



Final Report



VILLAGE OF SCHAUMBURG

OVERVIEW

Septemberfest 2012

Saturday



High of 84°

Saturday's weather:
Overcast, some rain in the
afternoon.

Sunday



High of 84°

Sunday's weather:
Sunny & partly cloudy.

Monday



High of 92°

Monday's weather:
Sunny, warm & humid.

Septemberfest: Life on the Farm spared by Hurricane Isaac

Labor Day, the first Monday in September, is dedicated to the American workers and was first celebrated in 1882. In the past, Labor Day was celebrated with a parade and festival for the enjoyment of the area's workers and their families. This became the outline for the celebrations of Labor Day, much like Septemberfest in Schaumburg.

Septemberfest celebrated its 42nd anniversary on September 1, 2 & 3 over the Labor Day holiday weekend. Getting back to the community's roots, this year's theme was "Life on the Farm." It was generally a pleasant weekend with the exception of some light rain in the afternoon on Saturday again this year, and exceptionally humid temperatures on Monday. The successful festival still generated large crowds similar to past years (with the exception of Saturday during the rain). However, despite the large crowds, Septemberfest is reporting a deficit of \$9,599.22.

Sponsorship increased once again this year by \$4,007.00 or 4.1% for 2012 with tremendous support from the business community. Main stage entertainment expenses, although more than last year, were under budget by \$4,297.63 or 4.2% this year. This helped off-set the increase of \$19,258.73 in payroll expenses reported over last year, primarily from the Police and Fire Departments as well as the Septemberfest intern who was charged to a different account last year. Additionally, food and beverage sales profits decreased from last year by \$3,732.20 or 7.5% for the village's percentage of the Taste revenue and \$511.00 or 5.7% decrease in beer revenue, more than likely as a result of Saturday's rainy weather.

In Schaumburg, IL, Labor Day weekend represents the symbolic end of summer and welcome to fall. After over forty years, Septemberfest remains one of the largest community events in the Northwest suburbs. Additionally, unlike many other festivals, Septemberfest has never earned revenue by charging an admission fee.



EXPENDITURES

Septemberfest 2012

TOP 5 EXPENDITURE INCREASES (2011 vs. 2012)

1. Police Payroll + \$6,075

Payroll is an estimate since it is unknown which employees will elect to work the festival each year (higher paid vs. lower paid employees).

2. Soft Drinks + \$5,198

This year 20 ounce plastic bottles of soda were sold instead of 12 ounce cans and the 20 ounce plastic bottles are more expensive per case than cans; however, they were sold to patrons for \$2.00 each instead of \$1.50 that the cans were sold for last year. In addition, more water was sold this year probably due to the heat and humidity.

3. Intern + \$5,141

The Septemberfest intern position is included in the Septemberfest budget this year.

4. Main Stage Acts + \$4,399

Although fees were under budget again this year, quality nightly headliners were scheduled at slightly higher fees this year.

5. Fire/Paramedics Payroll + \$3,857

Payroll is an estimate since it is unknown which employees will elect to work the festival each year (higher paid vs. lower paid employees).

Expenditures Up this Year

Total Expenditures:
\$412,705.56

A major portion of the increases were from the amount of payroll charged to the Septemberfest account for police personnel, Septemberfest intern, and fire/paramedics, as well as soft drinks, and main stage acts.

Alternatively, the main areas that had a reduction or elimination of expenses were for postage, wristbands, coin counter rental, application forms, and the tour bus rental.

TOP 5 EXPENDITURE DECREASES (2011 vs. 2012)

1. Postage - \$1,051

Materials were emailed whenever possible to save postage costs.

2. Wristbands - \$382

Leftover wristband stock from last year supplemented this year's order.

3. Coin Counter - \$345

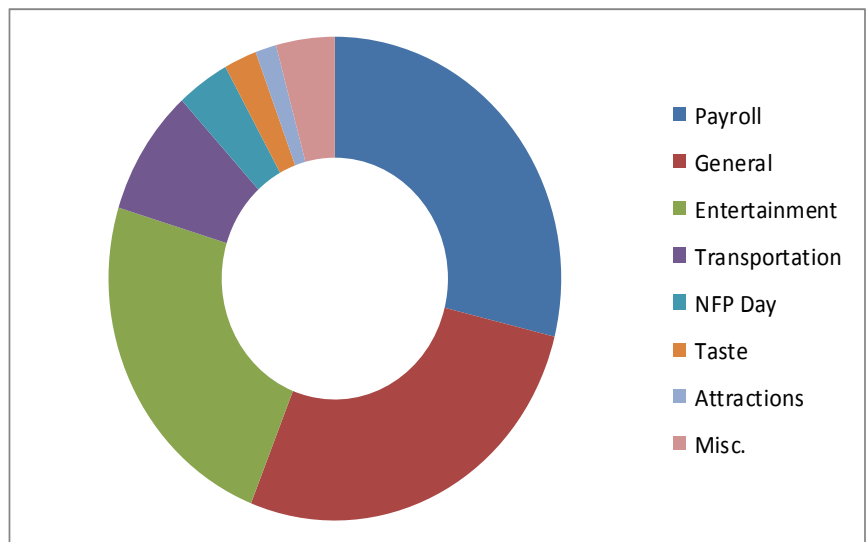
The coin counters were purchased last year at the same cost of the rental fee to avoid future rental charges.

