AGENDA

Septemberfest Committee

Monday, October 6, 2025
Al Larson Prairie Center for the Arts Meeting
Room A & B

VILLAGE OF SCHAUMBURG
PROGRESS THROUGH THOUGHTFUL PLANNING

A G E N D A

Septemberfest Committee Meeting
201 Schaumburg Ct.
Schaumburg, IL 60193

I. Call to Order:

1. 7:00 PM

II. Committee Members & Assistants, Staff, Student Representatives & Guests Sign Attendance Sheet

III. Approval of Minutes:

A. August 18, 2025

IV. Approval of Expenditures:

A. Contract Status Discussion

V. New Business:

A. Presentation of Septemberfest Labor Day Parade trophies

B. Septemberfest Critique List Discussion

VI. Unfinished Business:

VII. Chair Report:

VIII. Coordinator Report:

IX. Committee Reports:

1. Arts & Crafts Show
2. Craft Beer & Wine
3. Layout & Carnival
4. Local Entertainment
5. Main Stage Entertainment
6. Maintenance & Fireworks
7. Parade
8. Sponsorship & Marketing
9. Student Representatives

10. Taste of Schaumburg
11. Taste of Schaumburg's Not-for-Profit Day
12. Volunteers

X. Staff Reports:

1. Community Development Department (CDD)
2. Engineering Public Works Department (EPW)
3. Fire Department
4. Police Department

XI. Comments from the Public:

XII. Adjournment:

XIII. Next Septemberfest Meeting: 11/3/2025

In compliance with the Americans with Disabilities Act and other applicable Federal and State laws, the meeting will be accessible to individuals with disabilities. Persons requiring auxiliary aids and/or services should contact the Village Manager's Office at 847.923.4705, preferably no later than five days before the meeting.

VILLAGE OF SCHAUMBURG

AGENDA ITEM SUMMARY

August 18, 2025
10/06/25
Septemberfest Committee

Presenter:
Lead Department: Cultural Services

Executive Summary:

Recommended Action:

ATTACHMENTS:
- 2025 08 18 Septemberfest Meeting Minutes.pdf

SEPTEMBERFEST MINUTES
MONDAY, AUGUST 18, 2025

COMMITTEE ROLL CALL

Chair Rich Wiskirchen presiding. Committee members Jeannette Ackland, Laura Sue Awick, Arturo Barin, Mike Braheny, Melanie Brown, Marc Campbell, Victor D'Amelio, Bill Flesch, Jay R. Flynn, John Fraser, Dawn Hamilton, Brandy Hansen, Natalie Hansen, Ken Johnson, Mary Jane Lange, Joe Lenoci, Maui Mendez, George Mussman, Jeff Mytych, Tracy Richter-Papaproko, Jeff Sanderson, Crystal Schuster, Eric Todd, and Bruce Webber present. No committee members were absent.

STAFF ROLL CALL

Roxane Benvenuti (Special Events Coordinator), *Department of Cultural Services;* Michael Rons, *Fire Department*; Bob Mamrot, *EPW Department;* Lt. Adam Wis, *Police Department;* and Sgt. Todd Bochenek, *Police Department* present. Tiana Weiler (Director), *Department of Cultural Services*, and Tom Wisniewski, *Community Development Department* were absent.

STUDENT REPRESENTATIVES ROLL CALL

Julia Strojny, *Schaumburg High School*; Arohi Deshmukh, *Conant High School;* and Vihaan Thakkar, *Hoffman Estates High School* present.

GUEST ROLL CALL

Mike Lange, *Arts & Crafts Show Assistant*; Mike Cross, *Arts & Crafts Show Assistant*; Liv Frullani, *Sponsorship & Marketing Assistant;* Eric Engelson, *Festival Assistant*; Rick Gurrieri, *Volunteer Assistant*; Carol Brey, *Schaumburg-Hoffman Lions Club;* Jack Brey, *Schaumburg-Hoffman Lions Club;* Yaroslav; *Schaumburg-Hoffman Lions Club;* Mary Wroblewski, *Sons and Daughters of Italy in America;* Rich Reiss, *Sons and Daughters of Italy in America;* Valerie Reiss, *Sons and Daughters of Italy in America;* and Fred Gonzini, *Schaumburg Park District* & *Photographer*.

CALL TO ORDER

Chair Rich Wiskirchen called the meeting to order at 7:00 p.m.

APPROVAL OF MINUTES

1. August 4, 2025. **Motion to approve made by Mr. Bill Flesch, seconded by Mr. John Fraser. Voice vote taken, all ayes. Motion carries.**

APPROVAL OF EXPENDITURES

1. None.

NEW BUSINESS

1. Septemberfest 2025 Planning Updates.

   The new road leading to Summit Dr. is available, and the construction fence will be moved on Sunday or Monday morning for the carnival. The next Septemberfest command staff meeting is scheduled for Wednesday, August 20.

CHAIR REPORT

1. Chair Rich Wiskirchen thanked everyone for their hard work throughout the year. He reminded members who use the golf carts that they are responsible for returning their key to the key envelope, cart with charger to the plaza emptied of any garbage, and everyone needs to turn in their own radio(s) each night to the main Prairie Center office – especially on Monday night when we are taking inventory. Have fun and remember committee members are representing the Village while wearing their Septemberfest shirt.

