Fest. Has proved beneficial with over 330,000 hits.
- Marian walked thru downtown Long Grove with WCIU Sommer Jackson to promote her "Main Street Mondays" segment that aired June 16 highlighting Long Grove businesses. WCIU ended the segment with a promotional screen that listed all the details of Strawberry Festival coming this weekend. Marian was congratulated for superior efforts. Many calls are already coming into the visitor center since the piece aired. Other businesses visited with Sommer were Broken Earth Winery with Ken Siwieck, MaryAnn Ullrich from Village Tavern, and Chris Rybicki, chef at Chatterbox Café, as well as Ma and Pa's Candy.
- Rick P from Olive Tap also was highlighted (need sharon's info)
- CBS channel 2 will be in Long Grove featuring their new weather van with meteorologist Megan Glaros broadcasting on Friday June during Strawberry Fest

- The Food Network team will be in Long Grove for the strawberry Fest Friday thru Sunday with their focus on food. The wall Street journal just named Long Grove Strawberry Fest and Food Network in the "best of the fests" listing that the food network was traveling around the US promoting. Their reach is excess of 5 million. Nancy F raised the question of having a videographer/photographer at these events to be used in our marketing and economic development efforts
- Question came about as to who is responsible for the cleanup around the old Season's property
- Barbara D and Helen M are no longer employed in the visitor center. Julia mans the desk on Sundays and our newest employee, Dana (with a communications degree) will be working 5 days and assisting Sharon. Joan is still part time also
- SHS kids came for a meeting with Sharon and continue to work on Art Fest activity and structure. There is also a student who would like to become more involved with the financial reporting aspect. Some also will be volunteering at Strawberry Fest
- Village planning committee will consider the retirement community investment in the old bank building at their meeting next week

• We have a new dance studio located at ??

- Event brite which is online ticket sales began earlier for the strawberry fest

• Applications????

- Fest & Event application meeting with Dave L and others met in order to streamline the entire process for future. Would like all to come before the LGBCP before city hall. Established policy with regard to time needed in order to process an application as well as revising the form itself

## **Committee Reports**

### **BEAUTIFICATION**

- Pat stated that 6 approved projects for approx. \$11000 of the gross \$18000 have been approved. More than \$18000 has been submitted. Limited individual approvals so that projects are rationed more evenly in effort of fairness and spread the opportunity to as many as possible. Marsha stated that some may back off projects if not approved. Sharon stated that some may wait till fall for a project. Dave L asked for an itemized report by individual request and approval by beautification committee. Dave also the village will contact property owners with issues of disrepair that could pose eminent danger to our visitors. The village may just have to remove some badly damaged old benches around the historic downtown area. Pat stated that all would have another opportunity in the future in order to spend the remaining \$7000 from original cooperative budget.

## **MEMBERSHIP/ ORGANIZATION**

- Renee Clark said mailings have been sent and there are now 6 or 7 executive level memberships that have joined including Smokin T's, PNC bank, Verizon, Steeple View Development, Skycrest Animal Hospital and the Arlington Hts Rehab Center (checker rd). Some of their perks are LG Confectionary tours at BG facility, extra signage, discounts on future festival booths
- Resident Membership—for property owners in LG are available for \$50 and we may not have to give them anything...a way to invest in rebuilding the historic downtown

Ed would like to create a way to establish resident memberships so that the \$ collected is a charitable donation in the amount of \$40 to the fund and the \$10 to cover administrative costs for our volunteers, etc. Could we create a fund raising aspect of the LGBCP? First project would be the covered bridge in order to keep it looking as a turn of the century covered bridge. It is also been discussed by the village board. Ed stated that there are residents who want to help and contribute but we don't have a vehicle to do so. Should the LGBCP be the vehicle? Have to consider that residents may not want to fund the LGBCP, but do want to contribute towards the revitalization of the historic downtown. Sharon asked the question if the bridge is the "right" item, or should we buy tower green for park for residents and visitors?

Ed wants to know if the board could establish a fund for the residents' membership for future projects and as a vehicle to collect donations from residents. Jacquie stated that the LGBCP evolved from a merchant association and later the CDC. They did at one time look into Main Street association. Marian stated that the downtown is the identity of this community. But a business must be a business in order to succeed. That should be the common goal between community and business in LG. Sharon interjected that the LGBCP is trying to engage the community with the help of the SHS marketing students as well as following up with any resident who contacts the visitor center with a desire to volunteer or get involved. The board discussed and decided to table this matter ending with the questions of (1) is this a merchant board or (2) community board (3) who and what is the LGBCP.

## **ECONOMIC DEVELOPMENT**

- Nancy focused on the expanded permitted uses in order to open zoning for other types of businesses in LG who could not in the past without paying extra fees.

## **EVENTS**

- Jacquie discussed the handout from the Lion's Club for Vintage Days on October 11 and 12<sup>th</sup> at the same time as the October Fest. Discussion pursued since this would be the same weekend as the 5K Run that Pam B was promoting. October fest is a 2 weekend event but does not seem to be planned specifically....There will be a meeting in the morning for the events committee and special events to consider all possible attractions to be part of the October Fest. The committee will then email to board by June 30, 2014.
- Ed made a motion and Pat seconded that contingent upon recommendation and approval by events committee and special events subcommittee for the Lions Club Vintage Days to be approved. Vote was all yes.
- Discussion regarding politicians to be part of the festivals. Non solicitors can get a pass from the village to come to any fest. So is this an events committee question or a board question if we want to sell a booth to a politician? Sharon suggested we should involve an attorney if

we can charge a politician before we discuss further

- Village Board has asked the LGBCP to have \$5 million instead of \$4 million umbrella coverage due to the fests. This is an extra \$970 within current policy. Question asked if the inflatable people could up their liability coverage. Sharon will follow up immediately and solidifying additional coverage

## **SPECIAL EVENTS**

Marian questioned if we are tied into a specific chocolate fest date. We need to put on our next agenda what did and did not work at Chocolate Fest

July 19 will be Harley Day and there will be 2 booths on private property. The restaurants will have bands with food inside LG Café and Chatterbox. Expect 400 in attendance. Pam B is reaching out to Windy City Harley. Question asked if we need additional security. John made a motion to approve the application and Ryan seconded with the caveat that Windy City should not promote the event. We also need to get info from Windy City as to how many might attend. All yes vote by the board for the motion

Labor Day will be Irish Fest and John Barry is leading the charge. There will be 1 food vendor, a dog contest, and Irish dancers

## **MARKETING**

Barbara Dibble agreed with Paul Neuman that the committee has been discussing the need to establish dates for everything a year in advance. We have discussed having ponchos as giveaways if raining at a festival and to sell at visitor center

## **AD HOC GOVERNANCE** Ryan M is heading up committee that met June 9

- We need a consultant first for our structure with a cost of \$12,500. There is no budget
- But will have 2 proposals coming in to review
- We need to align our goals with the village
- Following a consultant our needs would be an attorney and then a CPA for a 501c3 corporation
- Our bylaws are out of date and we need to focus in order to create a solid structure
- There was a request for a 2<sup>nd</sup> consultant proposal at the meeting on June 9<sup>th</sup> and notes from that meeting were requested. Rachel has notes.

## **Old Business**

Sharon will continue hunt for a nonprofit attorney after Strawberry Fest

## **New Business**

Marsha F brought up opposition for the permit issued by the village board for outdoor dining privilege for the iced lemonade wagon outside of the LG Confectionary building. The village issued the permit for \$50 for 1 year which is a far amount that others have to pay with regard to a booth at a fest or even rent during the year. Her opposition is the look, the cost, and positioning. Question is if the board should have the right to say no in review of any such future application. Per Dave L, the code allows for this antique and is not junky. Discussion that the LGBCP should give Lori L (liaison to village board) our thoughts regarding usage and permits. The two boards must work together. John K made a motion to adjourn with Marsh and Ed seconding

Meeting adjourned at 8:05pm

**Committee Reports**  
**Special Events:**

**Events:**

- , .