4. Application Forms - \$338

Staff emailed most applications this year, and leftover applications from last year were used when mailing was necessary.

5. Main Stage Tour Bus - \$295

The tour bus rented in lieu of the motor home that is used as a dressing room for the main stage performers cost less and had nicer accommodations.



REVENUE

Septemberfest 2012

TOP 3 REVENUE INCREASES (2011 vs. 2012)

1. Fundraising + \$4,007

There was a significant increase in sponsorship dollars this year.

2. NFP Soft Drink Sales + \$3,655

This year 20 ounce plastic bottles of soda were sold instead of 12 ounce cans and the 20 ounce plastic bottles are more expensive per case than cans.

3. Taste Soft Drink Sales + \$1,089

This year 20 ounce plastic bottles of soda were sold instead of 12 ounce cans and the 20 ounce plastic bottles are more expensive per case than cans.

Revenue Up Again this Year

Total Revenue:
\$403,106.34

The sizable increase in Septemberfest sponsorship, Not-for-Profit organization and restaurant soft drink sales are the main revenue increases that contributed to offsetting the budget this year.

In contrast, the Village of Schaumburg's percentages of sales from the Taste and wristband fees were each down this year due to Saturday's rainy weather. In addition, three fewer Not-for-Profit groups participated this year so booth fees were also down slightly.

TOP 3 REVENUE DECREASES (2011 vs. 2012)

1. VOS % of Taste Sales - \$3,732

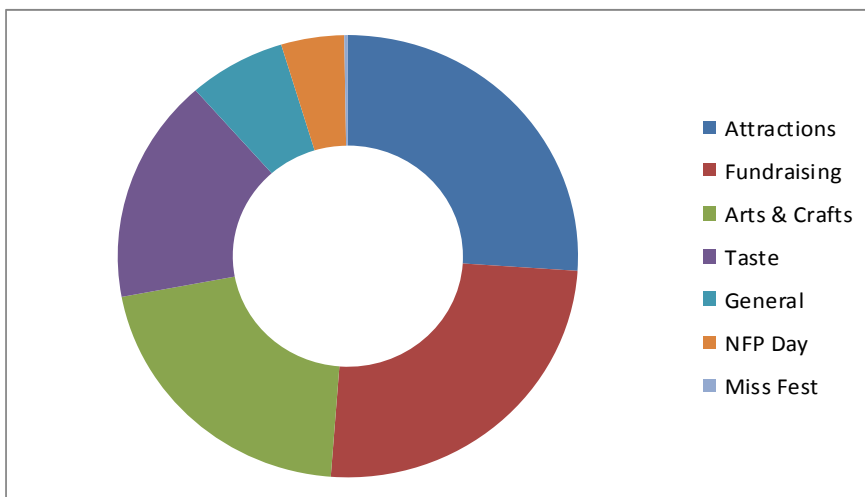
The village receives 15% gross revenue for restaurants not serving alcohol, and 20% of gross revenue for restaurants serving alcohol; sales were down on Saturday this year - more than likely a result of the rainy weather Saturday afternoon.

2. Wristband Fees - \$1,116

A fee of \$1.00 per alcohol wristband was charged again this year to help offset expenses; however, sales were down on Saturday this year - more than likely from Saturday's rainy weather.

3. NFP Booth Fees - \$900

The booth fee has been \$300 since 2010; however, the groups are given 300 NFP raffle tickets to sell for \$1.00 each to redeem their booth fee (the raffle is operated by the Schaumburg Jaycees), and three fewer groups participated this year.



PERSONNEL

Septemberfest 2012

Personnel Expenditures Increased 19% from 2011

Staff and committee members are committed to providing a superior level of customer service to Septemberfest patrons.