COORDINATOR REPORT

1. Mrs. Benvenuti asked Lt. Wis and Sgt. Bochenek to confirm the CSO for the parking lot closure on Monday morning, August 25.

2. Mrs. Benvenuti said the committee packets were distributed and thanked each of the committee members for their dedication and hard work, especially with the construction challenges this year.

3. Mrs. Benvenuti informed the group that the annual Septemberfest Committee, Assistant and Student Representatives photo is currently scheduled for Sunday at 9 a.m. on the plaza in front of the future Village Hall this year.

4. Mrs. Benvenuti reminded the group that parking passes need to be displayed on the rearview mirror or dashboard and the Police Department will ticket vehicles without a visible parking pass displayed this year.

5. The temporary labor staff meeting is scheduled for Monday, August 25 at 1 p.m.

6. Mrs. Benvenuti reminded the group that the Schaumburg Septemberfest Operation Straight I.D. training for the Schaumburg Police Department to review information for non-profit organizations including the Sons and Daughters of Italy in America, CPAAAS, and Rotary Club checking IDs and/or serving alcohol will be held Thursday, August 21 from 6 to 6:30 p.m. in the lecture hall at the Al Larson Prairie Center for the Arts. The volunteer training will follow at 7 p.m. to review shift duties, distribute volunteer T-shirts, parking passes, and code of conduct information, and Sgt. Bochenek or Lt. Wis will briefly discuss radio protocol.

7. Mrs. Benvenuti mentioned she is working on confirming the appreciation dinner details.

COMMITTEE REPORTS

1. Arts & Crafts Show: Mrs. Mary Lange reported that marking of spaces is scheduled for Thursday of set-up week. Friday set-up will begin at 11 am and Saturday set-up will begin at 6 am.

2. Craft Beer & Wine: Ms. Brandy Hansen reported that the four craft beer & wine vendors with trailers are scheduled for delivery Friday prior to the festival weekend. Resupplying products during fest days will be available by vehicle until

9 am each morning and must be out at that time. Any restocking done outside that time must be done by hand truck/dolly.

3. Layout & Carnival: Mr. Mike Braheny said the tent layout meeting with the new tent rental company is scheduled for Tuesday, August 19 at 10 am. A carnival placement meeting is scheduled for Friday, August 22 at 2 p.m.

4. Local Entertainment: No report.

5. Main Stage Entertainment: No report.

6. Maintenance & Fireworks: Mr. Joe Lenoci reported that a meeting with Johnny Rockets Fireworks, Our Saviour's United Methodist Church, and Village of Schaumburg employees regarding the church parking lot is on Tuesday, August 19 at 9 am.

7. Parade: Mrs. Natalie Hansen said there are currently 66 participants in the parade, and she and Mrs. Laura Sue Awick completed the line-up mailing that will be sent tomorrow, August 19. Golf carts need to be available for the two Trustees requesting a ride.

8. Sponsorship & Marketing: Mr. Jay R. Flynn reported that we exceeded last year's total and surpassed this year's goal of cash and in-kind sponsorship totals that are currently $154,608 and $29,868, respectively. Mr. Flynn designed and ordered the backstage passes with lanyards. The team is posting content for social media, LED screens, intern feature, public information, and volunteers.

9. Student Representatives: Mr. George Mussman scheduled the student volunteers for set-up week and the festival weekend.

10. Taste of Schaumburg: No report.

11. Taste of Schaumburg's Not-for-Profit Day: Mr. Jeff Sanderson reported that the final Not-for-Profit meeting was held tonight and 12 out of 15 organizations attended. Sisler's Ice will be delivering one 16' x 8' trailer that operates on electricity on Friday afternoon and one trailer on Saturday morning.

12. Volunteers: Mrs. Dawn Hamilton reported the volunteer training to review shift duties, distribute volunteer T-shirts, parking passes, code of conduct information, and radio protocol is scheduled for Thursday, August 21 from 7-8 p.m. Volunteer shirts may be picked up after 5 p.m. prior to the training. Mrs. Hamilton requested that committee members provide input for this year's Septemberfest Volunteer of the Year nomination.

STAFF REPORTS

1. Community Development Department (CDD): No report.

2. Engineering Public Works Department (EPW): Mr. Bob Mamrot informed the committee members to only make requests of their department with the supervisors on duty if assistance from EPW is needed.

3. Fire Department: Fire Marshal Michael Rons addressed the Septemberfest Committee regarding the severe weather plan. The Septemberfest emergency notifications app will be used again this year for people to receive emergency text notifications related to Septemberfest. A QR code is included in the Septemberfest program and signage will be available on-site. Staff, committee members and liaisons are encouraged to sign up for emergency alerts that can be used as a script to use in designated posts during an emergency. Committee post information is included in the EAP; however, committee members are not expected to compromise personal safety. Mrs. Benvenuti distributed the post information to the committee. Shelter sites are confirmed.

Septemberfest Severe Weather Action Plan Weather Monitoring
Weather will be monitored in the Incident Command Post by the Incident Commander. EPW will assist in weather monitoring. The Emergency Manager will monitor the weather by submitting a severe weather event notification for the fest which will ensure the incident commander and Emergency Manager are contacted by the National Weather Service in the event of potential severe weather that may directly impact the fest grounds. Each morning of the event the NWS will email a forecast to the event with any applicable warnings or watches. As the day progresses, the NWS will contact the Emergency Manager and/or Incident Commander with any potential risks during fest hours and advise on incoming weather events.

