




## MEMORANDUM

**TO:** Scott R. Niehaus, Village Manager

**FROM:** William J. Heniff, AICP, Director of Community Development 

**DATE:** January 18, 2018

**SUBJECT:** Temporary Event – Rhea Lana's

Rhea Lana's of West Chicagoland has submitted an application for a Temporary Special Event Permit to be held at 1161 S. Main Street. The applicant's business is a locally owned franchise that holds bi-annual sales within the western suburbs of Chicago to allow local families to sell their children's items on consignment for a profit. Whatever is not sold is donated to charity.

The special event will be set-up from April 8<sup>th</sup> to the 14<sup>th</sup>, with sales from April 15<sup>th</sup> to the 21<sup>st</sup>. April 22<sup>nd</sup> will be used to pick up items and vacate the space. Per Code, Temporary Events are allowed for three (3) days with Village Staff approval. As the event is more than three (3) days, it will need Village Board approval. While secondhand stores and rummage shops are considered a conditional use in the B4A District, they can be considered for approval as part of a special event.

### RECOMMENDATION

Please place this item on the January 18, 2018 Village Board agenda for consideration. Staff recommends the Village Board grant the time extension for the requested additional days so the above event may be held as described.

# Rhea Lana's®

A Children's Consignment Event in West Chicagoland

[www.rhealana.com](http://www.rhealana.com)

Rhea Lana's of West Chicagoland is a locally owned franchise that helps thousands of families throughout the Chicago area every year. We are a children's consignment event which holds bi-annual sales within the western suburbs of Chicago. We are part of a national franchise company known as Rhea Lana's Inc. which currently has approx. 80 franchise locations in 30 states. Rhea Lana's, Inc. has been recognized as one of the top 50 franchises in recent years by Franchise Business Review.

The Rhea Lana sale event concept provides a venue for local families to earn money by selling their gently used children's items. Items are priced by consignors at our suggested price of 25%-30% of retail. Families within the community are then invited to shop – saving them a significant amount of money on all their children's needs. We hold the highest standards, ensuring that all items are like new and only gently used and in complete working condition. Items we accept on our drop off days include clothing, toys, books, baby equipment, such as, high chairs, strollers, maternity items and more. At the conclusion of the sale consignors are given the option to pick up their unsold items along with their check or we donate them to local charities. In the past we have donated thousands of items to Family Shelter Services of DuPage, Care Net Pregnancy Services, Easter Seals and many other local charities that help families in the surrounding communities.

Although we are run by volunteers, this is not your average sale! We set up space like a retail store, with clean floors, wide aisles, metal clothing racks, tables, and decorations. All items are marked with bar codes and are scanned at check out. We accept credit, debit, check or cash, just like a long standing store. This allows our consignors to track their sales online throughout the duration of the sale and receive payment from us for their sold items immediately on the last day of the sale! We always return the space to the condition which we found it, or cleaner. We are licensed in the state of Illinois, collect IL sales tax, and have been helping families for 7 years and we have held sales prior to our upcoming Fall event in various western suburbs. Our first three sales were held in Villa Park at the Odeum Sports and Expo Center, then we held three sales in a vacant store in the Villa Oaks Shopping Center on Roosevelt Rd in Villa Park and one sale in the old K-Mart building on Roosevelt Rd. in Lombard. In 2014 we moved to a vacant Kmart space in Naperville and have held the sale in that location since.

In addition, we have many marketing and advertising efforts that bring people into the community where we are having our sale. We run billboard advertising on major highways that include the sale dates and location. We have been featured on WGN news, Fox News and WCIU You & Me in the Morning. We distribute over 15,000 color postcards to area daycares and preschools, doctor's offices and family friendly businesses.

I encourage you to view our website, [www.rhealana.com](http://www.rhealana.com) for information on our parent company, or <https://wchicagoland.rhealana.com> for the sale's direct website. If you have any questions or concerns please feel free to call me, Christine DeGraf at 630-728-5255. Thank you!

Rhea Lana's of West Chicagoland , [Christine@rhealana.com](mailto:Christine@rhealana.com) , 630.728.5255

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