**Beautification:**

**Economic Development:**  
**New Business:**

Meeting adjourned at. 7:pm

Respectfully submitted,  
Barbara Kramer Dibble  
Secretary

## David Lothspeich

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**From:** BARBARA KRAMER DIBBLE [BKRMSA@COMCAST.NET]  
**Sent:** Tuesday, August 19, 2014 12:26 PM  
**To:** Rachel Perkal; john kopecky; Marsha Forsythe; ryan.messner.pkg6@statefarm.com; Ed Acuna; renee.clark@bairdwarner.com; BARBARA; 'Sharon Fine'; Nancy E. Fino; Jacquie Longeway; Marian Ward; 'Patric Donahue'  
**Cc:** David Lothspeich; Lori Lyman  
**Subject:** FW: July F/S's for Board Mtg  
**Attachments:** Apple Fest Budget.xlsx; July YTD and Prior and Budget.xls; PL for Choc and Straw Fests 2013 vs 2014.xls; Budget 2014 Forecast Update 7 15 14.xlsx

to all Board members:

this email is from Pat Donahue who will not be in attendance at tonight's meeting

We may not have the time to review and thus will need to move the budget discussion to the next board meeting for approval.

I have attached the following files covering the July, 2014 F/S's:

July YTD and Prior and Budget,  
PL for Choc and Straw Fests 2013 vs 2014 Updated,  
Apple Fest Budget and  
Budget 2014 Forecast Update

The July YTD Prior/Budget comparison is useful to see how we are doing for the NonPromotion Revenues and Expenses. Due to timing issues, Promotion Committee items are best viewed through the PL's for Choc/Straw Fest and the Apple Fest Budget.

July was quiet with no significant activity. Revenue and Expenses were in line with expectations.

The Updated PL for Choc/Straw Fests is largely unchanged and shows a combined profit of \$42,363, down \$19,811 from 2013. The current year results still have estimates for AAA Rental and the Star Events Sponsorship and Attendance %'s. Star is negotiating with AAA and we should see that bill soon. We owe Star information to complete their calculations of the amount due them. The significant point here is the \$37,637 shortfall to the budgeted profit for these two Festivals.

The file Apple Fest Budget details a projection for the coming Apple Fest based on the 2013 Apple Fest, Choc/Straw Fests and a review of the Star Events budget for Apple Fest. The projection anticipates a \$36,950 profit on the Festival, slightly below 2013.

The more important point is the \$15,550 shortfall to the budget. This will give us a \$51,007 shortfall to the budget for the three main festivals.

The last file is the Budget 2014 Forecast Update showing 7 months actual with 5 months forecast for our full year 2014. The full year forecast shows a loss of \$50,593 which is largely attributable to the performance of the three main festivals. Within the NonPromotion area, the additional \$15,000 for the Bylaw project is offset by lower than expected administrative and marketing expenses.

Please let me know if you have any questions or would like additional information.

Regards.

Pat

# LONG GROVE BUSINESS AND COMMUNITY PARTNERS

## Apple Fest Budget

	2013	2014	2014	2014
	Apple	Choc	Straw	Apple
<b>Income</b>				
4501.09 · Village/State/Health/Fees	-	350		
4503.01 · Sponsorship	24,277	26,693	23,740	32,500
4503.02 · Vendors/Food	26,509	28,093	28,146	21,000
4503.03 · Vendors/Artisans/Other	9,010	10,448	12,756	6,000
4503.04 · Rides/Games/Interactive	1,571	5,336	14,947	15,000
4503.05 · Equipment Rental/Power Fees	313	-		
4503.06 · Product Sales/Drink	2,050	5,179	8,921	9,000
4503.07 · Admissions	58,425	38,785	58,823	58,000
4503.08 · Contributions/Tasting/Misc.	449	4,923	513	500
<b>Total Revenue</b>	<b>122,604</b>	<b>119,807</b>	<b>147,846</b>	<b>142,000</b>
<b>Expenses</b>				
7040.01 · Mgt./Staffing/Production				
7040.02 · Management Fees	9,500	13,000	13,000	13,000
7040.03 · Sponsorship Commissions	-	-		
7040.04 · Talent Buying Fee	250	-	-	
7040.05 · Net Profit %	10,756	9,023	12,500	11,500
7040.06 · Insurance/Liability/Liquor	329	329	329	375
7040.07 · Village/State/Health Permits	200	150	45	425
7020.08 · Office/Postage/Copies/Etc.		746		500
7040.01 · Mgt./Staffing/Production - Other	10,404	4,825	9,761	9,000
<b>Total 7040.01 · Mgt./Staffing/Production</b>	<b>31,438</b>	<b>28,072</b>	<b>35,635</b>	<b>34,800</b>
7041 · General Event Rentals	14,719	23,292	23,384	25,750
7042 · Services/Subs/Site Fees	19,471	17,481	16,272	12,000
7043 · Entertainment/Attractions	11,160	22,000	29,265	24,000
7044 · Media/Ad Materials/Signs	2,340	9,840	9,840	5,000
7045 · Gen.Exp./Svc/Liquor/Supplies	2,747	3,723	4,130	3,500
7046 · Misc. Expenses	-	176		
<b>Total Expenses</b>	<b>81,874</b>	<b>104,585</b>	<b>118,526</b>	<b>105,050</b>
<b>Net Income</b>	<b>40,730</b>	<b>15,223</b>	<b>29,320</b>	<b>36,950</b>
<b>Budget</b>		<b>32,500</b>	<b>47,500</b>	<b>52,500</b>
<b>Choc/Straw/Apple Combined</b>				<b>81,493</b>
<b>Shortfall</b>				<b>132,500</b>
				<b>51,007</b>

# LONG GROVE BUSINESS AND COMMUNITY PARTNERS

January through July 2014

Better(Worse)

	2013		2014		Better(Worse)	
	2013	Budget	2014	2013	Budget	
4003 · Miscellaneous Income	-		295	295	295	
4001 · SSA (B1 district)	86,637	90,000	82,501	(4,135)	(7,499)	
4002 · Village of Long Grove Grant	15,000		-	(15,000)	-	
4004 · General fundraising	68	1,750	-	(68)	(1,750)	
4006 · Gift Certificate Sales	500	1,167	100	(400)	(1,067)	
4100 · Membership (Org). Income				-	-	
4121 · Corporate	500		3,000	2,500	3,000	
4110 · Business	-	2,042	500	500	(1,542)	
4101 · Members family	-		50	50	50	
<b>Total 4100 · Membership (Org). Income</b>	<b>500</b>	<b>2,042</b>	<b>3,550</b>	<b>3,050</b>	<b>1,508</b>	
<b>Total NonPromotions Income</b>	<b>102,705</b>	<b>94,958</b>	<b>86,456</b>	<b>(16,249)</b>	<b>(8,502)</b>	
4508.03 · Vendors/Artisans/Other	-		590	590	590	
4508 · Special event - Other	1,995	2,917	-	(1,995)	(2,917)	
<b>Total 4508 · Special event</b>	<b>1,995</b>	<b>2,917</b>	<b>590</b>	<b>(1,405)</b>	<b>(2,327)</b>	
4501 · Chocolate Fest				-	-	
4501.09 · Village/State/Health/Fees	-		350	350		
4501.01 · Sponsorship	17,146		26,693	9,547		
4501.02 · Vendors/Food	28,794		28,093	(701)		
4501.03 · Vendors/Artisans/Other	7,180		10,448	3,268		
4501.04 · Rides/Games/Interactive	1,008		5,336	4,328		
4501.05 · Equipment Rental/Power Fees	105		-	(105)		
4501.06 · Product Sales/Drink	5,731		5,179	(552)		
4501.07 · Admissions	42,835		38,785	(4,050)		
4501.08 · Contributions/Tasting/Misc.	10,365	120,000	4,923	(5,442)		
<b>Total 4501 · Chocolate Fest</b>	<b>113,164</b>	<b>120,000</b>	<b>119,807</b>	<b>6,643</b>	<b>(193)</b>	
4502 · Strawberry Fest				-	-	
4502.01 · Sponsorship	26,400		23,740	(2,660)		
4502.02 · Vendors/Food	21,913		27,698	5,786		
4502.03 · Vendors/Artisans/Other	7,505		12,756	5,251		
4502.04 · Rides/Games/Interactive	-		14,947	14,947		
4502.05 · Equipment Rental/Power Fees	167		-	(167)		
4502.06 · Product Sales/Drink	1,731		8,921	7,190		
4502.07 · Admissions	69,839		58,823	(11,016)		
4502.08 · Contributions/Tasting/Misc.	-		513	513		
4502 · Strawberry Fest - Other	320	135,000	-	(320)		
<b>Total 4502 · Strawberry Fest</b>	<b>127,875</b>	<b>135,000</b>	<b>147,398</b>	<b>19,524</b>	<b>12,398</b>	
4503 · Apple Fest				-	-	
4503.01 · Sponsorship	7,500		4,960	(2,540)		
4503.02 · Vendors/Food	-		1,170	1,170		
4503.03 · Vendors/Artisans/Other	295		-	(295)		
4503.06 · Product Sales/Drink	3,314	10,000	-	(3,314)		
<b>Total 4503 · Apple Fest</b>	<b>11,109</b>	<b>10,000</b>	<b>6,130</b>	<b>(4,979)</b>	<b>(3,870)</b>	
4505.02 · Vendors/Food	-		800	800	800	
<b>Total 4505 · OktoberFest</b>	<b>-</b>		<b>800</b>	<b>800</b>	<b>800</b>	
4507 · Blues/Music Event	500		285	(215)	285	
4509 · Holiday Income		583		-	(583)	
4510 · Carriage Ride Fees (Misc.)	-	2,333	630	630	(1,703)	
4515 · Visitor Center Item Sales	62	3,500	-	(62)	(3,500)	
<b>Total 4500 · Promotions Committee Income</b>	<b>254,704</b>	<b>274,333</b>	<b>275,640</b>	<b>20,936</b>	<b>1,306</b>	
4450 · Design income	-		10	10	10	