Weather Warning Procedures
The issuance of a thunderstorm or tornado warning, the threat of damaging winds and/or lightning including activation of the Lightning Warning System will be cause for the Septemberfest Severe Weather Plan to be implemented. The Fest Incident Commander or Emergency Manager shall have the authority to temporarily suspend or cancel the event should conditions warrant. The cancellation/suspension should occur a minimum of 45 minutes prior to the impending storm should time allow for evacuation and shelter purposes.

The Lightning Warning System is installed in the Municipal Center parking area near the Plaza of the Prairie Center for the Arts. It activates when lightning is detected within a ten-mile radius. On activation, the siren will sound for approximately 15 seconds, and the strobe light will activate until 30 minutes after lightning has left the area. The Incident Commander will have access to the weather app which will provide a countdown timer before an "All Clear" is issued. Activation of the Lightning Warning System will immediately result in event suspension until an "All-Clear" is issued regardless of current weather conditions.

Event Cancellation or Suspension
In the event or threat of a serious incident or weather-related emergency that endangers public safety, the Fest Incident Commander/Emergency Manager shall have the authority to temporarily suspend or cancel the event should conditions warrant. Should time and the conditions allow, such decision should be made in consultation with the Septemberfest Committee Chair, the Special Events Coordinator, the Director of Cultural Services and with the consent of the Village Manager or his designee. Examples may include a crowd disturbance, serious fire, mass casualty incident or severe weather including high winds and/or lightning.

The suspension/cancellation of the event will be classified into three different activation levels as follows:

Level I - Total event cancellation/grounds evacuation.
All Fest events are cancelled for the day, and the grounds are evacuated due to weather or a serious incident.

Level II - Temporary event suspension/crowd evacuation to cars and designated shelters. People are evacuated to their autos and/or designated shelter sites that are activated by the Police Department.

Triggers include but not limited to:
- Lightning Detector Activation
- Severe Thunderstorm Warning within 45 minutes of Schaumburg
- Fest remains suspended until an “All-Clear” is issued by Fest Command.

Level III – Temporary/partial event suspension/limited scene evacuation.
Rides/stage and/or food tent activities are suspended temporarily and there is limited scene evacuation due to police or fire activity until such time as an “All-Clear” is issued by Fest Command

Evacuation Procedures
In the event or threat of a serious incident or weather-related emergency, the Unified Command Post shall be activated, and an evacuation of the grounds shall be conducted. The Schaumburg Police Department shall be responsible for the evacuation of the Fest grounds.

- The Main Stage and Local Stage public address systems shall be used for emergency evacuation announcements when applicable.
- The LRAD will be utilized by PD with pre-established messaging.
- The Police Dispatcher or Incident Commander will send out an Emergency Notification Message via SharePoint.
- The Incident Commander phone weather app can be used to announce a fest delay or cancelation.
- Police Command will recall both First Student and MV transportation

Police Officer Emergency Shelter Procedures
Festival Commander will announce over PD/Fest Radio, Septemberfest Radio Frequency, and PD5 that the fest is closed due to a weather emergency. Transportation will be contacted and advised that all buses will be redirected to District 54 for evacuation of patrons. Emergency shelters will be utilized for severe weather events (i.e. high winds, hail, tornados, etc.). When the decision is made to shut down the festival, police personnel will report to their posts. Those reporting to the shelter locations shall open the shelter if directed by Fest Command. In that instance, they will take the barricade with the Shelter sign and place it in a location where it will be easily identifiable for those seeking shelter. If officers have not been directed to open the shelter, they will stand by and be visible to those seeking assistance. They will report conditions/need for shelter back to Fest Command.

EPW will install the Federal Signal alarm systems in the three large tents including the food and beverage, dining, and Bingo tents that will be activated if the lightening detector sounds.

The Police Department will be monitoring evacuated tents. Chair Wiskirchen and Co-Chair Flynn will attend the Police Roll Call meetings held at 11 am and 5 p.m. each day of the festival if necessary.

4. Police Department: Lt. Adam Wis reminded committee members they are representing the Village and anyone using the radio in an emergency should state their location first.

COMMENTS FROM THE PUBLIC

1. None.

ADJOURNMENT
Chair Rich Wiskirchen entertained a motion to adjourn. Motion made by Mr. Ken Johnson, seconded by Mr. Eric Todd. Voice vote taken, all ayes. Motion carries. Meeting adjourned at 8:00 p.m.

The next meeting is on October 6, 2025.

VILLAGE OF SCHAUMBURG

AGENDA ITEM SUMMARY

Contract Status Discussion
10/06/25
Septemberfest Committee

Presenter:

Lead Department: Cultural Services

Executive Summary:

Recommended Action:

ATTACHMENTS:

- RB14 2025 10 06 Contract status memo.pdf

M E M O R A N D U M

RB #14-2025

Date: October 3, 2025

To: Septemberfest Committee

From: Roxane Benvenuti, Special Events Coordinator

Subject: **Contract Status: Septemberfest Fixed Expenses**

Items over $25,000 require a bid/proposal and Village Manager approval, items over $50,000 require Village Board approval, items between $2,500-$24,999 require multiple quotes, and items less than $2,500 require fair sourcing.

