

Macoupin County Tourism Grant Application

Applicant Information

Applicant (legal name of organization): **Macoupin County Fair and Agricultural Association, Inc.**

Address: **PO Box 145**

City: **Carlinville**

State: **Illinois**

Zip Code: **62626**

Contact Name for Organization: **Mark Dugger**

Date of Program/Event: **July 16-2112**

Telephone: **217-854-9422**

Fax: **217-854-6796**

Event/Attraction Website: **Macoupincountyfair.org**

Email: info@Macoupincountyfair.org

Project Information

Name of event or attraction: **Macoupin County Fair**

Total Estimated Attendance: **20,000 people**

Total Amount Requested: **\$10,000**

Print Advertising amount:

Radio advertising amount:

Television Advertising amount:

Brochures/Fliers amount:

Other \$:

1.

The Agricultural, Horticultural, and Mechanical Association of Macoupin County held its first event on the public square in Carlinville in 1852 and were chartered by the State of Illinois that same year. It later became known as the Macoupin County Fair and Agricultural Association and stands as the oldest county fair in Illinois. Over the years the fair has been held in five locations in and around Carlinville and for a few years at Terry Park in Palmyra. Throughout history the fairgrounds have served as more than just the location of the county fair. In 1862 the grounds were used to train Civil War recruits, including 1750 men from Macoupin County who enlisted that year. During the 1930's the grounds became Camp Carlinville, home of Company 3677, Civilian Conservation Corps. Currently the fairgrounds are used throughout the year for a wide variety of events.

The present fair is held annually and hosts approximately 20,000 visitors each year. The Board of Directors consists of 45 volunteer members, 40 men and 5 women. In addition, countless individuals donate time and energy to make events at the grounds a success. It is the goal of all of these people to provide a wholesome, entertaining, and economical opportunity to "*Come Back Home to Macoupin County.*"

2.

Macoupin County is located in south central Illinois and has a population of 47,765 citizens according to the 2010 census. The county covers 862.91 square miles and includes 40 plus towns and villages. The county seat is Carlinville, IL. The closest major city is St. Louis, Missouri which is eighty-five miles from the northern edge of the county. Macoupin County governmental offices, law enforcement agencies, public and mental health departments, Regional Superintendent of Schools, and a new area hospital with heliport are located within four miles of the fair grounds. In addition, the only Wal-Mart and movie theater in the county are in Carlinville, as well as, 3 fast food restaurants.

The county has eight public school districts and two private schools, as well as, Blackburn College and services from Lincolnland Community College and Lewis and Clark Community College. The major sources of income include education, social services, healthcare, and manufacturing. The largest population group is ages 19-64.

The physical location of the Macoupin County Fairgrounds is 1.5 miles north of Carlinville, on Illinois Route 4. The property is owned by Macoupin County and is leased to the Fair Association. The current lease extends through December 31, 2028 and the county is paid \$900.00 annually. The grounds are maintained by members of the fair board and beautification through flowers is provided by the Master Gardeners of Macoupin County. The grounds are used for many events throughout the year, with the major event being the Macoupin County Fair which is held annually during the third week of July (approx) and encompasses seven days. The grounds is also used approx 30 weeks a year for a variety of events from charitable relays, circuses, livestock shows, and auctions to family weddings and reunions.

All required documentation is filled with the Illinois Department of Agriculture yearly and is public record. This information is readily available to track demographic information. Historical events and records of the fair are also documented in a publication *History of the Macoupin County Fair 1852-2000* by Alice Tosberg Drury, former fair secretary. The day to day operations of the fair are handled by a governing board representing all areas of Macoupin County including various professions and occupations.

The fair attracts people from throughout the county, as well as, from other counties and states. Occasionally visitors from other countries visit events held at the grounds. These people are employees, exhibitors, and spectators. The fair offers a wide variety of events including queen contests, harness racing, livestock shows, music shows, and demolition derbies. The fair association strives to provide a well rounded schedule to meet the needs of people in the county. All of these factors contribute to the theme and goal of the fair, "***Come Back Home to Macoupin County***".

3.