**LONG GROVE BUSINESS AND COMMUNITY PARTNERS**

January through July 2014

Better(Worse)

	2013	Budget	2014	2013	Budget
<b>Total Income</b>	<b>357,409</b>	<b>369,292</b>	<b>362,096</b>	<b>4,687</b>	<b>(7,196)</b>
<b>Expense</b>					
66900 · Reconciliation Discrepancies	23		-	23	-
6200 · Admin/Operating Expenses				-	-
6208 · Office Expense/Maintenance	-		319	(319)	(319)
6256 · Gift Certificate Reimbursement	-		100	(100)	(100)
6201.01 · Salary. staff	-	46,667	46,153	(46,153)	514
6202 · Employee Wages - Hourly	29,150	17,500	16,248	12,902	1,252
6203.01 · Business/Property/O&D	902		-	902	-
6203.02 · Insurance-health	-	3,500	3,500	(3,500)	-
6203 · Insurance.Business/Property/O&D - Otr	3,265	3,000	3,726	(461)	(726)
<b>Total 6203 · Insurance.Business/Property/O&amp;D</b>	<b>4,167</b>	<b>6,500</b>	<b>7,226</b>	<b>(3,059)</b>	<b>(726)</b>
6204 · Rent	4,474	10,500	10,500	(6,026)	-
6205 · Utilities-Visitors Center	516	1,050	2,272	(1,756)	(1,222)
6206 · Telephone/internet	1,339	1,458	1,239	100	219
6207 · Office Expenses/Supplies	909	1,167	2,254	(1,345)	(1,087)
6210 · Dues & subscriptions	2,900	2,900	900	2,000	2,000
6211 · Contribution/Recognition/Gifts	11,355	292	537	10,818	(245)
6212 · Seminars/Conferences/Training	-	4,375	402	(402)	3,973
6213 · Postage	-	292	79	(79)	212
6215 · Bank Fees, charges	5,176	2,917	431	4,745	2,486
6216 · Miscellaneous	-	5,833	2,449	(2,449)	3,384
6217 · Interest on LOC	3		1	2	(1)
6221 · Professional fees		3,400		-	3,400
6221.03 · Legal	100	300	-	100	300
6221 · Professional fees - Other	2,149	700	-	2,149	700
<b>Total 6221 · Professional fees</b>	<b>2,249</b>	<b>4,400</b>	<b>-</b>	<b>2,249</b>	<b>4,400</b>
6222 · Travel expense		150		-	150
6223 · Mileage Reimbursement		292		-	292
6225 · Payroll Taxes	3,229	3,792	5,804	(2,575)	(2,012)
6226 · Computer Hardware/Software Mtce	1,067	300	132	935	168
6227 · Payroll tax-info center		700		-	700
6229 · QB Payroll Fees	762		757	5	(757)
<b>Total 6200 · Admin/Operating Expenses</b>	<b>67,296</b>	<b>111,379</b>	<b>97,803</b>	<b>(30,507)</b>	<b>13,577</b>
6100 · Organization committee				-	-
6102 · Membership events	-		100	(100)	(100)
6105 · Printing	-		407	(407)	(407)
6100 · Organization committee - Other		2,917		-	2,917
<b>Total 6100 · Organization committee</b>	<b>-</b>	<b>2,917</b>	<b>507</b>	<b>(507)</b>	<b>2,410</b>
6300 · Marketing committee				-	-
6301 · Radio	14,267	11,000	7,920	6,347	3,080
6302 · Print (Display + phonebook)	6,629	5,833	3,602	3,027	2,231
6303 · E-Marketing (Constant Cont.)	-	700	1,147	(1,147)	(447)
6305 · Lake Co. CVB Publications	800	467	-	800	467
6307 · Marketing Consultant	-	32,900	28,700	(28,700)	4,200
6310 · Graphic Design	-		89	(89)	(89)
6320 · Visitor Guide/Maps/Printing	1,140	5,250	4,767	(3,627)	483
6340 · Web design/maintenance	21,637	700	420	21,217	280
6351 · Public relations	10,655		409	10,246	(409)
6354 · Special Event Marketing	200		29	171	(29)

**LONG GROVE BUSINESS AND COMMUNITY PARTNERS**

January through July 2014

Better(Worse)

	2013	Budget	2014	2013	Budget
6300 · Marketing committee - Other	-		85	(85)	(85)
<b>Total 6300 · Marketing committee</b>	<b>55,328</b>	<b>56,850</b>	<b>47,168</b>	<b>8,160</b>	<b>9,682</b>
6500 · Design committee				-	-
6501 · Banners/Design/Maint.	1,610	1,750	1,125	485	625
6502 · Signage/Design/Maint.	360		-	360	-
6503 · Site Fees/Maintenance	390	500	67	323	433
6507 · Capital Improvements	-	5,250	3,473	(3,473)	1,777
<b>Total 6500 · Design committee</b>	<b>2,360</b>	<b>7,500</b>	<b>4,665</b>	<b>(2,305)</b>	<b>2,835</b>
6560 · Payroll Expenses	0		0	(0)	(0)
6600 · Economic Development committee		1,167		-	1,167
6604 · Association memberships	3,430	583	3,400	30	(2,817)
6605 · Meetings for Businesses	-		30	(30)	(30)
<b>Total 6600 · Economic Development committee</b>	<b>3,430</b>	<b>1,750</b>	<b>3,430</b>	<b>-</b>	<b>(1,680)</b>
<b>NonPromotins Expense</b>	<b>128,437</b>	<b>180,396</b>	<b>153,572</b>	<b>(25,135)</b>	<b>26,824</b>
7000 · Promotions committee				-	-
7092 · Visitor Centor Items For Sale	50	1,750	-	50	1,750
7092 · Visitor Centor Items For Sale		1,400		-	1,400
7096 · Holiday Entertainment/Events	-		1,900	(1,900)	(1,900)
7020 · CHOCOLATE FEST				-	-
7020.01 · Mgt./Staffing/Production				-	-
7020.02 · Management Fee	9,000	9,000	13,000	(4,000)	(4,000)
7020.03 · Sponsorship Commissions	4,308	4,000	-	4,308	4,000
7020.04 · Talent Buying Fee	725	1,000	-	725	1,000
7020.05 · Net Profit %	3,228	3,000	9,023	(5,795)	(6,023)
7020.06 · Insurance/Liability/Liquor	329	500	329	-	171
7020.07 · Village/State/Health Permits	1,675	1,500	150	1,525	1,350
7020.08 · Office/Postage/Copies/Etc.	-		746	(746)	(746)
7020.01 · Mgt./Staffing/Production - Other	-		4,825	(4,825)	(4,825)
<b>Total 7020.01 · Mgt./Staffing/Production</b>	<b>19,265</b>	<b>19,000</b>	<b>28,072</b>	<b>(8,808)</b>	<b>(9,072)</b>
7021 · General Event Rentals	21,040	20,000	23,292	(2,252)	(3,292)
7022 · Services/Subs/Site Fees	19,554	27,000	17,481	2,073	9,519
7023 · Entertainment/Attractions	9,385	9,000	22,000	(12,615)	(13,000)
7024 · Media/Ad Materials/Signs	8,617	8,000	9,976	(1,360)	(1,976)
7025 · Gen.Exp./Svc/Liquor/Supplies	3,278	3,000	3,723	(445)	(723)
7026 · Misc. Expenses	5,500	1,500	176	5,324	1,324
<b>Total 7020 · CHOCOLATE FEST</b>	<b>86,637</b>	<b>87,500</b>	<b>104,721</b>	<b>(18,083)</b>	<b>(17,221)</b>
7030 · STRAWBERRY FEST				-	-
7030.01 · Mgt/Staffing/Production				-	-
7030.02 · Management Fee	13,000	12,000	13,000	-	(1,000)
7030.03 · Sponsorship Commissions		-		-	-
7030.05 · Net Profit %	-		12,500	(12,500)	(12,500)
7030.06 · Insurance/Liability/Liquor	329	500	329	-	171
7030.07 · Village/State/Health Permits	175	500	45	130	455
7030.01 · Mgt/Staffing/Production - Other	7,704	8,000	9,761	(2,057)	(1,761)
<b>Total 7030.01 · Mgt/Staffing/Production</b>	<b>21,207</b>	<b>21,000</b>	<b>35,635</b>	<b>(14,427)</b>	<b>(14,635)</b>
7031 · General Event Rentals	-	12,000	23,384	(23,384)	(11,384)
7032 · Services/Subs/Site Fees	15,251	15,000	16,052	(801)	(1,052)
7034 · Media/Ad Materials/Signs	5,712	3,000	11,917	(6,205)	(8,917)
7035 · Gen.Exp./Svc/Liquor/Supplies	6,068	2,000	4,130	1,938	(2,130)
7033 · Entertainment/Attractions	11,180	12,000	28,865	(17,685)	(16,865)

