
VILLAGE OF SUGAR GROVE

BOARD REPORT

TO: VILLAGE PRESIDENT AND BOARD OF TRUSTEES
FROM: MICHAEL CASSA, ECONOMIC DEVELOPMENT DIRECTOR
SUBJECT: 4TH OF JULY DECORATING CONTEST
AGENDA: June 6, 2023 REGULAR BOARD MEETING
DATE: May 31, 2023

ISSUE

The Village Board can review the parameters of the 4th of July Decorating Contest.

DISCUSSION

Last fall, Village President Jennifer Konen suggested that the Village hold a holiday decorating contest for residents and businesses. The staff recommended that the contest should be focused on the 2023 4th of July holiday. The contest can serve as a model for future holiday decorating contests.

The 2023 4th of July Decorating Contest is open to all homes and businesses located in the Village of Sugar Grove. Two winners will be selected: one home and one business who have designed a “spirted” 4th of July display. Each winner will receive a \$200 Visa gift card. To enter the contest, residents and businesses must complete a linked registration form and submit the entry by June 23. The Economic Development Department will send each applicant a confirmation email. Winners will be selected by a panel of volunteer judges. The judges will be given the list of property addresses by June 27 and will view all participating properties on July 2-3. Decorations must be visible from the street. Judges will not be exiting their vehicles to view the decorations. Judges will submit their votes by end of the day on July 2. The two winners that are selected by the judges will be announced, and maps made available, on July 3rd.

The contest will be promoted on the Village website and on social media. Businesses in the Village will be notified by email. The addresses of participating properties will be posted on the Village website on June 30. Residents will then be able to view the properties.

The Economic Development Department will notify the winners on July 3, and will coordinate photos with the winners at Village Hall as they receive their gift card. The winners will be announced on social media.

A copy of the contest announcement is attached.

COST

No additional funds will be requested beyond the \$500.00 that has been budgeted for FY2023-2024.

RECOMMENDATION

That the Village Board review the parameters of the 4th of July Decorating Contest.



TWO WINNERS WILL RECIEVE A \$200 VISA GIFT CARD

WINNER WILL BE ANNOUNCED JULY 3RD

TO ENTER YOUR PROPERTY PLEASE COMPLETE THE REGISTRATION FORM LINKED BELOW

[HTTPS://46L2AJDX6LF.TYPEFORM.COM/TO/KXQAZLYM](https://46L2AJDX6LF.TYPEFORM.COM/TO/KXQAZLYM)

ALL ENTRIES MUST BE SUBMITTED BY 6/23/23

*one business and one residential property owner will be selected as the Fourth of July Contest winners. Winners will be selected by a panel of volunteer judges. Judges will be viewing all participating properties 7/01-7/02. Properties voted by the judges for best Fourth of July decorations will be selected and announced 7/3.