Payroll is an estimate and the increase or decrease in all payroll costs is attributable to a variance of the salaries of those electing to work the festival and whether they are paid via money or compensatory time. If higher tenured employees choose to work at the event, costs are increased; if less tenured employees choose to work, costs are decreased. Additionally, the salary figures listed do not include compensatory time that was incurred and banked by employees who have this benefit. This compensatory time may be used by employees to take time off later in the calendar year. If not used by the end of the calendar year, it is paid to the employee through the department's budget.

Once again, the EPW Department costs accounted for the majority or 42% of payroll expenditures during the festival because this department has the greatest number of people working behind the scenes at the festival. When compared to 2011 totals for this line item, expenditures increased by 5.8% or \$2,786.67.

The Police Department budget increased in costs for uniformed officers (which include supervisors, patrolmen, and CSO's) and undercover officers by \$6,075.37 or 15.8%. Additionally, the Police Department absorbs the costs for the Septemberfest auxiliary officers out of their departmental budget.

Fire Department/Paramedics costs increased \$3,856.58 or 66.8% from last year.

The Community Development electrical inspector cost increased only \$14.96 or 1.4%, the fire inspectors increased \$1,300.49 or 2.1%, and the health inspector expense stayed essentially the same as 2011 with an increase of a mere \$2.93.

The transportation planner did not earn overtime through the Septemberfest budget again this year; compensatory time was used.

Money room staff increased just \$81.01 or 1.5% over last year.

Prairie Center for the Arts staff assisted whenever possible again this year.

| 2012 Personnel Spending Percentages | | |
|--|----------------------|--------------------|
| Department: | Amount Spent: | % of total: |
| EPW | \$50,590 | 42% |
| Police | \$44,579 | 37% |
| Fire/Paramedics | \$9,627 | 8% |
| Community Development/Electrical | \$1,054 | 1% |
| Community Development/Fire | \$1,913 | 2% |
| Community Development/Health | \$2,165 | 2% |
| Transportation | \$0 | 0% |
| Money Room | \$5,305 | 4% |
| Septemberfest Internship | \$5,141 | 4% |
| TOTAL | \$120,374 | |

PERSONNEL

Septemberfest 2012

CUSTOMER SERVICE • RESPECT • TRUST • TEAMWORK • INTEGRITY

EPW

Duties

Responsible for set-up, take-down and general maintenance of the festival. Preparation recommendations were evaluated, and changes were implemented where required.

Staffing Levels

Same as 2011.

Funding Level

Increase of \$2,786.67 or 5.8% from 2011.

Explanation

Payroll dependent on salary variances among employees who elect to work the festival weekend, as well as if they are paid by overtime or compensatory time.

POLICE

Duties

Maintain security at festival; supply law enforcement and conflict resolution when necessary; traffic detail.

Staffing Levels

A few more undercover officers were scheduled this year to help manage the evening crowd at the main stage area as well as the area by the pond where teens congregate.

Funding Level

Increase of \$6,075.37 or 15.8% from 2011.

Explanation

Payroll dependent on salary variances among employees who elect to work the festival weekend, as well as if they are paid by overtime or compensatory time.

FIRE

Duties

Provide immediate emergency assistance when needed; provide first aid.

Staffing Levels

Same as 2011.

Funding Level

Increase of \$3,856.58 or 66.8% from 2011.

Explanation

Payroll dependent on salary variances among employees who elect to work the festival weekend, as well as if they are paid by overtime or compensatory time.

TRANSPORTATION

Duties

Village of Schaumburg transportation planner works with the shuttle bus company.

Staffing Levels

Same as 2011.

Funding Level

Same as 2011; compensatory time.

Explanation

Payroll dependent on salary variances among employees who elect to work the festival weekend, as well as if they are paid by overtime or compensatory time.

PERSONNEL

Septemberfest 2012

CUSTOMER SERVICE • RESPECT • TRUST • TEAMWORK • INTEGRITY

COMMUNITY DEVELOPMENT ELECTRICAL INSPECTORS

Duties

Inspect electrical operations including the carnival and all tents.

Staffing Levels

Same as 2011.

Funding Level

Increase of only \$14.96 or 1.4% from 2011.

Explanation

Payroll dependent on salary variances among employees who elect to work the festival weekend, as well as if they are paid by overtime or compensatory time.

COMMUNITY DEVELOPMENT FIRE INSPECTORS

Duties

Inspect fireworks, propane tanks, and food vendors.

Staffing Levels

Same as 2011.

Funding Level

Increase of \$1,300.49 or 2.1% from 2011.

Explanation

Payroll dependent on salary variances among employees who elect to work the festival weekend, as well as if they are paid by overtime or compensatory time.

Prairie Center for the Arts staff assisted again this year.

COMMUNITY DEVELOPMENT HEALTH INSPECTORS

Duties

Inspect restaurant and not-for-profit food vendors.

