

**VILLAGE OF LOMBARD
LOCAL TOURISM GRANT PROGRAM APPLICATION FORM**

GENERAL INFORMATION

Organization:	DuPage Convention & Visitors Bureau (DCVB) / DuPage Sports Commission (DSC)		
Name of event:	Lombard Cycling Classic		
Date of event:	July 21, 2020	Event location:	Downtown District
Contact person:	Justin Roach	Title:	Director of Business Development
Business address:	915 Harger Rd. Ste 120	City & Zip	Oak Brook, IL
Telephone:	630-277-3953	Email:	justin@discoverdupage.com

PROJECT OVERVIEW

Total cost of the project:	\$ 25,500
Cost of city services requested in this application (if any):	\$10,000
Total funding requested in this application:	\$17,000
Percent of total project cost being requested:	30%
Anticipated attendance:	2,000-2,500
Anticipated number of overnight hotel stays:	150+

Created in 2019, the Lombard Cycling Classic is an all-day professional cycling competition in downtown Lombard featuring athletes from around the country, as well as internationally. This is a very spectator and family-friendly event that includes an expo area, music, and significant direct spending to local businesses and restaurants. The Lombard Cycling Classic is part of the Intelligentsia Cup – a 10 day race series that visits a new Chicagoland community each day for competition. Other DuPage County race locations for the Intelligentsia Cup include established annual races established in both Elmhurst and Glen Ellyn. Visit www.IntelligentsiaCup.com for more details. As part of the creation of the Lombard Cycling Classic, it partnered with both additional races in DuPage County to form the “DuPage Triple Crown” effectively creating a series within a series featuring its own prizes and promotion.

Briefly describe the project for which are funds are being requested:

ORGANIZATION

Number of years that the organization has been in existence:	DuPage CVB – 30 years & Intelligentsia Cup for 8 years
Number of years that the project or event has been in existence:	2020 will be the 2nd year of the Intelligentsia Cup

Number of years the project has been supported by Village of Lombard funds:	1
How many years does the organization anticipate it will request grant funding?	2 Additional Years

1) Describe the organization (include brief history, mission, and ability to carry out this project):

The DuPage Sports Commission was created as a new department within the DuPage Convention & Visitors Bureau to harness the power of sports tourism on behalf of the County's 38 communities and nearly one million residents. As advocates for sports development, our efforts help the region realize the economic, social and community-based benefits of sports. The Lombard Cycling Classic delivered on all aspects of our strategic mission, and if it continues, will become a signature event of the DuPage Sports Commission.

Our experience in supporting sports events, which includes more than 60 events between 2014 and 2017 alone, has welcomed more than 60,000 visitors and \$12.5 million in direct spending to DuPage County. With the support of the Village of Lombard through this grant program, we will continue to grow this event to become financially self-sustaining, and as a community oriented experience that continues to grow in popularity.

2) Please describe how the program and any proceeds from the event support the goals and objectives of the organization, other local groups or initiatives, and the community at large:

In year 2 of this event, it is not expected to be profitable. However, a key focus of 2020 is to substantially increase local sponsorship revenue for the event, thus, reducing the dependence on the Village of Lombard Tourism Grant program in the future. Any revenue or proceeds from the event will be allocated to supporting future DuPage Sports Commission events. In Lombard, this would include, but not limited to, supporting events like the USA Weightlifting Nationals (May 2020), or the United States Bowling Congress 2021 Convention – both held at the Westin Lombard. Both of these events require resources and funding by the DuPage Sports Commission to bring them to Lombard, and DuPage County, and represent approximately 5,000+ overnight visitors representing more than \$1 million in direct spending to the Village of Lombard.

3) What is the organization's plan to make the project self-sustaining?

2019 proved this event model can be successful and attract a high volume of local spectators. With this successful proof of concept, the Lombard Cycling Classic is better positioned to generate sponsorship revenue to become self-sufficient in the future. Our sponsorship strategy includes a portfolio of sponsorship opportunities with an event that will be presented and discussed with local and regional businesses.

PROJECT DESCRIPTION

Is the event open to the general public? Yes No

Do you intend to apply for a liquor license for this project? Yes No

Will any revenues from this event be returned to the community? Yes No

Have you requested grant funding in the past? Yes No

If yes, provide grant awards for past 5 years:

Yes. In 2019 we requested and received \$7,000 plus Village Services to support the event.

1) Provide a full detailed description of the proposed project or event.

The Lombard Cycling Classic is a full day of "criterium" style road racing on a closed loop racecourse (approximately 1 mile in circumference) in downtown Lombard. The start/finish line is strategically positioned near several bars/restaurants (specifically Babcock's Grove House) to drive local spending and create a better community environment. The race day runs from 10am – 830pm with approximately 10 different categories of races ranging from amateur to professional. Additionally there is a community kids "race" for kids 8 and under. In 2019, we had approximately 35 kids race down a stretch of St. Charles Rd "just like the pro's." The Lombard Cycling Classic takes place rain or shine, but will suspend or cancel with severe and dangerous weather.