# LONG GROVE BUSINESS AND COMMUNITY PARTNERS

January through July 2014

Better(Worse)

	2013	Budget	2014	2013	Budget
7036 · Misc. Expenses	10,995	500	140	10,855	360
<b>Total 7030 · STRAWBERRY FEST</b>	<b>70,414</b>	<b>65,500</b>	<b>120,122</b>	<b>(49,708)</b>	<b>(54,622)</b>

**LONG GROVE BUSINESS AND COMMUNITY PARTNERS**

January through July 2014

			Better(Worse)		
	2013	Budget	2014	2013	Budget
<b>7040 · APPLE FEST</b>				-	-
7040.01 · Mgt./Staffing/Production				-	-
7040.02 · Management Fees	6,000	4,500	2,000	4,000	2,500
				-	-
7040.06 · Insurance/Liability/Liquor	329		329	-	(329)
7040.07 · Village/State/Health Permits	25		25	-	(25)
				-	-
<b>Total 7040.01 · Mgt./Staffing/Production</b>	<b>6,354</b>	<b>4,500</b>	<b>2,354</b>	<b>4,000</b>	<b>2,146</b>
7043 · Entertainment/Attractions	400		-	400	-
<b>Total 7040 · APPLE FEST</b>	<b>6,754</b>	<b>4,500</b>	<b>2,354</b>	<b>4,400</b>	<b>2,146</b>
<b>7060 · ART &amp; WINE FEST</b>				-	-
7060.01 · Mgt./Staffing/Production				-	-
7060.06 · Insurance/Liability/Liquor	329		329	-	(329)
7060.07 · Village/State/Health Permits	25		25	-	(25)
<b>Total 7060.01 · Mgt./Staffing/Production</b>	<b>354</b>		<b>354</b>	<b>-</b>	<b>(354)</b>
7064 · Media/Ad Materials/Signs	-		160	(160)	(160)
7066 · Misc. Expenses	-		500	(500)	(500)
<b>Total 7060 · ART &amp; WINE FEST</b>	<b>354</b>		<b>1,014</b>	<b>(660)</b>	<b>(1,014)</b>
<b>7070 · OKTOBERFEST</b>				-	-
7070.01 · Mgt./Staffing/Production				-	-
7070.06 · Insurance/Liability/Liquor	329		329	-	(329)
7070.07 · Village/State/Health Permits	25		25	-	(25)
<b>Total 7070.01 · Mgt./Staffing/Production</b>	<b>354</b>		<b>354</b>	<b>-</b>	<b>(354)</b>
<b>Total 7070 · OKTOBERFEST</b>	<b>354</b>		<b>354</b>		
<b>7088 · BLUES MUSIC EVENT</b>					
7088.02 · Ice Meltin Blues Marketing	-	3,500	1,394		
7088.01 · Ice Meltn'Blue Entertainment	-	4,000	1,370		
7089 · Cash Advance - Ice Meltin' Blue	-		350		
7088 · BLUES MUSIC EVENT - Other	7,619		6,288		
<b>Total 7088 · BLUES MUSIC EVENT</b>	<b>7,619</b>	<b>7,500</b>	<b>9,402</b>		
<b>7080 · LG WORLD TOUR</b>					
7082 · Services/Subcontractors	200	-	-	-	-
<b>Total 7080 · LG WORLD TOUR</b>	<b>200</b>		<b>-</b>		
<b>7050 · Special Events</b>					
7054 · Media/Ad Materials/Signs	38		294		
7050 · Special Events - Other	2,200	2,917	-		
<b>Total 7050 · Special Events</b>	<b>2,238</b>	<b>2,917</b>	<b>294</b>	<b>-</b>	<b>-</b>
<b>Total 7000 · Promotions committee</b>	<b>174,619</b>	<b>171,067</b>	<b>240,159</b>	<b>(65,902)</b>	<b>(69,460)</b>
<b>Total Expense</b>	<b>303,056</b>	<b>351,462</b>	<b>393,731</b>	<b>(91,037)</b>	<b>(42,636)</b>
<b>Net Ordinary Income</b>	<b>54,353</b>	<b>17,829</b>	<b>(31,635)</b>	<b>(85,988)</b>	<b>(49,465)</b>
NonPromotions	(25,732)	(85,437)	(67,116)	(41,384)	18,322
Promotions	80,085	103,267	35,481	(44,604)	(67,786)
<b>Total Income (Loss)</b>	<b>54,353</b>	<b>17,829</b>	<b>(31,635)</b>	<b>(85,988)</b>	<b>(49,465)</b>

# LONG GROVE BUSINESS AND COMMUNITY PARTNERS

	2013	2014	\$ Change	% Change	Budget
<b>4501 · Chocolate Fest</b>					
4501.09 · Village/State/Health/Fees	-	350	350	100.0%	
4501.01 · Sponsorship	19,624	26,693	7,069	36.0%	
4501.02 · Vendors/Food	30,789	28,093	(2,696)	-8.8%	
4501.03 · Vendors/Artisans/Other	9,485	10,448	963	10.1%	
4501.04 · Rides/Games/Interactive	1,008	5,336	4,328	429.5%	
4501.05 · Equipment Rental/Power Fees	105	-	(105)	-100.0%	
4501.06 · Product Sales/Drink	5,731	5,179	(552)	-9.6%	
4501.07 · Admissions	38,335	38,785	450	1.2%	
4501.08 · Contributions/Tasting/Misc.	10,365	4,923	(5,442)	-52.5%	
<b>Total 4501 · Chocolate Fest</b>	<b>115,442</b>	<b>119,807</b>	<b>4,365</b>	<b>3.8%</b>	<b>120,000</b>
<b>7020 · CHOCOLATE FEST</b>					
7020.01 · Mgt./Staffing/Production					
7020.02 · Management Fee	9,000	13,000	4,000	44.4%	
7020.03 · Sponsorship Commissions	-	-	-	0.0%	
7020.04 · Talent Buying Fee	725	-	(725)	-100.0%	
7020.05 · Net Profit %	7,536	9,023	1,487	19.7%	
7020.06 · Insurance/Liability/Liquor	329	329	-	0.0%	
7020.07 · Village/State/Health Permit	1,675	150	(1,525)	-91.0%	
7020.08 · Office/Postage/Copies/Etc.	-	746	746	100.0%	
7020.01 · Mgt./Staffing/Production - (	-	4,825	4,825	100.0%	
<b>Total 7020.01 · Mgt./Staffing/Production</b>	<b>19,265</b>	<b>28,072</b>	<b>8,808</b>	<b>45.7%</b>	
7021 · General Event Rentals	21,040	23,292	2,252	10.7%	
7022 · Services/Subs/Site Fees	24,884	17,481	(7,403)	-29.8%	
7023 · Entertainment/Attractions	9,385	22,000	12,615	134.4%	
7024 · Media/Ad Materials/Signs	8,617	9,976	1,359	15.8%	
7025 · Gen.Exp./Svc/Liquor/Supplies	3,278	3,723	445	13.6%	
7026 · Misc. Expenses	1,000	176	(824)	-82.4%	
<b>Total 7020 · CHOCOLATE FEST</b>	<b>87,467</b>	<b>104,720</b>	<b>17,253</b>	<b>19.7%</b>	<b>87,500</b>
<b>Chocolate Fest Net</b>	<b>27,974</b>	<b>15,087</b>	<b>(12,888)</b>	<b>-46.1%</b>	<b>32,500</b>