Service Type & Cost	Status
Beer & Malt Beverages (RFQ) Provider/Sponsor (Cost is dependent upon market pricing)	Contract valid through 2026 (Town & Country Distributors / MillerCoors Brewing). Recommend extension.
Carnival & Novelty Vendor (RFP) (Consult contract specifications for carnival fees. Pays the VOS a flat fee.)	Contract valid through 2026 (Fantasy Amusement Company, Inc.). Recommend extension. Village Board approval required with a new RFP.
Main Stage Production: Stage, Sound, Lighting, Video Display System & Production (Professional Service) (~$80,500)	Contract valid through 2026 (Creative Audio). Recommend extension. Eligible for CPI increase. Village Board approval required.
Private Security (RFQ) (~$17,700)	Contract valid through 2026 (AF Services, Inc.). Recommend extension. Eligible for CPI increase.
Tables (RFQ) (~$6,500)	Contract valid through 2026 (Hall's Rental Service, Inc.). Recommend extension. Eligible for CPI increase.
Electrical Services (IFB) (~$38,850)	Contract valid through 2027 (McWilliams Electric Company, Inc.). Recommend extension. Eligible for CPI increase. Village Manager approval required.
Fireworks (RFP) ($24,995 for one evening on Sunday each year of the contract)	Contract valid through 2027 (Johnny Rockets Fireworks). Recommend discussion.
Generators & Light Towers (RFQ) (~$18,200)	Contract valid through 2027 (Special Event Services Group Inc.). Recommend extension. Eligible for CPI increase.
Sanitation / Restrooms & Sinks (IFB) (~$31,700)	Contract valid through 2027 (Oui Oui Enterprises, Ltd.). Recommend extension. Eligible for CPI increase. Part of a two-festival bid. Village Manager approval required.
Temporary Labor (RFQ) (~$20,400)	Contract valid through 2027 (KTG Illinois, LLC). Recommend extension. Eligible for CPI increase.
Chairs (RFQ) (~$4,000)	Contract valid through 2028 (Event Equipment Rentals). Recommend extension. Eligible for CPI increase.
Tents (IFB) (~$37,500)	Contract valid through 2028 (Blue Peak Tents, Inc.). Recommend extension. Eligible for CPI increase. Part of a two-festival bid. Village Manager approval required.
Shuttle Bus (IFB) (~$47,850)	Contract valid through 2029 (First Student, Inc.). Recommend extension. Eligible for CPI increase. Village Manager approval required.

VILLAGE OF SCHAUMBURG

AGENDA ITEM SUMMARY

Presentation of Septemberfest Labor Day Parade trophies
10/06/25
Septemberfest Committee

Presenter:
Lead Department: Cultural Services

Executive Summary:

Recommended Action:

VILLAGE OF SCHAUMBURG

AGENDA ITEM SUMMARY

Septemberfest Critique List Discussion
10/06/25
Septemberfest Committee

Presenter:
Lead Department: Cultural Services

Executive Summary:

Recommended Action:

ATTACHMENTS:
- Critique list 2025.pdf

2025 Critique List

Updated: October 4, 2025

5K Race/Schaumburg Shuffle:

ADA Handicap Accessibility:

Advertising:

Ambulance:

Animal Prohibition:

- Further clarification needed on animals during fests and concerts.

Anniversary Years:

Applications:

- On the sponsor application ask if a table for the booth is needed. Some bring a booth/layout that does not require one of our tables. It is easier for us not to give them a table than to move it on Saturday morning.
- On the arts & crafts show application include that most spaces are located on asphalt pavement again this year. Please indicate if you require space on grass.

Appreciation Dinner:

Arts & Crafts Show:

- Crafters need their own radio channel during Saturday morning set-up and Monday evening take-down.
- Crafters lot exit – the ticket process worked well but suggest the football players use the sidewalk and keep the road open for vehicles.
- There is a definite need for a restock system for Sunday and Monday. We propose a time frame for crafters who need to restock. We discussed allowing crafters to bring a vehicle between 7:30 and 8:30 a.m. each day to facilitate this.
- I believe we are addressing the need for benches to be placed in the craft show area in the dead spaces in front of the fire hydrants. If this works, we will have very happy shoppers!
- There is a need for additional unique passes for setting up. In the event that a crafter has two vehicles, but only one booth, we would like to distribute a secondary pass to allow the second car to have access. The pass would only be good during set up hours.
- Arts & Crafts Show Area pop and water sales booth would like to move locations to the access road to the carnival and Summit Dr. where Bearology was this year.

ATM:

Baby Changing Stations:

- Front desk employees said parents of young children were asking for baby changing stations. Note: Two baby changing stations are located in the portable ADA washrooms.

Banners:

Barricades:

Beer & Wine:

Beer Tent:
-

Bees:

Bicycles:
- Policing is needed for bicycles.

Bike Corrals:

Bingo:

Budget:

Building Entry Passes:

Carnival:
- Ensure the carnival operator and their vendors don't sell fake guns or counterfeit products.
- Will need to determine how the carnival will access water. This year using the hydrant was an issue. EPW provided a meter for the hydrant to ensure the Camosy Construction hoses weren't used. Typically, there is a fee for the meter. Mike Hall with EPW waived the fee, with the understanding if there was damage the carnival would be responsible.
- Layout ended up working out fine after many meetings, if we use the space south of the creek again, there needs to be signage

Cell Tower/LLAMA/COLT (T-Mobile, Verizon & AT&T):
- Continue requesting AT&T provide a tower or continue to improve WiFI issues. Our team still had a very difficult time doing our job over the weekend, and I also heard some A&C vendors commenting on how they weren't able to use their Square credit card machines because they couldn't connect.