The Macoupin County Fair Association has reviewed the ways of advertising used and the effectiveness of this advertising. Our advertising is most effective when it quickly and easily captures the attention of people. With this information, it is evident that Macoupin County residents and people visiting the county need to be aware of and have an opportunity to participate in events throughout the county. This includes events at the Macoupin County Fair Grounds. Illinois Route 4, where the fair grounds is located is the only state highway that enters Macoupin County from the north and extends through seven towns and villages and offers access to any location throughout the county. It is traveled from north to south and south to north by hundreds if not thousands of people daily.

There is little opportunity for visual media as one enters or exits the county from the north. The Macoupin County Fair Assn. would like to install a lighted digital sign that would be extended into the air at a level that is comfortable for passer-bys to read quickly and easily. The sign would be permanently mounded on the property leased by the Macoupin County Fair as close to Illinois Route 4 as legally possible. This sign would be active twenty-four, hours a day seven days a week to promote events throughout the county. I.e. Girard Festival Days, Gillespie Black Diamond Days, Public Health events, etc. Any and all approved public events could be publicized by simply informing the Macoupin County Fair Assn., via mail, email or fax. This form of communication will assure accuracy.

This service would be offered at no cost, but the Macoupin County Fair Assn. would reserve the right to shorten messages as necessary. It is the desire of the Board to complete this project as quickly as possible so that the citizens of the county can begin to reap the benefits.

The cost of the signage would be \$13,250.00 installed and in operational order. The sign would measure 89 inches long and 32 inches high and would stand 12 feet in the air. The Macoupin County Highway Department and The State of Illinois would be contacted to assure all regulations are met in regards to location and dimensions. Local towns, villages, and agencies will be made aware of this service via newspaper publications and communication with local and county agencies.

In addition to providing promotion for the annual fair the signage described in this grant would also provide distinctive advertisement of events throughout the county, including date, time, and location. Considering the location of the sign everyone traveling on Illinois Route 4 would have access to the events of Macoupin County twenty-four hours a day, seven days a week. This would offer free advertisement and great exposure for such events.

4.

Additional funding has already been received to help with this project.

\$2500.00 has been donated to the Fair Assn. in the form of memorials honoring deceased members of the Board.

\$750.00 has been donated by Pioneer Hybrid to be used to help promote the fair.

5.

The Macoupin Fair Assn. maintains a yearly budget and strives to stay within this budget. As of the end of the last fair year the total amount spent for 2011 was \$138,000.00. This included premiums, entertainment, advertising, utilities, repairs, maintainance, and general operation expenses.

General revenue for the 2011 year was \$119,000.00. The premium reimbursement from the State of Illinois for 2011 was \$21,490.19 and the premium payout was \$57,684.00. This left a deficit which the Fair Association made up from income such as gate receipts and entertainment events. After payment of all expenditures and the receipt of all state funding the Macoupin County Fair Assn. showed a profit of \$19,000,00 that will be used to maintenance projects and to help with funding of the 2012 fair.

In 2012 it is anticipated that funding will be cut by the State of Illinois due to the financial conditions of the state. Taking this situation into consideration, additional improvements to the grounds will be difficult, thus the necessity to seek supplemental funding to enhance and promote the Macoupin County Fair and events of the entire county.

6.

The length of existence offers substantial evidence that the Macoupin County Fair has been successful for many years. The amount of profit varies from year to year and there have been years when a profit was not made. The profit is always put back into the operations of the fair to ensure success. Appearance of grounds and quality of entertainment are major factors in fair success. Each year improvements are made to make the Macoupin County Fair a positive experience for all. There are a large number of facts that contribute to the success of the fair. One of the major components is advertising, thus the need for more exposure through new signage.

7.

The Macoupin County Fair Association has never received funding from Macoupin County.

Certification

We, the undersigned, certify that the information contained in this application and in all attachments is true and correct to the best of our knowledge.

Sharon K Carty
Chairman/ Representative print name

Sharon K Carty
Signature

4-1-12
Date

Macoupin County Tourism Grant Application

Applicant Information

Applicant (Legal name of organization): Carlinville Christmas Market Festival

Address: 112 North Side Square

City: Carlinville State: IL Zip Code: 62626

Contact Name for organization: Doug Downey

Date of Program/Event: December 7-9, 2012

Telephone: 217-854-2141 Fax: _____

Event/Attraction Website: Carlinvillechristmasmarket.com

Email: floyd662003@yahoo.com

Project Information

Name of event or attraction: Carlinville Christmas Market

Total estimated attendance: 9,500

Total amount requested: \$6,000

Print Advertising amount: \$12,750 Radio Advertising amount: \$4,500

Television Advertising amount: \$4000 Brochures/Fliers amount: \$380

Other \$: 350

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Other \$: 350

Additional Information

1. Please give a history of your organization or event/attraction including the date founded and its mission statement and goals.

