

VILLAGE OF LOMBARD
REQUEST FOR BOARD OF TRUSTEES ACTION
For Inclusion on Board Agenda

_____ Resolution or Ordinance (Blue) _____ *Waiver of First Requested*
_____ Recommendations of Boards, Commissions & Committees (Green)
 X Other Business (Pink)

TO: PRESIDENT AND BOARD OF TRUSTEES

FROM: Scott R. Niehaus, Village Manager

DATE: July 7, 2017 (B of T) Date: July 20, 2017

TITLE: Temporary Event – Rhea Lana’s

SUBMITTED BY: Department of Community Development *WKS*

BACKGROUND/POLICY IMPLICATIONS:

The Department of Community Development transmits for your consideration a request for a time extension regarding a temporary special event permit for Rhea Lana’s to take place at 1161 S. Main Street. The special event will be set-up from September 3rd to the 8th, with sales from September 9th to the 16th. September 17th will be used to pick up items and vacate the space.

Staff recommends approval of this request.

Fiscal Impact/Funding Source:

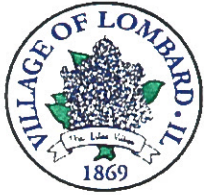
Review (as necessary):

Village Attorney X _____ Date _____

Finance Director X _____ Date _____

Village Manager X *Scott Niehaus* _____ Date 7/10/17

NOTE: All materials must be submitted to and approved by the Village Manager's Office by 12:00 noon, Wednesday, prior to the Agenda Distribution.



MEMORANDUM

TO: Scott R. Niehaus, Village Manager

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

DATE: July 20, 2017

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. Two documents describing the business are attached.

The special event will be set-up from September 3rd to the 8th, with sales from September 9th to the 16th. September 17th 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 July 20, 2017 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

To Whom it May Concern:

This is a formal request for approval of the Temporary Event Permit Application for Rhea Lana's of West Chicagoland.

I am seeking approval to hold a Children's Consignment sale event, Rhea Lana's of West Chicagoland, during the month of September, 2017 at 1141 S. Main Street.

This event will be very similar to the previous RL of WC event held in Lombard at 345 W. Roosevelt Rd in the Spring of 2013.

The schedule for the entire occupation of the space will be as follows:

September 3rd - Move in (clothing racks, tables, equipment)

September 4th - In-take of items

September 5th - In-take of items

September 6th - In-take of items

September 7th - store organization

September 8th - store organization and manager shopping

September 9th - Volunteer "pre-sale" shopping, Consignor shopping, moms to be shopping

September 10th-16th - Open to the public

September 17th - Consignor & Charity pick up and move out

Please see "What is Rhea Lana's?" letter attached for more information about the event!

Sincerely,

Christine DeGraf, Owner

Rhea Lana's of West Chicagoland

630-728-5255

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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 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!