Command Center:

Committee Members:
- Reminder that all appointed committee members should be ambassadors of the fest to assist with recommending and securing sponsorships, restaurants, non-profit organizations, craft beer vendors, crafters, volunteers, potential student representatives, etc. throughout the year.
- All teams update their job descriptions and create SOPs detailing their roles, timing, responsibilities, and requirements from VOS liaisons.

Committee Photo:

- Consider taking the committee photo at 7 p.m. at the second meeting in August. All committee members could wear their shirts, and it wouldn't take away any fest work time.

Committee Shirts:

Community Development Department:

Cook County Loaned Equipment:

Cooling Center:

Coolers:

- Coolers brought into the festival need to be better policed.

CPAAAS:

Craft Beer & Wine Area:

- Move wristband tent at craft beer so it's not so close to the bridge and separate from the beer tents.
- Get a larger banner sign for the entrance to the Craft Beer & Wine Area, or at least longer rope for the sign so the poles holding it can be further apart.
- Review signage for this area that should be Craft Beer & Wine Area or Garden (no longer Tent).
- Create a better entrance unit and maybe some other décor to set the area apart.
- If there is room, add more high top tables.
- Look to add some additional speakers from the local stage, so the music in this area is easier to hear.
- Add low key entertainment in the craft beer and wine area. We would offer it during the day until the louder bands start up in the late afternoon and evening. This would require putting up a 10' x 10' tent and setting the stage platform up as well as having electric as in previous years.
- Consider having trivia, music bingo, karaoke, etc between acts for entertainment.
- Install umbrella posts before Saturday morning.
- We had complaints about the lines for the portable restrooms creating a bottleneck at the bridge. May want to re-evaluate positioning if possible.
- Request EPW to replace the current bridge with a wider one like east of the Main Stage.
- Need an extra set of barricades for the Craft Beer & Wine Area. We only had one set, and it opened the fire/police area and people were parking there who shouldn't have. We got it figured out, but a second set of barricades would be helpful to block off the section.
- Try to secure a refrigerator box truck for vendors that do not bring trailers if there is room.
- Get glow in the dark paint / material for the games (for the bags, Jenga blocks, rings, and Connect 4 discs) to make it easier to find pieces at night.
- Consider lighting (patio, holiday or Edison bulbs) to give a more beer garden vibe.
- If we are doing reserved tables, we would need some kind of wristband, or other identifier, for the people reserving the tables. Perhaps, instead of reserved picnic tables, have an area with individual rented tents (maybe another sponsorship/branding opportunity) with seating reserved (like Hideaway Brew Garden).

- Some vendors felt that customers gravitated toward the shadier parts of the Craft Beer & Wine Area, which was also near the wristband booth; a combination that seemed to benefit some vendors more than others. Not sure what we can do, if anything, to help this.

Dining Tent:

Electrical:

Emergency Procedures:

Engineering Public Works (EPW):
- Rubber mats for load in would be helpful for the grass area from the path to backstage right.
- Add chair & a few snow fence post removals to EPW's list for 9 p.m. Monday at the Main Stage.

Event Action Plan (EAP):

Eventeny:

Face Painter:
- Face painting was missed this year by some attendees.

Family Area:

Fencing:

Fest Dates & Hours:

Fire Department:
- Fire department public education tent: There was one of the large concrete benches located within our tent. We generally utilize our tent as a “smoke maze” for kids to crawl through. We worked around it this year, but it was not ideal. We may need to relocate our tent a bit, so the bench is not underneath the tent.

Fire Extinguishers:

Fireworks:
- We need to finalize details with the church to see if we can move forward with having fireworks as part of the event. Consider a drone show over fireworks, given the issues with the church.

First Aid:

Flashlight Wands:
- Loan additional lights from Homeland Security for volunteers.

Food Tickets/Vouchers:

Fueling:

Garbage Boxes/Containers:

General:

Generators & Light Towers:

Golf Carts:

- Revisit the golf cart policy. The policy should be adjusted to allow for flagger-free travel until 2 or 3 p.m. daily with discretion being exercised by festival/command leadership if needed. During this year's festival, the policy seemed overly cautious due to patron traffic being lighter than anticipated at noon.

Grounds:

Ice Sales:

- Everything went great again with the ice provider. The Trailer that had ice was still running when it was picked up which was great, since we had ice left, he was able to credit us for that ice and bring it to another customer. Consider keeping the trailers running through Tuesday so they will be able to credit us again for leftover ice.

  EPW does not typically run the generators after Monday night because that is when everything is disassembled and removed. All the rented equipment gets picked up on Tuesday morning. If we can change the rental agreement to have generators picked up later in the day on Tuesday, or even Wednesday, then we could leave it running.

- The two ice merchandisers being placed onsite were very helpful and eliminated some golf cart runs.

Incident Reports:

Information Booths:

Information Technology:

Inspections:

- Get Community Development/Health Department inspection schedule ahead of time for Friday, Saturday and Sunday.

Insurance:

Layout:

LED Video Boards:

Lighting:

Local Stage Entertainment:

Logo:

Maintenance:

Main Stage Entertainment:
- Remind performers before going on stage that Septemberfest is an all-ages show.
- Consideration should be given to avoiding metal/rock bands in the future. It's not the Village's target audience and the volume is excessive.
- Need to book a country band. Monday bands did not draw as well especially after the parade.

