

CULTURAL SERVICES DEPARTMENT MONTHLY REPORT

SEPTEMBER 2024



VILLAGE OF SCHAUMBURG

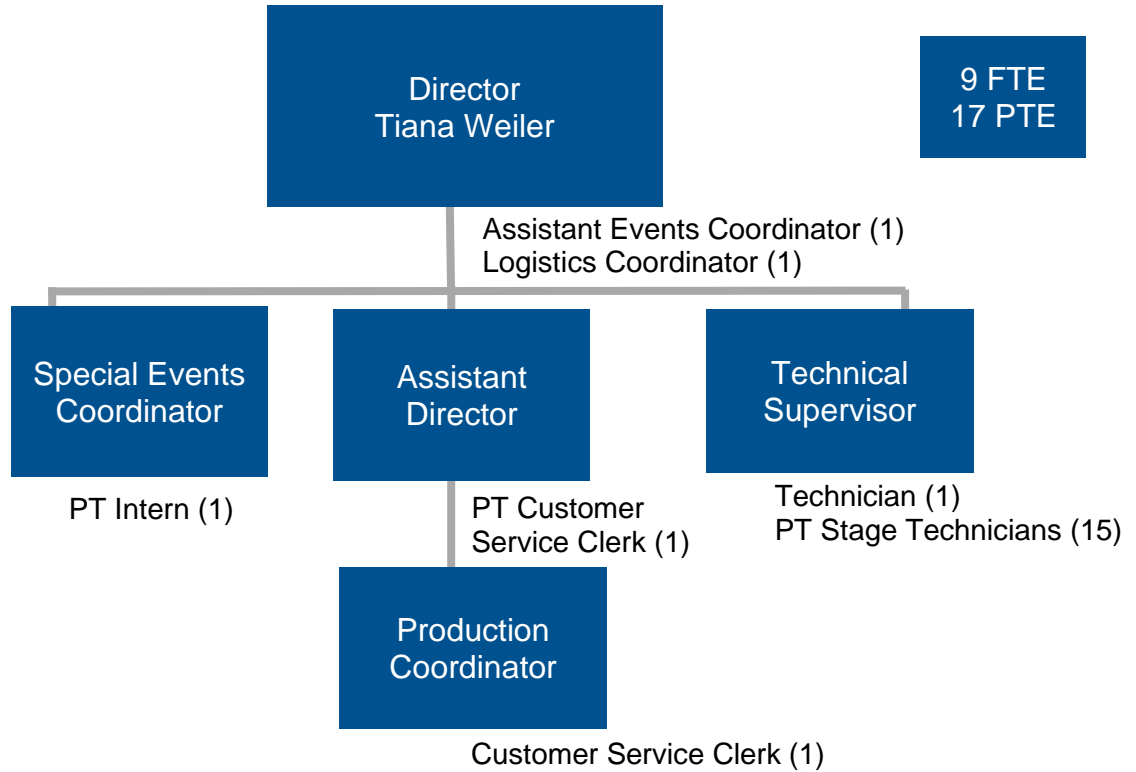
PROGRESS THROUGH THOUGHTFUL PLANNING



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ORGANIZATION CHART





DEPARTMENT OVERVIEW

The Cultural Services Department has two primary responsibilities — activities related to the Al Larson Prairie Center for the Arts and special events management. The Prairie Center serves as the hub of arts activities in the Northwest suburbs; music, theatre, dance, film, storytelling, children's performances, and the visual arts are offered year-round in the Center's 442-seat theatre, outdoor stage, and gallery. The Special Events Division oversees coordination of activities including Septemberfest, the Prairie Arts Festival, Prairie Plein Air Competition and Show, the annual Tree Lighting, and the Volunteer of the Year Awards program. A fully equipped video production studio is housed within the Prairie Center to assist Communications and Outreach to develop content for digital signage, social media, web, and the village's cable television channels.

KEY ACTIVITIES

Twelve (12) rental events, which included four seminars, six cultural performances, and one graduation, took place at the Prairie Center in September, for a total of 113.75 rental hours. Rental events generated \$32,357 in revenue. Rentals were ahead of past September events.

In total, 90 events took place with 5,311 attendees.

Programming

Thursday Night Laughs, the Prairie Center's monthly standup comedy series, held its season opener on September 19 with 141 people in the audience.

Indie rocker Bob Mould returned to the Prairie Center on September 20, after first performing here in 2014. The concert drew a sold-out house of 438 people.

Young Artists Programs

The Schaumburg Youth Symphony Orchestra and Choral Artists began rehearsals in August in preparation for its October concert of Elaine Hagenberg's symphonic choral work, "Illuminare." Rehearsals for the 29th annual production of The Nutcracker began with over 100 dancers participating.



Special Events

Septemberfest was a safe, fun, successful, and crowded event for the community to enjoy once again this year! The weather was sunny and fantastic all three days! It is estimated approximately 100,000 patrons (33,000 per day) attended the three-day outdoor Labor Day weekend festival providing free admission and shuttle bus service. The free pony rides on Saturday, fireworks on Sunday evening, and parade on Labor Day Monday added to the daily music, arts & crafts, carnival rides and games, Bingo, and food and beverages. The arts & crafts show topped last year in size which included space for 210 crafters! The carnival area was packed with attendees enjoying 24 rides and 10 games along with concessions again this year. Tables were added outside of the Bingo tent this year to allow for more players. New to this year's festival was an afternoon headliner performing on Monday, September 2 following the Labor Day Parade. Another new opportunity was two LED billboard trucks to sell digital sponsorship advertising to generate revenue. The Septemberfest Labor Day Parade featured this year's Volunteer of the Year award winners as the parade marshals. Security was similar to last year to ensure the event was safe for all.

Prairie Center Arts Foundation

Grants/Sponsorships/Donations: There were \$525 in individual unrestricted gifts.

Events: The foundation sold beer, wine, soda, specialty cocktails, and water for Thursday Night Laughs and Bob Mould. Total receipts were \$3,053.

Youth Programs: No activity.