## LONG GROVE BUSINESS AND COMMUNITY PARTNERS

	2013	2014	\$ Change	% Change	Budget
<b>4502 · Strawberry Fest</b>					
4502.01 · Sponsorship	27,670	23,740	(3,930)	-14.2%	
4502.02 · Vendors/Food	25,404	27,698	2,295	9.0%	
4502.03 · Vendors/Artisans/Other	8,295	12,756	4,461	53.8%	
4502.04 · Rides/Games/Interactive	-	14,947	14,947	100.0%	
4502.05 · Equipment Rental/Power Fees	167	-	(167)	-100.0%	
4502.06 · Product Sales/Drink	1,731	8,921	7,190	415.3%	
4502.07 · Admissions	59,039	58,823	(216)	-0.4%	
4502.08 · Contributions/Tasting/Misc.	-	513	513	100.0%	
4502 · Strawberry Fest - Other	320	-	(320)	-100.0%	
<b>Total 4502 · Strawberry Fest</b>	<b>122,626</b>	<b>147,398</b>	<b>24,772</b>	<b>20.2%</b>	<b>135,000</b>
<b>7030 · STRAWBERRY FEST</b>					
7030.01 · Mgt/Staffing/Production					
7030.02 · Management Fee	13,000	13,000	-	0.0%	
7030.03 · Sponsorship Commissions	-	-	-	0.0%	
7030.05 · Net Profit %	13,068	12,500	(568)	-4.3%	
7030.06 · Insurance/Liability/Liquor	329	329	-	0.0%	
7030.07 · Village/State/Health Permit	175	45	(130)	-74.3%	
7030.01 · Mgt/Staffing/Production - C	8,904	9,761	857	9.6%	
<b>Total 7030.01 · Mgt/Staffing/Production</b>	<b>35,475</b>	<b>35,635</b>	<b>160</b>	<b>0.5%</b>	
7031 · General Event Rentals	12,833	23,384	10,551	82.2%	
7032 · Services/Subs/Site Fees	15,751	16,052	301	1.9%	
7034 · Media/Ad Materials/Signs	6,024	28,865	22,841	379.1%	
7035 · Gen.Exp./Svc/Liquor/Supplies	6,068	11,917	5,849	96.4%	
7033 · Entertainment/Attractions	12,080	4,130	(7,950)	-65.8%	
7036 · Misc. Expenses	195	140	(55)	-28.3%	
<b>Total 7030 · STRAWBERRY FEST</b>	<b>88,426</b>	<b>120,122</b>	<b>31,696</b>	<b>35.8%</b>	<b>87,500</b>
<b>Strawberry Fest Net</b>	<b>34,199</b>	<b>27,276</b>	<b>(6,923)</b>	<b>-20.2%</b>	<b>47,500</b>
<b>Combined Revenue</b>	<b>238,068 #</b>	<b>267,205 #</b>	<b>29,137 #</b>		<b>255,000</b>
<b>Combined Expenses</b>	<b>175,894 #</b>	<b>224,842 #</b>	<b>48,949 #</b>		<b>175,000</b>
<b>Net</b>	<b>62,174 #</b>	<b>42,363 #</b>	<b>(19,811) #</b>		<b>80,000</b>

**Long Grove Business Community Partners**

**2014 Budget/Forecast**

	Actual	Forecast					F'cst	Budget
		Jun YTD	Jul	Aug	Sep	Oct		
Ordinary Income/Expense								
Income	295						295	
4001 · SSA (B1 district)	82,501		7,500	35,000	40,000		165,001	165,000
4004 · General fundraising							-	3,000
4006 · Gift Certificate Sales	100		25	25	25	25	225	2,000
4100 · Membership (Org). Income								
4110 · Business	3,500	50	200	200	200	200	4,550	3,500
<b>Total 4100 · Membership (Org). Income</b>	<b>3,500</b>	<b>50</b>	<b>200</b>	<b>200</b>	<b>200</b>	<b>200</b>	<b>4,550</b>	<b>3,500</b>
4500 · Promotions Committee Income								
4508 · Special event	590						590	5,000
4501 · Chocolate Fest	119,807						119,807	120,000
4502 · Strawberry Fest	146,051	1,347	-	-	-	-	147,398	135,000
4503 · Apple Fest	5,260	870		123,870	12,000		142,000	140,000
4504 · Art & Wine Fest			25,000				25,000	25,000
4505 · OktoberFest	800				12,000		12,800	12,000
4506 · LG World Tour				5,000			5,000	5,000
4507 · Blues/Music Event		285						
4509 · Holiday Income			83	83	83	83	417	1,000
4510 · Carriage Ride Fees (Misc.)		630	333	333	333	333	2,297	4,000
4515 · Visitor Center Item Sales			25	25	25	25	125	6,000
<b>Total 4500 · Promotions Committee Income</b>	<b>272,508</b>	<b>3,132</b>	<b>25,442</b>	<b>129,312</b>	<b>24,442</b>	<b>442</b>	<b>455,718</b>	<b>453,000</b>
4450 · Design income		10						
<b>Total Income</b>	<b>358,904</b>	<b>3,192</b>	<b>33,167</b>	<b>164,537</b>	<b>64,667</b>	<b>667</b>	<b>625,789</b>	<b>626,500</b>
Cumulative Income	358,904	362,096	395,263	559,799	624,466	625,133	625,799	

Long Grove Business Community Partners

2014 Budget/Forecast

Actual	Forecast						F'cst	Budget
	Jun YTD	Jul	Aug	Sep	Oct	Nov		
Expense								
6200 · Admin/Operating Expenses								
6208-Office Maintenance	319						319	
6252-Gift Certificate Reimb	100						100	
<b>6208 · Office Expense/Maintenance</b>								
<b>6256 · Gift Certificate Reimbursement</b>								
6201.01 · Salary. staff	40,000	6,153	6,667	6,667	6,667	6,667	79,486	80,000
6202 · Employee Wages - Hourly	13,002	3,246	2,200	2,200	2,200	2,200	27,248	30,000
6203.02 Insurance Health	3,000	500	500	500	500	500	6,000	6,000
6225 · Payroll Taxes	4,807	997	750	750	750	750	9,554	6,500
<b>Total Payroll</b>	<b>61,228</b>	<b>10,896</b>	<b>10,117</b>	<b>10,117</b>	<b>10,117</b>	<b>10,117</b>	<b>122,707</b>	<b>122,500</b>
6203 · Insurance.Business/Property/O&D	3,726		1,200				4,926	4,200
6204 · Rent	9,000	1,500	1,500	1,500	1,500	1,500	18,000	18,000
6205 · Utilities-Visitors Center	2,101	171	150	150	150	150	3,022	1,800
6206 · Telephone/Internet	1,184	55	208	208	208	208	2,281	2,500
6207 · Office Expenses/Supplies	2,194	60	167	167	167	167	3,087	2,000
6209 · Golf Cart Expense		-		50			50	200
6210 · Dues & subscriptions	900						900	2,900
6211 · Contribution/Recognition/Gifts	537	-	42	42	42	42	745	500
6212 · Seminars/Conferences/Training	402	-	250	250	250	250	1,652	7,500
6213 · Postage	79	-	42	42	42	42	287	500
6215 · Bank Fees, charges	458	(27)	150	150	150	150	1,181	5,000
6216 · Miscellaneous	2,199	250	250	250	250	250	3,699	10,000
6217 · Interest on LOC		1						
6221 · Professional fees								
6221.02 · Audit/Tax Prep			3,500				3,500	3,400
6221.03 · Legal				100		100	200	500
6221.04 · Consulting			100	7,600	100	100	15,500	1,200 (1)
<b>Total 6221 · Professional fees</b>			3,600	7,700	100	200	19,200	5,100
6222 · Travel expense				50		50	100	250
6223 · Mileage Reimbursement				42	42	42	208	500
6224 · Meals				21	21	21	104	250
6226 · Computer Hardware/Software Mtce	66	66		100		100	332	500
6226 · Payroll tax-info center							-	
6229-QB Payroll Fees	663	94		600			1,357	1,200
<b>Total 6200 · Admin/Operating Expenses</b>	<b>84,737</b>	<b>13,065</b>	<b>17,738</b>	<b>20,838</b>	<b>13,638</b>	<b>13,288</b>	<b>20,538</b>	<b>183,840</b>
6100 · Organization committee	507	-	125	125	125	125	1,132	5,000