2) If your application is accepted, how will the tourism grant funds be used?

The grant funds will be 100% used towards a race fee to the Intelligentsia Cup Series to be part of their series. In return, the Intelligentsia Cup provides race operations and recruits competitors for the event.

3) What modifications to the event or other steps will be taken to increase event attendance over

The DuPage Sports Commission will lead efforts for enhanced promotion and communication to nearby residents to encourage participation in the kid's race, as well as spectator attendance. This will include posters to be shared throughout the community, as well as better digital assets for social media and promotion. Lastly, we will build closer partnerships with nearby park districts and youth camps who might be interested in experience the race as an outing.

previous years (not applicable to first time events)?

LOCATION

Provide the location of the event or project. If a location has not been secured, list the venue(s) being proposed or considered.

The 2019 racecourse is the preferred location. However, we understand road construction may impact this as a viable option. If it does, the DuPage Sports Commission will work with Village staff to create a similar course in the downtown area.

MILESTONES AND TIMETABLES

Describe the milestones that will mark the progress towards implementing the project and provide a timetable for the completion of each milestone.

1. Confirm award of Tourism Grant Funds to enable the race to return (January/February).
2. A. Review all necessary event permits in partnership with Village staff and relevant departments (police, fire, etc.) in April 2020, and submit needed materials for approval by June 1, 2020.

B. Begin outreach to community businesses and residents to build awareness for the race, and sponsorship purposes (February through July).
3. Resident and Business notice of event impacts of detours, etc. (July 1 – 15)

IMPACT

1) Please describe how the event or program will promote overnight stays and/or tourism within the

A hotel in Lombard will be designated as the "host hotel" of the 2019 Intelligentsia Cup series which will guarantee a minimum of 95 booked hotel room nights. Hotel accommodations will be promoted through the Intelligentsia Cup website and digital assets to competitors and visiting spectators.

Village of Lombard.

2) Please describe the economic benefit to local businesses and the Lombard community. How will your event draw more people from outside the local market (50 miles or more) or attract a new visitor

In partnership with the Intelligentsia Cup, the 2019 Lombard Cycling Classic attracted 471 competitors and their guests, from 40 states and 20 countries. 2019 also marked the largest competitor participation rates for the Intelligentsia Cup, making it the largest event series of its kind in the country. We will continue to work with the Intelligentsia Cup to promote this event to a world-wide audience of cyclists to continue the growth of the series, and Lombard Cycling Classic.

audience?

3) Who is the target audience for your event or project? What is your anticipated attendance?

The target audience consists of amateur male and females who are serious bike racers. The series presents a high level of competition to our racers. For amateur as well as professional bicycle racers, some of the best competition in the country can be found at the Intelligentsia Cup and our reputation nationally reflects that.

- 4) Please identify and detail the estimated cost of any Village of Lombard services anticipated as part of the event (e.g., Police, Public Works, barricades, etc.). For each cost, confirm whether the costs for such services be reimbursed to the Village or are requested to be covered under this grant.

The DuPage Sports Commission will again work closely with Village staff to estimate the cost of all necessary services to be included in this grant amount request.

- 5) Please describe any collaborative arrangements developed or anticipated with other organizations to

Last year the Lombard Cycling Classic partnered with Lombard Toyota, as well as a handful of other local businesses, providing them complimentary engagement opportunities

fund or otherwise implement the project (including in-kind donations).

- 6) Please describe your marketing plan. Detail the strategies your organization will use to promote the event or project (e.g., advertising, public relations, marketing, print materials, promotional pieces).

- maintaining a robust and current website
- issuing numerous and timely press releases
- planning and managing a sophisticated social media campaign with the Intelligentsia Cup and Lombard community partner organizations
- issuing "e-blast" communications to our racers and other constituents from time to time
- placing some but not extensive traditional media (we think the benefit of traditional media is declining)
- coordinate media stories
- promotional posters and signage
- coordinating marketing efforts with the local partners and municipality

FINANCES

- Please include a detailed itemized budget for your entire event on the attached budget form (2 years of past actuals and estimates for upcoming event).
- Attach a copy of the most recently completed agency audit and Federal Form 990. If these documents are not available, please explain why they are not available.

CHECKLIST

- Completed Local Tourism Grant Program Application Form.
- Completed detailed budget form.
- Promotional materials from past events (not applicable to first time events).
- Post event summary from past event (not applicable to first time events).
- Copy of the most recently completed agency audit or explanation of why it is not available.
- Copy of the most recent Federal Form 990 for the agency or explanation of why it is not available.

Additional Notes, Comments or Explanations:

CERTIFICATION

The undersigned certifies that to the best of his or her knowledge and belief that data in this application are true and correct, the application has been duly authorized by the organization and any funds received under this grant will be used for the purposes described in this application.

Name:			
Title or office held:		Date:	

Signature: _____