The Carlinville Christmas Market, which is an annual holiday event, takes place on the first full weekend of each December. The Christmas Market was first hosted in 1990 and has grown to become a holiday tradition not only for local residents, but many tourists who return each year. Our mission and goal is to produce the annual Christmas Market Festival and sponsor other events and activities that will help ensure the success of the Market. The Christmas Market will also provide opportunities for volunteer efforts, help build social capital, support Carlinville and Macoupin County in their economic endeavors, support local charitable organizations by providing in-kind services, enhance tourism and build community spirit and cooperation.

2. Discuss the demographics of your event/attraction's visitors. Discuss the percentage of visitors who visit from outside the county. How have you historically tracked demographic information?

The Carlinville Christmas Market on average has an attendance of 9,500 people. In 2011, our data indicated that about 45% of those surveyed were from outside of Macoupin County. We use surveyors who gather this information from visitors at the Christmas Market. We also use visitor comment/suggestion forms, emails, vendor/exhibitor input, hotel and restaurant data to gauge where visitors are coming from as well as a visual of out of state license plates.

3. Please provide your specific marketing plans for purchasing advertising and promotional materials. Include specific media, ad sizes, frequency of ad placements, costs and targeted markets.

Our marketing plan calls for placement of Christmas Market Festival advertising in print, on screened and electronic billboards to be placed in Springfield, Jacksonville, Peoria, Collinsville, Bloomington and St. Louis.

Billboards would be various sizes, but average about 12" X 18". These billboards would be put up four weeks in advance of the event and stay up for the duration.

Print advertising will appear about three weeks out, and again week of the festival, advertising would be ¼ page. Print advertising would also take place in Macoupin County newspapers, but be more frequent.

Radio advertising would occur in the Springfield and Carlinville markets, with 30 second ads starting about two weeks out from the event with frequency increasing as the festival nears. Looking at one or two daily at the beginning during high traffic times and increasing to eight segments daily during peak times. Will have

live radio remotes that will broadcast from the festival throughout the event in both Springfield and Carlinville markets.

Carlinville Christmas Market advertising will also be placed in Holiday Guides, which lists holiday events throughout central Illinois

A Carlinville Christmas Market Rack Card/Brochure is also being produced which will be distributed to State Office of Tourism, hotels, visitor centers, area Chamber of Commerce's, gift shops, area service stations, vendors, restaurants and business's.

In addition, our web site contains extensive information about the festival, local attractions, links to other local events, hotel accommodations, restaurants and business's.

Our budget for advertising will be \$21, 980 for this year's Carlinville Christmas Market festival.

4. Please describe any other sources of funding for your project such as fundraisers or grants from other entities. List the specific sources of funding and amounts you expect to receive from each.

The Carlinville Christmas Market Foundation Board conducts an annual campaign for corporate , business and individual donations to help cover the costs of producing this festival. This campaign raises about \$22,500

The Carlinville Christmas Market Foundation Board applies for an Illinois Bureau of Tourism grant each year. This grant is intended to help with production costs and is intended to promote tourism. We will apply for the maximum allowed which is \$20,000.

The Carlinville Christmas Market Foundation Board applies for the Macoupin County Tourism Grant and has requested \$6000

The Carlinville Christmas Market also charges a \$1 admission into the event and this raises about \$7000. This does not include children, corporate/business sponsors, return shoppers, local charity groups and those who attend but don't pay as we don't charge the last hour of each day or those who forget to pay.

We conduct several fundraisers throughout the year including a pork chop cookout which raises about \$975 and a holiday movie showing which raises about \$500. We also sell Carlinville Christmas Market ornaments and cookbooks during the festival which raises about \$250

5. What was the total budget of the project/event last year, or if a new event, what is the anticipated budget.

The 2011 Christmas Market budget was \$54,100

6. Has the project/event shown a profit in previous years? If so, please indicate the amount and use of the profit.

This is the sixth year that the Carlinville Christmas Market will be under the direction and control of the Foundation Board. The first two years we had a deficit of \$1500-\$2000 each year, which was covered by private donations. Each year since then we have broken even. For the 2011 Christmas Market Festival, we had a surplus of \$1200 which is being used to help with increasing costs in liability insurance, to help cover theft of wiring belonging to our organization which was not covered by insurance and marketing.