Long Grove Business Community Partners

2014 Budget/Forecast

Actual	Forecast						F'cst	Budget
	Jun YTD	Jul	Aug	Sep	Oct	Nov		
6300 · Marketing committee								
6301 · Radio	5,920	2,000		3,000	1,000		11,920	15,000
6302 · Print (Display + phonebook)	3,602	-	833	833	833	833	7,769	10,000
6303 · E-Marketing (Constant Cont.)	1,147	-	100	100	100	100	1,647	1,200
6305 · Lake Co. CVB Publications		-	67	67	67	67	333	800
6307 · Marketing Consultant	24,600	4,100	4,100	4,100	4,100	4,100	49,200	56,400
6310-Graphic Design	89							
6320 · Visitor Guide/Maps/Printing	4,767	-	750	750	750	750	8,517	9,000
6340 · Web design/maintenance	420	-	100	100	100	100	920	
6351-Public relations	409						409	
6354-Special Events Mktg	29						29	
6300-Marketing Committee Other	85						85	1,200
<b>Total 6300 · Marketing committee</b>	<b>41,068</b>	<b>6,100</b>	<b>5,950</b>	<b>8,950</b>	<b>6,950</b>	<b>5,950</b>	<b>80,918</b>	<b>93,600</b>
6500 · Design committee								
6501 · Banners/Design/Maint.	1,125		250	250	100	100	1,825	3,000
6505 · Seasonal decorating	438	67		250		250	567	1,000
6507 · Capital Improvements		3,035	4,000	1,250	750	750	10,973	9,000
<b>Total 6500 · Design committee</b>	<b>1,563</b>	<b>3,102</b>	<b>4,250</b>	<b>1,750</b>	<b>850</b>	<b>1,000</b>	<b>13,365</b>	<b>13,000</b>
6600 · Economic Development committee								
6602 · Business relation/recruitment							-	2,000
6604 · Association memberships		30	83	83	83	83	447	1,000
<b>Total 6600 · Economic Development committee</b>	<b>3,400</b>	<b>30</b>	<b>83</b>	<b>83</b>	<b>83</b>	<b>83</b>	<b>3,847</b>	<b>3,000</b>
7000 · Promotions committee								
7090 · Carriage Rides					1,500	2,500	4,000	4,000
7092 · Visitor Center Items For Sale			250	250	250	250	1,250	3,000
7094 · Gift Certificate Giveaways			200	200	200	300	1,100	2,500
7096 · Holiday Entertainment/Events	1,900				2,500	2,500	6,900	5,000
7020 · CHOCOLATE FEST								
7020.01 · Mgt./Staffing/Production							13,000	9,000
7020.02 · Management Fee	13,000						-	4,000
7020.03 · Sponsorship Commissions							-	1,000
7020.04 · Talent Buying Fee							9,023	3,000
7020.05 · Net Profit %	9,023						329	500
7020.06 · Insurance/Liability/Liquor	329						150	1,500
7020.07 · Village/State/Health Permits	150						746	
7040.01-Mgt Staffing Production Other	746						4,825	
<b>Total 7020.01 · Mgt./Staffing/Production</b>	<b>28,073</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>28,073</b>	<b>19,000</b>
7021 · General Event Rentals	23,292						23,292	20,000

Long Grove Business Community Partners

2014 Budget/Forecast

	Actual						Forecast					
	Jun YTD	Jul	Aug	Sep	Oct	Nov	Dec	F'cst	Budget			
7022 · Services/Subs/Site Fees	17,481							17,481	27,000			
7023 · Entertainment/Attractions	22,000							22,000	9,000			
7024 · Media/Ad Materials/Signs	9,976							9,976	8,000			
7025 · Gen.Exp./Svc/Liquor/Supplies	3,723							3,723	3,000			
7026 · Misc. Expenses	176							176	1,500			
<b>Total 7020 · CHOCOLATE FEST</b>	<b>104,721</b>							<b>104,721</b>	<b>87,500</b>			
7030 · STRAWBERRY FEST												
7030.01 · Mgt/Staffing/Production												
7030.02 · Management Fee	13,000							13,000	12,000			
7030.03 · Sponsorship Commissions								-	12,000			
7030.05 · Net Profit %	12,500							12,500	10,000			
7030.06 · Insurance/Liability/Liquor	329							329	500			
7030.07 · Village/State/Health Permits	45							45	500			
7030.01 · Mgt/Staffing/Production - Ot	9,761							9,761	8,000			
<b>Total 7030.01 · Mgt/Staffing/Production</b>	<b>35,635</b>							<b>35,635</b>	<b>43,000</b>			
7031 · General Event Rentals	23,384							23,384	12,000			
7032 · Services/Subs/Site Fees	16,272	(220)						16,052	15,000			
7034 · Media/Ad Materials/Signs	5,783	6,134						11,917	3,000			
7035 · Gen.Exp./Svc/Liquor/Supplies	4,130							4,130	2,000			
7033 · Entertainment/Attractions	29,265	(400)						28,865	12,000			
7036 · Misc. Expenses	140							140	500			
<b>Total 7030 · STRAWBERRY FEST</b>	<b>114,469</b>	<b>5,654</b>						<b>120,123</b>	<b>87,500</b>			
7040 · APPLE FEST												
7040.01 · Mgt./Staffing/Production												
7040.02 · Management Fees		2,000	3,500	3,500	2,500	1,500		13,000	9,000			
7040.04 · Talent Buying Fee								-	500			
7040.04 Net Profit %					11,500			11,500				
7040.06 · Insurance/Liability/Liquor	329			46				375	500			
7040.07 · Village/State/Health Permits	25			900				925	500			
7040.01 · Mgt./Staffing/Production - Other				9,000				9,000	10,000			
<b>Total 7040.01 · Mgt./Staffing/Production</b>	<b>354</b>	<b>2,000</b>	<b>3,500</b>	<b>13,446</b>	<b>14,000</b>	<b>1,500</b>		<b>34,800</b>	<b>20,500</b>			
7041 · General Event Rentals				9,200	16,550			25,750	15,000			
7042 · Services/Subs/Site Fees				12,000	-			12,000	7,500			
7043 · Entertainment/Attractions				24,000				24,000	12,000			
7044 · Media/Ad Materials/Signs				5,000				5,000	2,500			
7045 · Gen.Exp./Svc/Liquor/Supplies				3,500				3,500	2,500			
7046 · Misc. Expenses								-	27,500			
<b>Total 7040 · APPLE FEST</b>	<b>354</b>	<b>2,000</b>	<b>3,500</b>	<b>67,146</b>	<b>30,550</b>	<b>1,500</b>		<b>105,050</b>	<b>87,500</b>			