Main Stage Lawn Seating Area:

Main Stage Production:

Main Stage Reserved VIP Area:

Maps:

Meetings:

Money C**heck-out:**

Name Badges:

Non-alcoholic Beverages including Soft Drinks, Sport Drinks & Bottled Water:

Novelty Vendor:
- The novelty vendor was set up directly on top of a fire hydrant and will need to be relocated.

PA System:

Parade:
- Consider shortening the parade route by doing partial staging on Summit, north of Wise. Maybe step-off at Hartford or Kingsport.
- Consider moving the line-up to Summit Dr. to minimize the disruption of traffic on Wise Rd.
- Implement parade pacers to minimize gaps.
- Implement a point/discipline system for units who do not follow rules, primarily pertaining to gaps being caused.
- Move political and civic groups to the front of the parade.

Parking:
- Elected official reserved parking went well, underutilized on Summit Dr.
- Promote area church fundraising parking to help keep people out of the neighborhoods.
- Create a code for Local Stage, turn around, etc. Use Post-it notes or something we can add to the cars for Turn Arounds with Yellow for courtesy booth, RED for Turn Around (like Portillo's).

Parking (ADA):
- Suggestion to move ADA handicap parking to the VOS parking lot? If we use D54 for handicap again next year– can we offer handicap manual wheelchair rental by the hour to rent wheelchairs for both the busses and the handicap parking?

- Handicapped spots near the craft show are needed.

Parking Lots:
- Adjust Grounds parking by adding lines for trucks to park with 2 to 3 volunteers in lot to help direct parking. Mark the parking lots like the crafters area so that we can maximize the number of spaces.
- There were some issues where the police were parking off Schaumburg Rd. by the former Nursing Department building. There needs to be additional police communication within their department that those spots are only for those who are on active duty, once their shift is over, they need to move for the next shift to be able to park.

Parking Passes:
- One of the VOS Parking passes needs to be marked "Committee".
- All Local Stage parking passes need to be marked with a name, not just for the performers.

Payroll:

Phone:

Photographer:

Picnic Tables:

Point of Sale Systems:

Police:

Pony Rides:

Portable Traffic Signals:
- Traffic signal issue with the same vendor and received a full refund as a result.

Prairie Center:

Prairie Center Outer Lobby (by entrance/box office):

Prairie Center Inner Lobby (by theatre):

Program:

Propane:

Prox Cards:
- Request access to be increased for the Sponsorship & Marketing team. It was a huge inconvenience and inefficient only to have one Prox card, especially with our team being larger. Having multiple Prox cards will help us exchange equipment as needed, instead of relying on one person. Note: Those that need a Prox card need to submit a photo to HR so a card can be made for next year.

Public Relations:

Radios:

Refrigeration Truck:

Rideshare:

- A dedicated and published Uber/Lift location would be helpful. Include the Al Larson Prairie Center for the Arts address on the flyers and website for GPS. Note: No matter where we put a rideshare drop off location and sign, GPS directions point to the middle of Schaumburg Rd., and nobody used the drop-off area last year. The Transportation Department has not been successful contacting Uber.

RVs:

SADIA:

- Requesting a discounted fee on Not-for-Profit day since they are not-for-profit and profits were very low that day.
- Beer: The key is needed at our tent on Friday morning during set up. The large cooler tubs for beer need locks that work.
- Main Tent: Set up to allow more room for back of the tent. Not set up correctly this year. Need the full 10' x 40', no tent over the beer trailer (we were shorted by 10' this year.)
- Main Stage VIP Tent: Better location, fenced off appropriately, set up was great this year.
- Portable restrooms were too close to our beverage tent this year. Note: layout limitations due to construction.
- Garbage cans needed to be emptied more frequently, and more trash cans used.

Safety Vests:

- Add additional reflective tape to the vests or order brighter vests.

Sanitation:

- Additional portable restrooms needed for the new craft beer and wine area, as they were also used by people watching the acts on the Local Stage.
- Remind the sanitation company to service the restroom trailer behind the Main Stage each night.

Seating:

Security:

Security Entry gates:

Septemberfest Logo Merchandise Sales:

- We should buy T-shirts, sweatshirts & hats with the same logo (not gray like our committee shirts) to be sold around sponsor row during the day and moved to the merch area (stage left) of the Main Stage in the evenings and include ear plugs. Any leftover stock could be sold the following year as was done years ago when EmbroidMe sponsored a booth.

  We could also consider having an art contest with local schools for a 24x18 poster to sell. The poster would change from year to year. I had quite a few patrons asking for these items and the fest could generate some money this way.

- Explore creating and selling a Septemberfest coffee table-style / memorabilia book that captures the best photos and historical trivia starting with year one and going up until this year. It could be a fundraiser for our 55th year anniversary, and proceeds can go for our annual budget. Our team can help design it and sell it at a dedicated Septemberfest tent (either in place of / with one of the volunteer information tents or next to the VOS one)
- We could also design a 55th annual Septemberfest shirt to sell at our tent / booth and a Septemberfest ornament. These could be annual designs that we sell to raise money and give patrons a keepsake from the Labor Day weekend.