Staffing Levels

Same as 2011.

Funding Level

Essentially the same as 2011; increase of \$2.93 from 2011.

Explanation

Payroll dependent on salary variances among employees who elect to work the festival weekend, as well as if they are paid by overtime or compensatory time.

MONEY ROOM STAFF

Duties

Staff money room.

Staffing Levels

Same as 2011.

Funding Level

Increase of just \$81.01 or 1.5%.

Explanation

Payroll dependent on salary variances among employees who elect to work the festival weekend.

PUBLIC SAFETY

Septemberfest 2012

**Safety never takes a holiday.
~Author Unknown**

Paramedics are available to care for all types of problems, from common blisters to serious injuries. Paramedics are stationed at the festival grounds to offer on-site response times. The Schaumburg Fire Department also stations an ambulance on the festival grounds as a service to event patrons.

The department had fewer visits to the first-aid tent this year than last year. There were 50 requests for assistance, compared to 63 received in 2011.

The Police Department reported all incidents again this year. Officers from the Schaumburg Police Department were also present to secure the festival grounds. The department received 18 calls for service throughout the event compared to 28 calls for service in 2011. The six arrests included battery to a police officer, disorderly conduct, consumption of alcohol, theft, and sexual assault. The two moving violation citations were issued in Lexington Village for vehicles driving the wrong way on Lambert Drive. Even with the plentiful crowds, incidents on-site were minor, and Septemberfest was once again a safe and enjoyable event.

POLICE INCIDENTS:

- 6 Arrests
- 2 Moving Violation Citations Issued
- 108 Parking Citations Issued
- 0 Reports of Lost Adults
- 0 Reports of Lost Children
- 9 Requests for Paramedics (Included 4 requests for the cooling station due to heat exhaustion)
- 2 Simple Battery

PARAMEDIC INCIDENTS:

- 12 Abrasions
- 3 Bee stings
- 9 Blister
- 2 Burn/Heat
- 11 Lacerations
- 13 Miscellaneous traumas
- 1 Transported to the Hospital for medical illness



ARTS AND CRAFTS

Septemberfest 2012

ODDS & ENDS

2011 vs. 2012:

Revenue

| | |
|------|-------------|
| 2011 | \$83,865.00 |
| 2012 | \$84,110.00 |

Total net increase

\$245.00 or .3%

Number of booths

| | |
|------|-----|
| 2011 | 266 |
| 2012 | 267 |

Jury fee for application

| | |
|------|--------|
| 2011 | \$5.00 |
| 2012 | \$5.00 |

Booth fee

| | |
|------|----------|
| 2011 | \$305.00 |
| 2012 | \$310.00 |

Definition of Craft: An occupation or trade requiring manual dexterity or artistic skill

The Septemberfest Arts & Crafts Show continues to be one of the finest craft shows in the Midwest, with crafters from 17 states including: Alabama, Arizona, California, Florida, Georgia, Idaho, Illinois, Indiana, Iowa, Maine, Michigan, Minnesota, Missouri, New York, South Carolina, Tennessee, and Wisconsin participating this year. Many crafters apply to the show hoping to have the opportunity to sell their handmade crafts at Septemberfest.

Eligible fine arts and crafts are inclusive of, but not limited to the following: ceramics; custom jewelry; drawings; floral; graphics; leather; paintings; photography; sculpture; stained glass; textiles; or woodworking.

Participation is open to all artists and craft persons who exhibit work of original design and execution. No imports, kits, resale products, manufactured items, product-line reps, licensed items, or edible items are permitted.

The amount charged to each crafter is in line with fees charged at comparable shows. Of the 268 applicants this year, 220 were accepted and operated 267 booths since 47 people had two booths. Septemberfest still only accepts handmade items into the show, a requirement that, increasingly, diminishes at other craft shows that allow more buy/sell merchandise in order to sell the booth space. However, this is becoming more difficult to monitor since crafters sometimes try to sneak low price point buy/sell items into their booths along with their handmade items.