7. Have you received funding from Macoupin County in prior years? If so, list the year and amount funded.

In both 2010 and 2011, I believe we received \$5000 from the tourism grant

Certification

We, the undersigned, certify that the information contained in this application and in all attachments is true and correct to the best of our knowledge.

Doug Downey
Chairman/ Representative print name

Doug Downey
Signature

9-26-12
Date

Macoupin County Employees

Life and AD&D

<u>Coverage</u>	<u>Lincoln Financial Group</u>	<u>Metlife</u>
LIFE	0.21	0.199
AD&D	0.045	0.028

Dental

<u>Coverage</u>	<u>Lincoln Financial Group</u>	<u>Metlife</u>
Employee	\$30.21 (\$27.97)	\$27.15
Employee +1	\$60.40 (\$55.93)	\$54.29
Employee +2	\$75.18 (\$69.61)	\$67.57
<u>Note: The dollar amount indicated inside the parenthesis is the previous rates under Lincoln Financial Group</u>		

Quoted rates are subject to change based on final underwriting evaluation, including any changes to the submitted census data, requested benefits, and proposed effective date.

Prepared By: Danny Snodgrass
3000 Happy Landing Drive, Springfield, IL 62711
Phone 217-726-6961 Fax 217-726-7916



MACOUPIN COUNTY BOARD

215 SOUTH EAST STREET • CARLINVILLE, IL 62626
TELEPHONE 217/854/3341 • FAX 217/854/6015

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VERYL REIHER

December 11, 2012

Misty Woodgeard
Liberty National Life
4455 Telegraph Road
St. Louis, MO 63129

Ms. Woodgeard:

Per the attached agreement between Liberty National Life Insurance Company and Macoupin County, the final clause allows for "either the employee or Liberty National Life [to] terminate this agreement as of any date by giving at least 30 days written notice to the other prior to such date." This clause also states that after termination of the agreement that "payment of premiums shall be entirely and directly between each employee and Liberty National Life."

Please accept this letter as Macoupin County's decision to terminate this agreement effective February 1, 2013. This date will be consistent with one year of the original effective date.

We will notify all employees that effective February 1, 2013, payroll will not be deducted for any currently held policies and that their payment of premiums will be strictly with Liberty National Life.

Sincerely,

Mark Dragovich
Chairman
Macoupin County Board

Gabe Springer
Chief Financial Officer
Macoupin County Board

Timothy W. Sharpe
Actuary

1816 Allen Drive
Geneva, Illinois 60134
(630) 262-0600
TWSActuary@aol.com

November 23, 2012

Mr. Gabe Springer
Macoupin County Board
215 South East Street
Carlinville, IL 62301

Re: Postretirement Healthcare Plan - Actuarial Services

Dear Gabe:

The purpose of this letter is to provide you with a proposal to provide actuarial services with regards to the postretirement healthcare plan. Specifically, the services will include the completion of the GASB 45 actuarial valuations and disclosures. Separate valuations for Explicit and Implicit Benefits will be provided.

The valuations and the disclosures can be performed independently for various employee groups, i.e, IMRF, Public Safety, Union and Non-union, if desirable. A variety of parameters will need to be discussed, including the actuarial assumptions and the amortization schedule.

The data necessary to complete the actuarial valuation includes a listing of active and inactive employees with their name, date of birth, date of hire (for actives only), employee classification (if necessary), and benefit amount (if specific for each employee). Submitting the data in electronic format is highly desired (either email or diskette). The files can be emailed to TWSActuary@aol.com.

Similar GASB 45 valuations have been completed for several municipalities, including Adams County (Terry Asher, 217-277-2223), Coles County (George Edwards, 217-348-0515), and Tazewell County (Christie Webb, 309-477-2264).

The cost for the services is not to exceed \$2,500 and can be completed within three to four weeks. Gabe, thank you for your consideration. I look forward to hearing from you.