Shelters:

Shuttle Buses:

- Is it possible to have two shuttle bus stops? One specifically for the craft show would be helpful. We heard from many of our customers that they would appreciate that option with the new layout.
- Service should begin at 8 a.m. for volunteers.

Signs/Signage:

- Review signage at PCA, EPW, and what is ordered each year as there are a lot of duplicate signs.
- More no parking signs need to be posted in the Ashton Park neighborhood.
- Directional signage at the shuttle bus area indicating where everything is (i.e.take the sidewalk to the arts & crafts show easier).
- Add signage for "No Through Way / Crafters Lot Entrance & Exit Only" as many people tried to walk to the carnival.
- Need a Volunteer Check-In sign for the Municipal lot.
- We need to have Lot Full signs at the entrance when needed so we are not waiting for it.
- Add signage for NOT AN EXIT out of the Grounds lot – need to exit at the bottom of the lot.
- Add signage near the bridge at the new Craft Beer & Wine area to point people in the direction of the Arts and Crafts Show.
- More signage would be nice for directing patrons to the crafter area. Additionally, a sign for Crafter Check-In would be helpful - one that could be moved from the crafter lot on Friday to Collins school on Saturday morning. Staging Saturday morning crafters there was fantastic.

Smoking:

Sponsorship & Marketing:

- Discuss how we can better recognize the fireworks/drone and Main Stage sponsors.
- How can we lock in long term sponsors so we can invest in better signs – craft beer, taste, etc.
- Subscribe to a platform such as Placer.ai to provide the festival with real, actionable audience data. Sponsors are asking the right questions (demographics, locations, income, etc.) that we do not have answers to. If we're going to be competitive and attractive, we need the data that corporations and marketers are asking for.
- Work with Finance to accept sponsorship payments prior to start of the FY. Months-long waiting periods between application submission and acceptance create risk on a massive scale for deals to fall through when credit cards cannot be processed and checks cannot be cashed until May 1.

- Consider getting Hightail premium or another content sharing platform. Hightail is a platform that allows you to share large files without compressing the quality. Currently, we have maxed out the free version of Hightail, and it would be incredibly helpful to be able to continue sharing videos and photos this way, especially because you can organize folders and sub-folders. With the addition of video, these files are very large, and we will need to be strategic about the ways that we are housing and organizing content moving forward. Here is a link to some of the plans: https://www.hightail.com/pricing.

Sponsor/Courtesy Booths:

- Set-up takes a lot of time and blocks the ingress of cars coming in. What can we do to get parking passes first. The police stopped all people without a pass from coming in – this caused major issues with the courtesy booth folks who didn't get their passes. Volunteers change every 4 hours – we really need to have them work out a way to pass them out ahead of time. Note: Typically, the sponsor contacts we schedule the booths with are not the same people working at the booth so sending the passes in advance has not worked well in previous years.
- Sponsors should be able to/encouraged to setup on Friday afternoon or must be in and out earlier on Saturday morning.
- Reduce size of police, fire and other internal activations/tents/displays (10'x30'+) to prioritize paid sponsor activations. Last-minute sponsors seeking on-site activations were turned away this year because inventory was unavailable.

Staff:

Strolling Entertainment:

Student Representatives:

Summer Breeze Concert Series:

Tables & Chairs:

Taste of Schaumburg:

- Restaurant dry goods trucks need to be labeled with restaurant name for identification.
- Highly suggest Taste and NFP Taste participants utilize ice service from Septemberfest.

Taste of Schaumburg's Not-for-Profit Day:

Teardown:

Temporary Labor:

Tents:

- Add a request in the tent contract extension for the tent installer to return on Friday to finalize 10'x10' tents that are unable to be installed until other equipment is in place.

Traffic Issues:

- Shut down Summit Dr. Thursday night due to installation of gates and barriers.
- Summit needs to be closed to thru traffic by 6 a.m. Friday. It did not close until 7:15 a.m., which was dangerous to the volunteers who were setting up.

Transportation On-site:

- D54 Lot
    - Install barrier along the east side of the drive aisle to force people to cross at the crosswalks and not step out into the drive aisle between vehicles and buses.
    - Need additional support or an auxiliary to monitor parking passes for entry into D54. Many people were let into the D54 (to prevent traffic backups on Schaumburg Road), but many of them did not have D54 passes and needed to turn around and exit right away. This created a lot more congestion in the D54 lot.
    - Sunday night at fest end – Traffic signal priority was given to people exiting the D54 lot. This caused a backup for inbound buses into the D54 and longer wait times for festgoers waiting to leave the fest via bus.
    - If ADA parking stays at D54, an accessible portable restroom should be considered for the D54 lot
- ADA Parking
    - Re-evaluate ADA Parking locations
    - Some complaints received that the location of ADA parking was not in an ideal spot and too far from the fest.
    - ADA parkers were not parking in correct spots or not being adequately directed to park in the designated spaces. (Specific to overflow lot)
    - Blue & Pink D54 parking passes looked like the red and blue ADA placards. Created some confusion where to direct parking.
    - If ADA parking stays at D54, re-evaluate sign placement on Schaumburg Road directing people to ADA parking.
- Radios
    - Fest radios given to AF Services & First Student died each night and needed to be replaced. Note: Take an extra battery along with the radio.
    - AF Services wasn't wearing their radio at all times.
- DART
    - Pickup/Dropoff (Summit & Kenilworth) needs more lighting. DART serves seniors and people with disabilities and additional lighting is needed at the pickup/drop-off point.
    - Re-evaluate DART service for fest. 60 passengers used DART in 2025 (which is an increase from 2024).
- Look into getting the use of a golf cart limo. This is a golf cart with enough seating for at least six adults. Schaumburg Park District has one at the golf club.