CORPORATE SPONSORS

Septemberfest 2012

ODDS & ENDS

2011 vs. 2012:

Revenue

| | |
|------|--------------|
| 2011 | \$ 97,243.00 |
| 2012 | \$101,250.00 |

Total net increase

\$4,007.00 or 4.1%

Total In-Kind Donations

| | |
|------|-------------|
| 2011 | \$62,532.00 |
| 2012 | \$67,447.00 |

Biggest contributors

Werther's Original, \$10,500.00
GEICO, \$9,000.00
Town & Country Distributors
/MillerCoors Brewing, \$7,500.00
Bath Fitter, \$5,000.00
DIRECTV, \$5,000.00
Fortitude Media, \$5,000.00
Fox Valley Volkswagen Schaumburg,
\$5,000.00
Renewal by Andersen, \$5,000.00
Rohrman's Schaumburg
Ford/Honda/Kia, \$5,000.00
Silverleaf Resorts, \$5,000.00
Barone Spinal Care & Performance
(Schaumburg), \$5,000.00
Motorola Solutions, radio rental
Hyatt Regency Schaumburg, hotel
rooms
Embassy Suites Hotel – Schaumburg,
hotel rooms

Number of sponsors

| | |
|------|--|
| 2011 | 55 monetary sponsors 20 Friend of the Fest 32 in-kind sponsors |
| 2012 | 52 monetary sponsors 17 Friend of the Fest 32 in-kind sponsors |

ATM # of transactions & amount dispensed

| | |
|------|---------------------|
| 2011 | 1,640; \$105,220.00 |
| 2012 | 2,020; \$121,540.00 |

Significant increase in fundraising revenue over last year.

Support from the business community makes all the difference in continuing a community tradition. Businesses such as Werther's Original, GEICO, Town & Country Distributors /MillerCoors Brewing, Bath Fitter, DIRECTV, Fortitude Media, Fox Valley Volkswagen Schaumburg, Renewal by Andersen, Rohrman's Schaumburg Ford/Honda/Kia, Silverleaf Resorts, Barone Spinal Care & Performance (Schaumburg), Motorola Solutions, Hyatt Regency Schaumburg, and Embassy Suites Hotel – Schaumburg, are among those having the greatest impact on Septemberfest.

In-kind donations totaled \$67,447.00. If these donations were not acquired, the expenses would be charged against the Septemberfest budget. In-kind sponsorships in entirety or in-part included the following: advertising, appreciation dinner, baby changing stations, bike racks, committee and "Friend of the Fest" shirts, golf carts, hotel accommodations for performers and their road crews, some light towers, radios, Mini-Taste, Miss Septemberfest luncheon, Miss Septemberfest prizes, Not-for-Profit Day propane hook-ups, some parking lot rental, several performers, pop & water, printing of sponsor applications and decals, raffle prizes, refrigerated truck rental, signage, SWAP set-up assistance, some transportation, and volunteer shirts.

The Septemberfest Fundraising Chair, Co-Chair, and village staff have continued to work together to improve a promotional strategy. Staff and committee work hand-in-hand to acquire new Septemberfest supporters, and retain relationships with previous sponsors.

For the second year, the Split-the-Pot raffle prize drawing was sponsored by the Schaumburg Jaycees. Cash prizes for 1st, 2nd and 3rd place were awarded to winners from 50% of the revenue and the other half of the proceeds were donated toward Septemberfest sponsorship.

Additionally, the main components of the festival, including the Arts & Crafts Fair, ATM, Dining Tent, Fireworks, Main Stage, Not-for-Profit Day, Parade, Pony Rides, Prairie Center Stage, Shuttle Bus Service, and the Taste of Schaumburg, are each sold as a sponsorship package each year whenever possible. These fundraising efforts have established solid, long-term ties with many businesses which benefits the festival and the Schaumburg area.



ENTERTAINMENT

Septemberfest 2012

ODDS & ENDS

2011 vs. 2012:

Main Stage Expenditures

| | |
|------|--------------|
| 2011 | \$ 89,348.32 |
| 2012 | \$ 97,417.37 |

Total net increase in cost

\$8,069.05 or 9%

2011 vs. 2012:

Second Stage & Dining Tent Expenditures

| | |
|------|------------|
| 2011 | \$3,700.00 |
| 2012 | \$4,150.00 |

Total net increase in cost

\$450.00 or 12.2%

Definition of Music: vocal, instrumental, or mechanical sounds having rhythm, melody, or harmony

A variety of performers were available throughout the grounds each day of Septemberfest. The Main and Second Stages drew substantial crowds with both local bands and nationally-known acts.

The Main Stage attracted enormous crowds for Mellencougar and Grand Funk Railroad on Saturday, September 1 and a significant audience for the Sunday, September 2 concert featuring the Karen Hart Band and The Family Stone. He Said, She Said and 7th Heaven (the hardest working band in the Midwest known for their 30 songs in 30 minutes), played for a large crowd on Monday, September 3 again this year.

The Second Stage also offered a variety of shows throughout the day and early evening. Outstanding performers packed the dining tent, and strolling entertainers amazed patrons throughout the festival grounds.

