



AGENDA ITEM EXECUTIVE SUMMARY

Agenda Item:	Presenting Sponsorship for Chamber Festivals		
Presenter & Title:	Stephanie Dawkins, City Administrator Cathleen Tymoszenko, Economic Development Director		
Date:	June 2, 2025		
Please Check Appropriate Box:			
<input type="checkbox"/>	Committee of the Whole Meeting	<input type="checkbox"/>	Special Committee of the Whole Meeting
<input checked="" type="checkbox"/>	City Council Meeting	<input type="checkbox"/>	Special City Council Meeting
<input type="checkbox"/>	Public Hearing	<input type="checkbox"/>	Other -
Associated Strategic Plan Goal/Objective: PGEV-II			
Estimated Cost: \$50,000	Budgeted?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Other Funding? <input type="checkbox"/> Yes <input type="checkbox"/> No
<i>If "Other Funding," please explain how the item will be funded:</i>			
Executive Summary:			
<p>Since 2020, the City of Geneva has been working with the Geneva Chamber of Commerce leadership in examining the 30-year old service agreement (that terminated in August 2024) to reimagine the relationship between the City and the Chamber in a way that compliments each organization's strengths and advances mutually beneficial strategic goals. Recognizing that the City is a governmental entity and governed by state statute and the Chamber is a member-supported 501(c)(6) organization, it was important to the City to ensure that any funding provided complies with state statute and maintains each organization's independence.</p> <p>As a non-home rule community, tax revenues collected from the municipal hotel operators' occupation tax are to be expended solely to 1) promote tourism and conventions; or 2) attract non-resident overnight visitors. In addition, no funds shall be used to advertise or promote new competition in the hotel business.</p> <p>In keeping with statutory requirements, for the City Council's consideration is a Resolution authorizing the City to become a "Presenting Sponsor" for the Geneva Chamber of Commerce's four city-recognized festivals: Swedish Days, Geneva Arts Fair, Festival of the Vine, and Christmas Walk, in the total aggregate of \$50,000 for calendar year 2025 which falls within City FY 2026 budget.</p> <p>As a presenting sponsor, the City meets the requirements of the state statute and enables the Chamber flexibility to use the funds as the Chamber sees fit.</p>			
Attachments: <i>(please list)</i>			
<ul style="list-style-type: none"> • Resolution 			
Voting Requirements:			
<i>This motion requires a simple majority of affirmative votes for passage. (Mayor and City Council)</i>			
Recommendation / Suggested Action: <i>(how the item should be listed on agenda)</i>			
Approve Resolution Authorizing the City to Expend Funds from the Municipal Hotel Operators' Occupation Tax to become a Presenting Sponsor for the Geneva Chamber of Commerce's City-Recognized Festivals in the total aggregate amount of \$50,000 for Calendar Year 2025.			

RESOLUTION NO. 2025-60**RESOLUTION AUTHORIZING THE EXPENDITURE OF FUNDS FROM THE MUNICIPAL HOTEL OPERATORS' OCCUPATION TAX TO BE PRESENTING SPONSORS FOR THE GENEVA CHAMBER OF COMMERCE CITY-RECOGNIZED FESTIVALS**

WHEREAS, the City of Geneva is an Illinois, non-home rule municipal corporation; and

WHEREAS, pursuant to Article VIII, Section (1)(a) of the Constitution of the State of Illinois, the City may only use public funds for a public purpose; and

WHEREAS, the City of Geneva has implemented a municipal hotel operator's occupation tax pursuant to 65 ILCS 5/8-3-14; and

WHEREAS, the moneys collected by a municipality under 65 ILCS 5-8-3-14 may be expended solely to promote tourism and conventions within that municipality or otherwise to attract nonresident overnight visitors to the municipality; and

WHEREAS, the Corporate Authorities are committed to fiscally sound policies, taxpayer accountability, and meeting the needs of a variety of partners to promote tourism and overnight stays; and

WHEREAS, the City of Geneva Resolution 2008-15 designated the following Geneva Chamber of Commerce events as Festivals: Swedish Days, Geneva Arts Fair, Festival of the Vine, and Christmas Walk; and

WHEREAS, the Corporate Authorities believe that these city-designated festivals promote tourism and otherwise attract non-resident overnight visitors.

NOW THEREFORE BE IT RESOLVED BY THE CORPORATE AUTHORITIES OF THE CITY OF GENEVA, KANE COUNTY, ILLINOIS, as follows:

SECTION 1: The foregoing recitals are hereby incorporated as finding of fact as if said recitals were fully set forth herein.

SECTION 2: That the Corporate Authorities desire to expend funds in the aggregate amount of \$50,000 for Calendar Year 2025 (within FY 2026) from the Municipal Hotel Operators' Occupation tax to serve as a presenting sponsor for the four city-recognized Chamber of Commerce Festivals – Swedish Days, Geneva Arts Fair, Festival of the Vine, and Christmas Walk.

SECTION 3: Upon passage of this Resolution, the City Administrator is authorized to remit said funds to the Geneva Chamber of Commerce in one lump sum as soon as practicable.

SECTION 4: This Resolution shall become effective from and after its passage as in accordance with law.

PASSED by the Mayor and City Council of the City of Geneva, Kane County, Illinois, this ____ day of _____, 2025

AYES: __ NAYS: __ ABSENT: __ ABSTAINING: __ HOLDING OFFICE: 11

Mayor

ATTEST:

City Clerk