Vendors:

- Provide vendors with a central number for emergencies and to reach EPW. Perhaps scheduling a Septemberfest volunteer in that area for emergencies; location with electricity.

Volunteers (regular festival, CPAAAS wristband booth, and NFP volunteers):

- NFP volunteers did not show up. Consider instituting a manual sign up by the vendors at the NFP meetings so that they can pick their shifts. We will need to add them through Eventeny registration.
- Tweak the early morning and the late evening shift times.
- A radio is needed at the Summit Dr. security checkpoint.
- Ask the volunteer to be open to pictures for the following year.
- Have enough volunteers to walk the cars that are turning around and use pool noodles to help direct traffic.
- Increase the volunteers for the municipal lot to 10 - 12 people.
- Provide training in the municipal lot for the municipal lot.
- Volunteer name tags.

Volunteer T-shirts:

Water:

- Front desk employees said parents of young children were asking for water stations.

Water Sales:

Website:

- Septemberfest requires a website separate from the VOS website.
    - Poor resident and patron experience: consistent issues with patrons running into problems navigating the website-within-a-website, primarily due to the double menus.
    - Far too many comments and direct messages to social media accounts asking where to find information or reports of difficulties navigating the website.
    - Severe restrictions on spotlighting sponsors on the website who are looking for impressions from patrons visiting the website.
    - Sponsorship & Marketing team ready and able to support the development, ongoing maintenance and administration of a standalone website in conjunction with cultural services department's support.
    - *Examples*
        - Northwest Fourth-Fest – https://www.northwestfourthfest.com/
        - Streamwood Summer Celebration –
        - https://www.streamwoodsummercelebration.org/
        - Vernon Hills Days – https://vhdays.com/
        - Buffalo Grove Days – https://www.bgdays.com/
        - Naperville Jaycees' Last Fling – https://www.lastfling.org/
        - Frontier Days – https://www.frontierdays.org/
        - Streator Fest - https://www.streatorfest.com/
        - Winnekta Music Festival – www.winnetkamusicfestival.com

Wi-Fi/Connectivity:

- Cell service was very spotty in the craft show area. We heard this from many of the crafters as well as from SADIA who needed the service for their concession booth in the crafter area. Perhaps an extra booster would be possible to cover the area.

Wristbands/Wristband Booths:

Village Hall Construction for 2025 & 2026

Feedback:

- I hope that there is consideration given to keeping some of the changes that were made this year due to the construction, specifically regarding parking, craft fair, and craft beer area.
- Loved that the craft fair was on the street. It was walking friendly; I hope next year it could continue on the street.
- Septemberfest was very good. I especially like the vendor booths along Summit Dr. Very easy to navigate for a disabled person.

- As a lifelong Schaumburg resident, the Septemberfest craft area being on Summit was great. It was so easy to walk on even ground. No hills, no mud from rain or so many people walking through creating mud, and it is easy to walk through crowds. The layout was easy to see the crafters. I couldn't believe it was even shaded by the trees. No sunburn and even a breeze. Best year at the craft fair. I hope you have it like that again. I was impressed. Thank you for the best craft fair experience.
- HUGE thank you for this year's Septemberfest! It was another fantastic show. This is always a well-organized and run show, but this year was particularly impressive. With all the changes that occurred and the logistical nightmare that it must have been to put together, I just wanted to say it was still exceptionally well run. Volunteers were very knowledgeable and helpful, and it ran so smoothly. I particularly wanted to let you know that I LOVED the fact that we were on the street. It was easier to move in and out, and there were far fewer issues with tripping and falling for the attendees being able to walk on the concrete rather than grass. It was also great that it was a straight shot down the street to get to all of the vendors, rather than the previous sections that we were in before. I had several customers tell me that they had never seen me there before this year, even though I have been doing the show for many years. The only other feedback was that some of the customers said it was quite a walk to get from the shuttle bus drop off to the vendor area. You might consider multiple stops for the shuttle at different areas of the festival. Thank you again for the fabulous show - looking forward to next year already!
- Loved Sebert’s photo op.
- New banners for Main and Local stages were nice.
- Village booth looked good and had a great location. However, the people working in the 360 booth contracted by the Communications Department weren’t very friendly or engaging with the community; not sure it tied back to the village very well as planned.
- Overall, the staff did a good job following the cart policy.
- Great messaging on #tarpgate, only one parade tarp on Saturday picked up.
- People loved the new location of the craft wine and beer tent.
- Ice freezers were awesome!
- Police Presence - compliments from both First Student and AF Services about Police’s presence at the D54 lot at the end of the night while festgoers were waiting for the buses.
- Lots of kudos to SPD Officers and how welcoming they made everyone feel.
- Special thanks to Village Tavern & Grill Schaumburg & Pilot Pete’s for feeding ALL the volunteers throughout the weekend and to Ben & Jerry's Schaumburg for providing ice cream at the volunteer reception for the fourth consecutive year!!
- Septemberfest committee members interacted with SADIA members, the two gentlemen who hung our signs really cared about how they were hung, the electricians all were friendly, and everyone took time to talk with us and made us feel like we were wanted and important.