2012 ENTERTAINMENT ROSTER

Grand Funk Railroad



The Family Stone



7th Heaven



MAIN STAGE:

Mellencougar (A Tribute to America, Rock & Roll, & John Cougar Mellencamp)
Grand Funk Railroad
Karen Hart Band (Classic Rock with Energy!)
The Family Stone
He Said, She Said (80's & 90's Rock & Pop)
7th Heaven

DINING TENT:

The Rebecca McCarthy School of Dance (Irish Step Dance)
Denny Diamond & The Family Jewels (Neil Diamond Tribute)
ECC Players Music from Joseph and the Amazing Technicolor Dreamcoat
Johnnie Rep (Positive Hip-hop)
Jin and Tonic (Contemporary Country Western)
"The Tony Ocean Show"
Mike Mauthe (Children's Magic Show)
Ken Schultz (Children's Performer)
Finding Free (Classic Rock Acoustic Duo)

ARTS & CRAFTS AREA:

Michael Strening (Classical & New Age Piano Music)

STROLLING ENTERTAINMENT:

Jason Kollum (Children's Performer)
Mike Mauthe (Children's Performer)
Ken Schultz (Children's Performer)

LOCAL STAGE:

S.P.D. Dance Co.
Rise Dance Center
Pilates Plus of Schaumburg
District 54 Orchestra
District 54 Keller Band
District 54 Mead Band
Team Martial Arts Taekwondo
Voyage (Top Hits & Classic Rock)
S.P.D. Belly Dancing
S.P.D. Fitness Demo
Dorothy's Dancing Unlimited
District 54 Addams Band
District 54 Frost Band
District 54 Eisenhower Band
Jazzercise Dance Show
S.P.D. Kung Fu Demo
S.P.D. Community Singers
Kevin Purcell & The Nightburners (Chicago Blues with Southern Rock)
Dance Explosion
Conant & Schaumburg Cheerleading
The Noteables
District 54 Early Instrumental Students
Allegro Dance Troupe
S.P.D. Idols & Talent Winners
Serendipity (Teenage Girl Rock Band)

MISS SEPTEMBERFEST

Septemberfest 2012

ODDS & ENDS

Miss Septemberfest

1 young woman

Miss Septemberfest Court

4 young women

Miss Septemberfest Applicants

22

Miss Septemberfest Finalists

5

Miss Septemberfest Judging

4 criteria

Definition of Contest: a competition in which each contestant performs without direct contact with or interference from competitors

The Miss Septemberfest contest is sponsored by the Schaumburg/Hoffman Rotary Club, the Sons and Daughters of Italy in America, and the Schaumburg Jaycees. This year 22 young women competed, which was a few more than last year's group of 19, and five finalists were selected.

Judging for the competition is based on four criteria: character, community involvement, knowledge of Schaumburg, and poise. Contestants must be between the ages of 16-19, a citizen of the United States, resident of the Village of Schaumburg, never been married, and available to participate in the weekend activities including: welcoming patrons, assisting children on the pony rides and in the Schaumburg Fire Department Safety Trailer, announcing musical acts, and riding on the float in the Labor Day parade. The court also volunteers throughout the year for various events including the annual Tree Lighting and the Prairie Arts Festival.



Miss Septemberfest is announced at the Rotary Club luncheon held at the Bridges of Poplar Creek Country Club on the Friday before the festival. Mariah Ghant, 17, Conant High School, was crowned Miss Septemberfest for this year, and members of her court include: Andrey DeLarco, 17, St. Viator High School; Siobhan Geraghty, 17, Schaumburg High School; Laura Jensen, 17, Conant High School; and Taryn Neubecker, 17, Schaumburg High School.



Mariah Ghant was presented with a \$500 scholarship and each of the court members received a \$250 scholarship from the Schaumburg/Hoffman Rotary Club. The Sons and Daughters of Italy in America provided Miss Septemberfest with a \$1,000 scholarship, and gave \$250 to each of the court members. Each candidate also received a spa day from Eve Beauty Salon in Schaumburg, gift certificates from Mario Tricoci and L.A. Tan, as well as prize money, trophy, flowers, and sash courtesy of the village, The Sons and Daughters of Italy in America and Schaumburg Jaycees.

NOT FOR PROFIT DAY

Septemberfest 2012

ODDS & ENDS

Definition of Not-for-Profit: not conducted or maintained for the purpose of making a profit

Number of organizations participating

2011 29
2012 26

Number of food booths operated

2011 25
2012 22

Booth rental fee

\$300.00

The final day of Septemberfest has traditionally been designated Not-for-Profit (NFP) Day, which provides an opportunity for local organizations to raise funds by selling food and beverages to festival patrons.