As Always,

Timothy W. Sharpe



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MACOUPIN COUNTY BOARD

215 SOUTH EAST STREET • P.O. Box 535 • CARLINVILLE, IL 62626

TELEPHONE 217/854/3341 • FAX 217/854/6015

MEMORANDUM

August 17, 2011

TO: Aaron Bishop, 911 Administrator

FROM: Gabe Springer, Chief Financial Officer
Macoupin County Board

RE: Jeanette Baker – Work-sharing agreement

This memorandum shall outline the general terms of the work-sharing agreement for employee, Jeanette Baker, between the Macoupin County Emergency Telephone Systems Board (ETSB) and the Macoupin County Board, renewing the prior agreement ending August 31, 2011. This new agreement begins with September 1, 2011 and shall remain in place indefinitely or until further notice is provided. Jeanette Baker will continue to remain an employee of the ETSB, but will work on a part-time basis with the County Board. Jeanette will alternate number of days each week based on the verbal agreement made between the 911 Administrator and the County Board CFO. All benefits will continue to be paid by ETSB with the County Board reimbursing the ETSB at a rate of ~~\$12~~ ^{#13.44} per hour. The County Board will reimburse the ETSB each month following the approval of timesheets by the Macoupin County Executive Committee. This agreement may be terminated at any time with 30 days notice provided by either party.

Gabe Springer, CFO
Macoupin County Board

8/17/11
Date

Aaron Bishop, 911 Administrator
Macoupin County ETSB

8-17-11
Date



REQUEST FOR NOMINATIONS

Ten Most Endangered Historic Places in Illinois

2013

Got a Threatened Historic Place?

Since 1995, Landmarks Illinois has asked preservationists, community leaders, and concerned citizens throughout the state to nominate threatened or endangered historic properties for its annual listing of *Ten Most Endangered Historic Places in Illinois*.

Inclusion on the *Ten Most Endangered Historic Places in Illinois* list has proven beneficial for many of Illinois' historic places. For some properties, nomination to the list is a last chance for survival.

A "Ten Most" designation:

- Focuses media and public attention on the plight of threatened historic places.
- Spurs positive action and generates public support.
- Creates opportunities for preservation solutions.

What is an endangered property?

- A threatened historic place important to the community.
- An irreplaceable local landmark fallen into disrepair.
- An architecturally significant building or structure that's been abandoned.
- A historic district or building type threatened by poor planning or public policy.

If you know of a historic resource that fits these descriptions, do something! Nominate the property for designation as a "Ten Most" and make the effort to preserve it heard around the state. The nomination process is simple.

Please return nominations by January 15, 2013

(The Landmarks Illinois Board of Directors will make the final decision for the 2013 Ten Most Endangered Historic Places in Illinois. The list will be announced in the spring during a press conference at the State Capitol in Springfield).

Application: Ten Most Endangered Historic Places in Illinois

Please use the (expandable) space between the brackets to fill-in this form. Save the form to your computer. If you prefer, you may submit your nomination typewritten or computer generated. All nominations must have complete information. Incomplete nominations will not be considered.

1. Applicant name, address, telephone number, FAX and/or e-mail address.
2. Property name and address.
3. Property owner name, address, telephone number, FAX and/or e-mail address.

4. List all legislative districts.

(Congressional

State Representative

State Senator

Chicago Aldermanic (if applicable)

5. Describe the resource.

Briefly describe the property's current condition. Include information about the physical structure(s), its setting, and how it relates to its environment.

6. Describe the property's architectural and/or historical significance.

Include any supporting documentation (i.e., National Register nomination, local landmark designation report or survey form, published information).

7. Describe the threat.

8. Describe the level of community commitment.

This is essential to the jury process.

9. Describe the feasible reuse and/or preservation possibilities for the property.

10. Describe how designation as a "Ten Most" will benefit the property.

Each nomination must be accompanied by:

☐ 5-10 color photographs - front, rear, and overall views that include the building's setting (digital preferred, 300 dpi or high-quality print).

☐ Please include historic images if possible.

Send completed nominations by **January 15, 2013** to:

Landmarks Illinois

53 West Jackson Blvd., Suite 1315

Chicago, IL 60604-3562

Nomination text can be faxed to (312) 922-8112, or e-mailed to DiChieraL@lpci.org.

For questions, call Lisa DiChiera at (312) 922-1742.