Long Grove Business Community Partners

2014 Budget/Forecast

	Actual	Forecast					F'cst	Budget
		Jun YTD	Jul	Aug	Sep	Oct		
<b>7060 · ART &amp; WINE FEST</b>								
7060.01 · Mgt./Staffing/Production								
7060.03 · Sponsorship Commissions				3,500				3,500
7060.04 · Talent Buying Fee				1,500				1,500
7060.06 · Insurance/Liability/Liquor	329			2,000				2,000
7060.07 · Village/State/Health Permits	25			500				500
<b>Total 7060.01 · Mgt./Staffing/Production</b>	<b>354</b>	<b>-</b>	<b>-</b>	<b>7,500</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>7,500</b>
7061 · General Event Rentals				8,000				8,000
7062 · Services/Subcontractors				1,500				1,500
7064 · Media/Ad Materials/Signs		160		1,500				1,500
7066 · Misc. Expenses	500			1,500				1,500
<b>Total 7060 · ART &amp; WINE FEST</b>	<b>854</b>	<b>160</b>	<b>-</b>	<b>20,000</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>21,014</b>
<b>7070 · OKTOBERFEST</b>								
7070.01 · Mgt./Staffing/Production								
7070.06 · Insurance/Liability/Liquor	329				500			829
7070.07 · Village/State/Health Permits	25							
<b>Total 7070.01 · Mgt./Staffing/Production</b>	<b>354</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>500</b>	<b>-</b>	<b>-</b>	<b>829</b>
7071 · General Event Rentals					2,000			2,000
7073 · Entertainment/Attractions					2,500			2,500
7074 · Media/Ad Materials/Signs					500			500
7075 · Gen.Exp./Svc/Liquor/Supplies					6,000			6,000
7076 · Misc. Expenses					500			500
<b>Total 7070 · OKTOBERFEST</b>	<b>354</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>12,000</b>	<b>-</b>	<b>-</b>	<b>12,354</b>
<b>7088.02 · Ice Melt'n Blues Marketing</b>	<b>1,394</b>							<b>1,394</b>
7088.01 · Ice Melt'n'Blue Entertainment	1,370							1,370
7088-Blues Music Event Other	6,638							6,638
<b>Total 7088 · BLUES MUSIC EVENT</b>	<b>9,402</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>9,402</b>
<b>7086 · Misc. Expenses</b>					500			<b>500</b>
7083 · Entertainment/Attractions					3,000			3,000
7082 · Services/Subcontractors					1,500			1,500
<b>Total 7080 · LG WORLD TOUR</b>		<b>-</b>	<b>-</b>	<b>-</b>	<b>5,000</b>	<b>-</b>	<b>-</b>	<b>5,000</b>
<b>7054-Media Ad Materials</b>	<b>212</b>	<b>82</b>	<b>417</b>	<b>417</b>	<b>417</b>	<b>417</b>	<b>417</b>	<b>2,083</b>
7050.01 · Mgt./Staffing/Production								
<b>Total 7050 · Special Events</b>	<b>212</b>	<b>82</b>	<b>417</b>	<b>417</b>	<b>417</b>	<b>417</b>	<b>417</b>	<b>2,377</b>
<b>Total 7000 · Promotions committee</b>	<b>232,266</b>	<b>7,896</b>	<b>4,367</b>	<b>88,013</b>	<b>48,417</b>	<b>6,367</b>	<b>5,967</b>	<b>393,291</b>
<b>Total Expense</b>	<b>363,541</b>	<b>30,193</b>	<b>32,513</b>	<b>119,759</b>	<b>70,063</b>	<b>26,663</b>	<b>33,663</b>	<b>676,393</b>
<b>Net Ordinary Income</b>	<b>(4,637)</b>	<b>(27,001)</b>	<b>654</b>	<b>44,778</b>	<b>(5,396)</b>	<b>(25,996)</b>	<b>(32,996)</b>	<b>(50,593)</b>
<b>Cumulative</b>	<b>(4,637)</b>	<b>(31,638)</b>	<b>(30,984)</b>	<b>13,794</b>	<b>8,398</b>	<b>(17,597)</b>	<b>(50,593)</b>	<b>-</b>

## ASSOCIATE MEMBERS

### Lodging and B&Bs:

Old Victorian Farmhouse B&B  
Wauconda, IL 60084  
847.526.9271  
oldvictorianfarmhouse.com

Round Robin Bed & Breakfast  
Mundelein, IL 60066  
(847) 927-7664  
RoundRobininn.com

Double Tree By Hilton  
Libertyville-Mundelein  
IL 60060  
847.946.5100  
mundelein.doubletree.com

Hampton Inn & Suites Deer Park  
Deer Park, IL 60010  
847.226.0500  
hamptoninn.com

Holiday Inn Express Hotel & Suites  
Lake Zurich, IL 60047  
847.267.5300

### Nearby Attractions

Long Grove Conflictionary  
Cultural Center  
Buffalo Grove, IL 60089  
Tours-888-459-3100  
longgrove.com

Lake County Convention  
Center  
Gurnee, IL 60031  
1-800-LAKE NOW  
visitlakecounty.org

The Royal Golf Clubs  
217 E. FD  
Libertyville, IL 60047  
630-443-3500 ext. 231  
www.golfatroyal.com

Urban Tandoo  
3970 Route 22nd  
Libertyville, IL 60047  
847-439-6700

### Retail/Food/Services

Sunset Foods  
Long Grove, IL 60047  
847-478-8150  
sunsetfoods.com

Smokin' T's Bar & Cigs  
Mundelein, IL 60047  
847.726.0726  
smokintsbq.com

Brickman Landscaping  
Long Grove, IL 60047  
847.339.8471  
brickmangroup.com

The Arlington Rehab  
& Living Center  
Long Grove, IL 60047  
847-419-1400  
Arlingtonrehab.com

Verizon Wireless Zone  
Long Grove, IL 60047  
847-383-5545  
W2708jwmelezzone.com

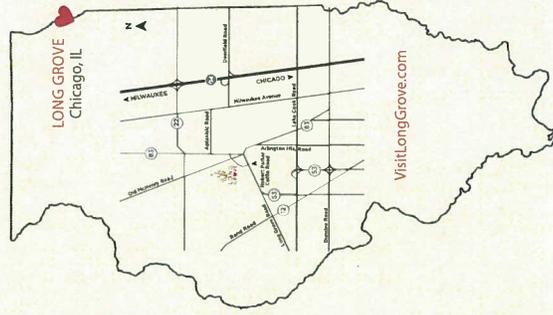
Skycrest Animal Clinic  
Long Grove, IL 60047  
847-634-3538  
Skycrestvet.com

Baird & Warner Real Estate  
Real Estate  
Barrington, IL 60010  
847-381-1855  
Renee.clark@bairdwarner.com  
www.bairdwarner.com

Zengeler Cleaners  
Long Grove, IL 60047  
847-478-5010  
www.zengelercleaners.com  
tzengeler@zengelercleaners.com

### 2014

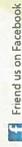
Free Sunday Concerts.....Jul-Aug  
Harley-Davidson Day.....Jul 19  
Long Grove Art Festival.....Aug 16 & 17  
Irish Days.....Aug 30, 31 & Sep 1  
Rotary Heritage Run.....Sep 6  
Fall Apple Fest.....Sep 26, 27 & 28  
Oktoberfest.....Oct 4 & 5, 11 & 12  
European Autoschau.....Oct 4  
5K Run.....Oct 4  
Holiday Festivities.....Begin in Nov



**LONG GROVE**  
YOU'LL LOVE IT!  
**VISITOR'S GUIDE**  
Chicago's most charming  
and historic village

**LONG GROVE**  
YOU'LL LOVE IT!

Long Grove Visitors Information Center  
308 Old McHenry Road, Long Grove, IL 60047  
VisitLongGrove.com | 847-634-0888  
Long Grove is open 7 days a week, all year long.  
Call or visit us online for seasonal details.