By conducting this event, the Village and local restaurants forego the revenue that would have been made from another day of Taste of Schaumburg sales.

Additionally, Septemberfest conducts a NFP raffle, with tickets given to participating Not-for-Profit organizations. Raffle prizes are donated to Septemberfest through in-kind sponsorships. The groups can keep the revenue to offset their \$300.00 booth fee. The Village of Schaumburg is pleased to continue the support of local not-for-profit entities by allowing them the opportunity to raise funds and familiarity for their organizations.

2012 NFP Participant Highlights

Miss Fest sponsor



Bingo tent



Beer sales & Miss Fest sponsor



Beer sales & Miss Fest sponsor



Food and Beverage Sales:

Alfred Campanelli YMCA: Adventure Guides
Alfred Campanelli YMCA: Adventure Princess
Boy Scout Troop 194
Boy Scout Troop 198
Boy Scout Troop 290
Boy Scout Troop 392
Boy Scout Troop 493
Boy Scout Troop 496
Boy Scout Troop 497
BSA Crew #294
Conant High School Boys' Cross Country
Conant High School Girls' Cross Country
Conant High School Outdoor Adventure Club

Cub Scout Pack 194
Cub Scout Pack 199
Cub Scout Pack 496
Knights of Columbus #6964
Knights of Columbus #7694
Schaumburg Athletic Association (SAA)
SAA U18 Schaumburg Premier/Elite
Schaumburg High School VIP Club
Schaumburg Jaycees
Schaumburg Sister Cities Association
Sons and Daughters of Italy in America
Spring Valley Nature Club
VFW Post #2202

PARADE

Septemberfest 2012

ODDS & ENDS

2011 vs. 2012:

Expenditures

| | |
|------|------------|
| 2011 | \$3,978.73 |
| 2012 | \$4,029.55 |

Total net increase

\$50.82 or 1.3%

Number of entries

| | |
|------|----|
| 2011 | 80 |
| 2012 | 75 |

Parade marshal

The 2012 Girl Scouts, celebrating their 100 Years in Scouting.

Schaumburg Shuffle

The Rotary Club of Schaumburg/Hoffman Estates, in cooperation with Team Caffeine, sponsored a 5K Run and kid's 1K race at Septemberfest on Monday prior to the parade.

Number of adult entries

| | |
|------|-----|
| 2011 | 350 |
| 2012 | 233 |

Number of kid entries

| | |
|------|----|
| 2011 | 25 |
| 2012 | 31 |

The decrease in the number of adult participants is more than likely a result of the heat and humidity. Comments from participants were positive again this year.



Definition of Parade: a public procession

The weather was hot with high humidity for the annual Labor Day parade this year.

The Septemberfest Committee invited the Girl Scouts, celebrating their 100 Years in Scouting, to participate as the parade marshal in the Septemberfest parade.

Spectators lined up to view the 75 parade entries that stepped off at 10 am from Wise Road and Summit Drive. The parade made its way down the approximately two-mile route on Summit Drive and ended at Stockport Lane near the festival grounds.

The parade included amusing floats and entries decorated in a variety of farming themes. As in past years, the parade offered a wide variety of participants, from area fire trucks, marching bands, floats (one featuring Miss Septemberfest and her court), Scouts, athletes, dancers, and several civic groups.

The parade winners were as follows:

SPECIALTY VEHICLE:

Cub Scout Pack 394

PROFESSIONAL CLOWN:

Maggo the Clown

SENIOR/JUNIOR COLOR GUARD:

Woodfield Squadron Civil Air Patrol

DANCE GROUP:

Grupo Folklorico Quetzal

AMATEUR FLOAT:

Schaumburg Township District Library

COMMERCIAL FLOAT:

Balloons by Tommy

ADULT MARCHING BAND:

Crystal Lake Strikers

HIGH SCHOOL MARCHING BAND:

James B. Conant High School Marching Band

CHAIRMAN'S CHOICE:

Goebbert's Farm Inc.



TASTE OF SCHAUMBURG

Septemberfest 2012

Definition of Eating: to take in through the mouth as food - ingest, chew, and swallow in turn

ODDS & ENDS

2011 vs. 2012:

Revenue

| | |
|------|-------------|
| 2011 | \$50,086.33 |
| 2012 | \$46,354.13 |

Total net decrease

(\$3,732.20) or (7.5%)

Number of restaurants

| | |
|------|----|
| 2011 | 24 |
| 2012 | 24 |

Fee for restaurants serving alcohol

\$600.00 booth fee

20% of gross revenue

Fee for restaurants not serving alcohol

\$300.00 booth fee

15% of gross revenue

2011 vs. 2012:

Number of restaurants

Serving alcohol

| | |
|------|---|
| 2011 | 8 |
| 2012 | 7 |

A total of twenty-four restaurants, serving a range of food and beverages, took part in this year's Taste of Schaumburg.

