

Form Name: Community Planning
Submission Time: March 22, 2024 11:08 am
Browser: Chrome 123.0.0.0 / Windows
IP Address: 50.202.45.129
Unique ID: 1207440537
Location: 42.176, -87.809

Name: Diane Larson

Organization: City of Highland Park

Title: Marketing Coordinator

Telephone number: (847) 926-1030

Email: dlarson@cityhpil.com

Address: 1707 St. Johns Ave.
Highland Park, IL 60035

Name: Erin Jason

Organization: City of Highland Park

Title: Assistant City Manager

Telephone number: (847) 926-1004

Email: ejason@cityhpil.com

Address: 1707 St. Johns Ave.
Highland Park, IL 60035

For which project type are you applying? (Choose one – You may apply for more than one type of assistance by completing a separate application form.) Transit Station Activation Project (pilot program)

Transit Station Activation Project

Describe your proposed activation project:

The City of Highland Park has two brand new community events happening later this summer / fall. We feel that either or both would be a good fit for this project.

Project 1 - Decades

Fantastic headlining music from the 70s, 80s, and 90s brings together decades of music fans. Travel back in time to experience the sounds, tastes, and trends from these three decades through a selection of live performances and food and beverage vendors. A "Decades of Music" interactive trail through downtown Highland Park businesses will round out this event.

Project 2 - Scarecrow Fest

Celebrate Fall with scarecrow-themed family fun, kids' activities, and seasonal decor. Take a stroll through downtown Highland Park's "Scarecrow Walk" to see festive scarecrows decorated by local businesses and cast your vote for best in show.

Where will the project take place? (State the name of the transit station or stop and the specific location where the activation project will take place. Please also note the name of the property owner if not on Service Board property.)

Both of these projects will take place at the same location and will be served by the same transit station:

Transit Station
Metra Highland Park Station
1700 St Johns Ave.
Highland Park, IL 60035

Project Location
The Lot
525 Central Ave.
Highland Park, IL 6035

The Lot is a 4 minute walk (0.2 mi) from the Highland Park Metra station, and UP NW tracks run north to south along the west side of The Lot.

How much funding are you requesting? Please detail the expenses (estimates are fine). For both projects, funding requested is \$66,070. The estimated breakdown by project is below:

Project 1 - Decades: \$36,785
Live entertainment - \$15,500
Stage - \$2,400
Security - \$2,500
Restrooms - \$595
On-site event staffing - \$3,710
Marketing costs (including graphic design, banners/signage, print, and digital ads) - \$9,145
Insurance - \$875
Supplies (includes can liners, table cloths, weights) - \$2,060

Project 2 - Scarecrow Fest: \$29,285
Live entertainment - \$8,000
Stage - \$2,400
Security - \$2,500
Restrooms - \$595
On-site event staffing - \$3,710
Marketing costs (including graphic design, banners/signage, print, and digital ads) - \$9,145
Insurance - \$875
Supplies (includes can liners, table cloths, weights) - \$2,060

What is the timeline for this activation? (i.e. What is your thinking about the time of day, day of the week, month, for your proposal)

Project 1 - Decades
Saturday, September 14, 2024; 12 PM - 10 PM

Project 2 - Scarecrow Fest
Saturday, October 19, 2024 ; 12 PM - 5 PM

Will the project process include activities in which the general public will be invited to participate? If so, please describe:

Yes, both projects center around community participation.

Project 1 - Decades

In addition to live music and a variety of local food vendors at The Lot (event location) for the general public to enjoy, an interactive "Decades of Music" trail is planned throughout participating downtown Highland Park businesses. Each participant will receive a bingo card. As they make their way along the trail, they will receive a stamp or sticker on their cards from each participating business. Once a BINGO is achieved, that card can be redeemed at a food vendor booth for a discounted meal. The trail is within walking distance from both the event location and the Highland Park Metra station.

Project 2 - Scarecrow Fest

The public will enjoy live music, local food vendors, and family fall fun at The Lot. Additionally, local downtown businesses will participate in a Scarecrow Trail. Participating businesses will receive a bale of hay and scarecrow form which they will decorate in a way that represents their business. Event attendees will walk the trail and vote for categories, including best in show. The trail is within walking distance from both the event location and the Highland Park Metra station.

Is your organization currently in communication with the relevant transit agency and/or property owner? Do you anticipate needing assistance in making contact?

UP NW has been notified of the programming.

Describe any experience you have with implementing something similar to your proposal:

Programming at The Lot has welcomed more than 50,000 participants since it's premiere season in 2022, with tens of thousands more expected for 2024. 2024's programming is a mix of 5 established events (Taste of Highland Park, French Market, Vintage Car Show, Oktoberfest, and Stews & Brews) and two brand new events, which are the focus of this funding request: Decades and Scarecrow Fest.

The City has been producing mid and large scale events for many years, including Food Truck Nights, concert series, markets, and festivals.

What resident or community support do you have or would like to gain for the proposed activation? The City of Highland Park introduced large-scale community engagement events at The Lot in 2022 as part of a post-Covid economic recovery plan. The Lot's first season was tragically interrupted by the July 4th 2022 mass shooting in downtown Highland Park. The remainder of the 2022 season, as well as the 2023 and 2024 season, have been instrumental in community healing and restoring vibrancy and resiliency to Highland Park and the North Shore community.

As stated above, over 50,000 people have attending programming at The Lot since its inception in 2022. Business, resident, and community support is integral to event success. Resident and business feedback has consistently been positive. Residents enjoy family-friendly events and entertainment, businesses enjoy increased food traffic, and both have expressed their enthusiasm for community unity and healing in the wake of tragedy.

Is there any additional information you want us to know? The City of Highland Park is requesting funding for one or both projects.

Please upload a map of where specifically the activation will take place: <https://www.formstack.com/admin/download/file/16105305566>

Closing Questions

How did you find out about the call for projects? (Select all that apply) RTA newsletter

What resources did you find helpful as you apply for the call? (Select all that apply) None

How difficult was it to fill out this application? Very easy