Friend us on Facebook

To become an associate member, please contact  
Sharon Fine, Director of Community Development at  
SFine@VisitLongGrove.com

## Shops & Services

### Mill Pond Shops

- Muran Architects, Inc.**  
847.955.9090  
muranarchitects.com  
residential, commercial, interior design, renovation, historic preservation and remodeling
- Robin Kroll, Psy, D**  
847.778.9322  
robinkroll.com  
clinical psychology, therapy and neurofeedback therapy
- Olive's Past, Inc.**  
847.913.1188  
olivepast.com  
luxury, trendy, and vintage extended apparel, jewelry, shoes and accessories
- Images By K.C.**  
847.634.0645  
imagesbykc.com  
senior portraits
- Little Portraits Photography Studio**  
847.383.2080  
littleportraits.com  
create children and family portraits
- Northwest Chiropractic**  
847.778.9322  
northwestchiro.com  
chiropractic, massage, acupuncture, and holistic therapies
- The Back Porch**  
847.793.0771  
thebackporch.com  
wholesale and functional goods, decor
- Celine Custom Jewelers, Inc.**  
847.383.5865  
celinecustomjewelers.com  
celebration jewelry, custom design jewelry and gemstones
- Mel's Marathon Mini Mart**  
847.694.3397  
melsmarathon.com  
store, sports, gear, convenience store, home shopping and ATM
- Chanel Fluency Center**  
847.821.8862  
chanelfluency.com  
luxury hair care and nail services
- Adagio Hair Studio & Spa**  
847.793.0538  
adagohairstudio.com  
luxury hair care, nail care, color trends
- Antiques**  
847.634.0118  
antiques.com  
vintage antiques, specialty vintage jewelry, gifts and china and appraisal services
- Handmade Candy**  
847.634.0450  
handmade-candy.com  
handmade candy, custom candy, personalized, gifts, wholesale, etc. and more

### Shops on Fountain Square

- Woodland Grove Gallery**  
woodlandgrovegallery.com  
Fine American art and crafts
- Exit Global Realty Pros**  
847.632.9992  
exitglobalrealtypros.com  
commercial, residential and investment real estate
- The Olive Tap**  
theolive.com  
artisanal craft beer, gourmet food items, vegan and gourmet food items
- Ruellino School of Art**  
847.383.0673  
ruellinoschoolofart.com  
Classes in a variety of media for children and adults
- The Olive Tap Shoppe**  
847.634.0888  
theolive.com  
Charming year-round, all seasonal gifts, home decor, and accessories
- Paddy's On The Square**  
847.634.0339  
irishboutique.com  
Irish gifts, clothing, jewelry and home decor
- Praline Smoke**  
847.793.0893  
pralinesmoke.com  
Small women's clothing and accessories
- The Boutique**  
847.821.8862  
theboutique.com  
Contemporary women's clothing, accessories, jewelry and gifts
- Design Resolutions**  
847.634.8200  
designresolutions.com  
Interior design, home decor, and furniture
- Earth & Spirit**  
847.821.8862  
earthandspiritlonggrove.com  
Handmade jewelry, gifts, and home decor
- Lucy & Ethel's**  
847.478.1932  
lucyandethels.com  
vintage, contemporary and accessories
- Primo's**  
847.634.0902  
primos.com  
Popcorn, home fragrance, candles, greeting cards, babyware, home furnishings
- First Impression Window Cleaning**  
847.913.9401  
firstimpressionwindowcleaning.com  
residential and commercial window cleaning

### Shops on Stempel

- Long Grove Performing Arts Academy (Classes)**  
847.790.5866 (7464)  
lgaacademy.com  
Instrument instruction, voice and the performing arts
- Long Grove Historical Society**  
847.634.6155  
lghs.org  
Historical society, tours, and events
- Seasons of Long Grove\***  
847.634.9150  
seasonsoflonggrove.com  
Weddings, corporate events and catering
- Within Reach**  
847.634.2399  
withinreach.com  
Accessories, baby gifts, specialty clothing
- Visitors Information Center**  
847.634.0888  
visitors.com  
Historical information, maps, and brochures
- Country House of Long Grove**  
847.634.2292  
countryhouseoflonggrove.com  
Home furnishings, home decor, and accessories
- Beata's Soul Art**  
224.387.8132  
beatasoulart.com  
Original art, jewelry, and accessories
- Re/Max Prestige**  
847.634.0300  
remax.com  
Above the crowd in buying and selling real estate
- Long Grove Hair Studio**  
847.634.0300  
longgrovehairstudio.com  
The latest styles, colors and cuts for the whole family
- Weichert Realtors / McKee Real Estate**  
847.634.0300  
weichert.com  
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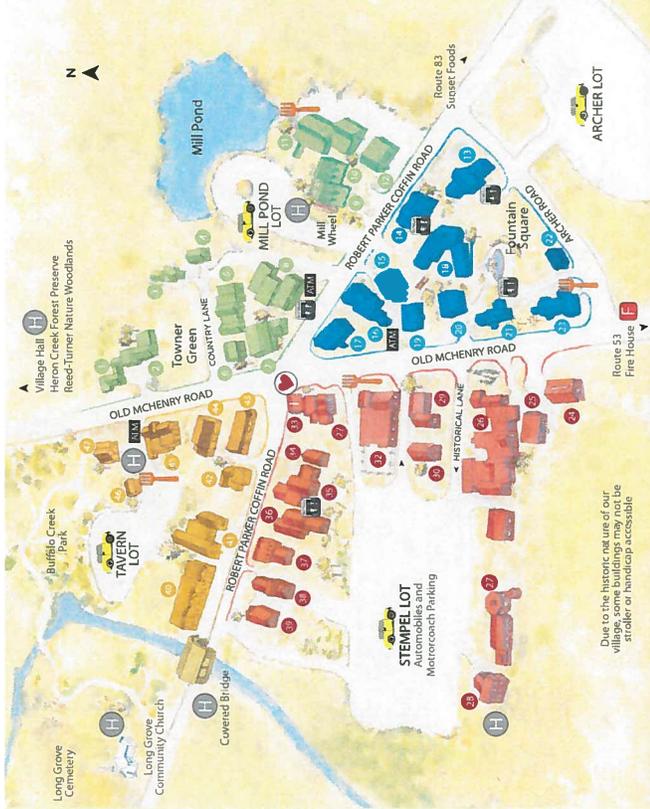
### Shops by the Bridge

- The Irish Boutique**  
847.955.1867  
irishboutique.com  
Irish jewelry, Irish and English foods, traditional Irish, Celtic, and Irish gifts
- Long Grove Historical Society**  
847.634.6155  
lghs.org  
Historical society, tours, and events
- Amers Gallery**  
847.955.1867  
amersgallery.com  
Contemporary art, jewelry, and accessories
- Bella Donna Boutique**  
847.821.0735  
belladonna.com  
Collection of clothing and accessories
- Cleo Jewelry & Gifts**  
847.478.9046  
cleojewelry.com  
Jewelry, gifts, and accessories
- Country House of Long Grove**  
847.634.2292  
countryhouseoflonggrove.com  
Home furnishings, home decor, and accessories
- Beata's Soul Art**  
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remax.com  
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weichert.com  
Premier source for real estate with a difference

## About the Village of Long Grove

Originally settled as a German farming community, the village of Long Grove's rich historical background gave way to a multitude of additional cultures such as French, Polish, Greek, Irish, Canadian, Scottish, British, Scandinavian, Italian, and Native American. Widely known as a 'must see' destination, Long Grove was Illinois' first historic district and is recognized as one of Chicago's Best Public Spaces.

Long Grove serves as a midwest destination, and is recognized as one of Illinois' top 10 open space destinations. Only in Long Grove can one experience a charming, historic village with one-of-a-kind shops, restaurants and events, all enhanced by a genuine hospitality of each privately owned business.



- MAP KEY
- INFO CENTER / CENTER OF TOWN
- DINING
- HISTORICAL SITE
- PARKING
- ATM
- RESTROOMS
- FIRE HOUSE

Due to the historic nature of our village, some buildings may not be stroller or handicap accessible.

## Restaurants & Specialty Foods

- High Tea with Gerri\***  
847.988.1724  
highteawithgerri.com  
Authentic English tea fresh for your event
- Sweet Whimsy Pastry Shop**  
847.955.9600  
sweetwhimypastry.com  
French style pastries, cookies, tarts, and more
- Long Grove Cafe & Restaurant**  
847.955.9600  
longgrovecafe.com  
Sandwiches, soups, burgers, pastries, salads, and a full bar
- Enco & Lucia's Ristorante & Pizzeria**  
847.478.8825  
www.encolucia.com  
Fine Italian cuisine, fresh seafood & pasta
- Long Grove Confectionery Co.**  
847.634.0080  
longgrove.com  
Homemade chocolate candies
- Beans & Leaves Coffee & Tea**  
847.821.0011  
beansandleaveslonggrove.com  
Gourmet coffee & teas, espresso, pastries, and more
- Long Grove Popcorn Shoppe**  
847.821.9101  
longgrovepopcorn.com  
chocolate-dipped toasters, etc. and more
- The Village Tavern, Est. 1847**  
847.634.3117  
villagetavernlonggrove.com  
Historic tavern, casual dining and family friendly
- Ma & Pa's Candy**  
847.634.0450  
maandpascandy.com  
Homemade fudge, cotton candy, jellied pretzels, litchi, Hawaiian, etc. and more