The Taste of Schaumburg's gross income for Saturday and Sunday was \$256,491.13, a decrease of \$22,521.63 from last year's \$279,012.76, most likely as a result of Saturday's rainy weather.

Taste revenue for the Village decreased from \$50,086.33 in 2011 to \$46,354.13 in 2012. Five restaurants from last year did not return, and four were new to the fest in 2012. A total of 26 restaurants were accepted with two cancellations for a total of 24 participating, the same quantity as last year, with 7 serving alcohol as opposed to 8 last year. The village earns 15% on restaurants not serving alcohol and 20% on those that do serve alcohol.



VOLUNTEERS

Septemberfest 2012

ODDS & ENDS

Number of volunteers

150 people filled 200 positions

Number of locations

8

Number of shifts each day

3

Number of various parking passes

29

Volunteer shirt sponsors



Definition of Volunteer: a person who voluntarily undertakes or expresses a willingness to undertake a service

Volunteers give their time. And, time is the most precious and priceless resource. So, the Septemberfest Committee and staff would like to thank the many volunteers for the help and experience they bring to Septemberfest year after year.

Septemberfest volunteers are scheduled to provide greatly needed manpower over the holiday weekend; many people work several shifts, which is how nearly 150 people filled approximately 200 necessary positions.

Septemberfest would not operate without the help of the generous people who volunteer each year over the holiday weekend. Their gift of time saves Septemberfest a substantial amount of money in manpower costs each year. People return each year to be a special part of the Septemberfest family.

There are eight areas in which volunteers are utilized at the festival: crafter parking lot, crafter area, fireworks area, grounds and VOS parking lots, information booth, wristband booths, parade, and the taste tent.

Responsibilities include checking vehicles for proper parking permits, directing automobiles to correct parking lots, pointing vendors to their specific area of the grounds, guiding crafter cars to the lot during set-up and out of the lot at the end of each evening, watching taste tent runner passes, monitoring all restaurant booths and helping with cash register problems in the taste tent, leading performers to their correct locations, routing shuttle bus visitors and other pedestrians to the walkway, answering general questions concerning Septemberfest at the information booth, working with auxiliary police to ensure safety in the fireworks area, giving general directions and answering frequent questions throughout a shift, assisting in putting alcohol wristbands on patrons, helping with the parade, and much more.

For the past twelve years the Septemberfest Volunteer Chair has recognized an individual with an award plaque for going the extra mile.

Septemberfest Volunteer of the Year Winners

2001: Bernie Mayle & Mike Cross
2002: John Mydlach
2003: Bob Shor
2004: Alice Reid-Oates
2005: Cathi & Dennis Bohm
2006: Jan Richardson

2007: John Prikopa
2008: Alice Burnette
2009: Darin Buckman
2010: Claudia Brown
2011: Nancy Fallen
2012: John Karrow

ROSTER

Septemberfest 2012

Septemberfest Committee, Assistants and Staff
Definition of Committee: a body of persons delegated to consider, investigate, take action on, or report on some matter

2012 SEPTEMBERFEST COMMITTEE

Bill Boyle
Chairman

Curt Rogers
Co-Chair & Parade Co-Chair

Jean Hahn
Arts & Crafts Chair

Debra Murillo
Arts & Crafts Assistant

Bill Flesch
Attractions Chair &
Entertainment Co-Chair

Jeff Rasek
Attractions Co-Chair

Jeff Newing
Entertainment Chair

Christie Martin
Fundraising Chair

Jim Zgoda
Fundraising Co-Chair

Jerry Jakubczak
Layout Chair

Bill Buniak
Layout Co-Chair

Marc Johnson
Maintenance Chair

Richard Wiskirchen
Maintenance Co-Chair

Cara Mohr
Miss Septemberfest Chair

Mallory Wilkens
Miss Septemberfest Co-Chair

Les Rolsky
Not-for-Profit Day Chair

Darlene Smith
Parade Chair

Jim Earley
Taste Chair

Ken Johnson
Taste Co-Chair

Don Morrison
Volunteer Chair

Rosie Paparella
Volunteer Co-Chair

2012 SEPTEMBERFEST STAFF LIAISONS

Roxane Benvenuti
Department of Cultural Services

Melissa Schwarz
Septemberfest Intern

Sgt. Todd Bochenek
Police Department

Terry Simale
Fire Department

Mary Passaglia
Community Development Department

John Williams
Engineering Public Works Department

