

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

GENERAL INFORMATION

Organization:	Lombard Town Centre		
Name of event:	Lom-bar-b-q and blues fest		
Date of event:	8/8/2015	Event location:	Downtown Lombard Parkside
Contact person:	Sarah Richardt	Title:	Executive Director
Business address:	6 S. Park Ave.	City & Zip	Lombard, IL 60148
Telephone:	630-620-8063	Email:	Director@lombardtowntowncentre.org

PROJECT OVERVIEW

Total cost of the project:	\$25,000
Cost of city services requested in this application (if any):	\$3650 <i>this is part of the 7500 below</i>
Total funding requested in this application:	\$7500
Percent of total project cost being requested:	30%
Anticipated attendance:	2500
Anticipated number of overnight hotel stays:	0-5

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

The event has many components

- Unsanctioned Kansas City BBQ competition
 - This food is only tasted by judges per Dupage county health department
 - 40 – 50 competitors
 - Sauce judging that can be tasted by the public
 - Prize money
- Blues music
 - Live music all day
- Bags Tournament
 - Competitive division for prize money
 - Recreational for gifts
- BBQ food trucks and vendors
- Other vendors people can shop
- Beer sales (this is where LTC will make most of its money)

- 1) Provide the details regarding the event or project including a full description of the project and the anticipated timeline.

: Lombard Town Centre needs to raise funds to support our work in downtown Lombard. We are not looking for a fundraiser that raises \$1000 - \$2000, we are looking for something bigger. Last year we were told that the organizers of the Glen Ellyn Backyard BBQ wanted to move or expand out of Glen Ellyn. We met with Greg Bane and Tom Koprowsky in August. These men are looking to organize this event for a fee, much like ale fest. In Glen Ellyn, the event drew 3000 people in its 6th year and raised about \$25,000 for "The Bridge." The event seems to hit on major draws for Lombard: free event, bags tournament, music, beer. Our board agreed to the concept and we have begun planning. Contracts have not been signed yet. We will launch the event in February to get the most competitors as well as book the entertainment. We have already met with village staff and informally spoken with the park district. Food vendors will be approached by March.

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

The funds will be used for many of the start-up costs, tents, insurance, as well as village costs, (police, barricades) and port-o-lets.,

- 3) What modifications to the event or other steps will be taken to increase event attendance over previous years (not applicable to first time events)?

N/A

LOCATION

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

Downtown Lombard on Parkside Ave, along Lilacia Park.

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.

Please see question 1

IMPACT

- 1) Please describe how the event or program will promote overnight stays and/or tourism within the Village of Lombard.

One-day events are difficult to generate overnight stays. We will be looking for vendors from farther away to hopefully create some longer travelers. This is one day event that brings an overall positive image to the Village of Lombard. Every event we host, is with the intent to boost the pride within the village and to highlight the Village outside of the community. Hopefully next year we can work to make this a Sanctioned 2-day event that will boost stays.

- 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 audience?

Like the Ale Fest and German Fest, Many visitors will then patronize the downtown businesses. We will advertise on the train line and focus our marketing to the bbq communities outside of the area.

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

We will target adults, but will also have a kid zone so families are comfortable.

- 4) Please describe any collaborative arrangements developed with other organizations to fund or otherwise implement the project (include in-kind donations).

We work with the Village of Lombard on all of our events. The Park District will also be a huge factor in this event.

- 5) 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).

We will have a website and a facebook page. The organizers already have a following of over 3000 people. Banners, and print ads will be the focus. We have already contacted 2 marketing professionals who have committed to volunteer.

FINANCES

- x 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).
- x 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

- x Completed Local Tourism Grant Program Application Form.
- x 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.
- x Copy of the most recent Federal Form 990 for the agency or explanation of why it is not available.

Additional Notes, Comments or Explanations:

. The Village of Lombard Tourism Grant helps Lombard Town Centre cover expenses in areas that are difficult to obtain sponsors (portable toilets, police and barricades.) Our audit is currently being worked on will be done sometime in January. This is our biggest undertaking for a fundraiser.

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:	Sarah Richardt		
Title or office held:	Executive Director	Date:	12/9/2014

Signature: _____

**LOCAL TOURISM GRANT PROGRAM
DETAILED BUDGET**

Event: Lom-Bar-B Q and Blues Fest Date: August 8, 2015

Organization: Lombard Town Centre

INCOME: Include an itemized list of all actual (past 2 years) and estimated project revenues (entry fees, gate receipts, food/beverage sales, donations, sponsorships, booth rentals, souvenir sales, other revenues)

ITEMIZED REVENUES	2015 Estimate		
Village	\$7,500.00		
Big Sponsors	\$3,000.00	(\$1000 each)	
Medium Sponsors	\$2,500.00	(\$500 each)	
Waste Management	\$2,000.00	in kind	
Beer Sales	\$15,000.00	3750	beers sold
Pop Sales	\$1,000.00		
Vendor Fee	\$2,500.00		
Contestant fees	\$2,500.00		
Total Income	\$36,000		

EXPENSES: Include an itemized list of all actual and estimated project expenses (advertising, supplies, labor, rentals, insurance, materials, entertainment, other expenses)

ITEMIZED EXPENSES	2015 estimate
Beer/Water/Pop	\$6,300.00
Consultant	\$5,000.00
Fence	\$900.00
Entertainment	\$4150.00
Water	\$200.00
Portalets	\$2,000.00
Police	\$1,050.00
Barricades	\$600.00
Advertising	\$2,000.00
Insurance	\$1,500.00
Tents	\$900.00
Party Wagon	\$100.00
Tshirts	\$800.00
Total	\$25,500.00
Total Expenses	25,500

Highlighted numbers are expenses to be turned into the Village from the grant

IN-KIND CONTRIBUTIONS: Include an itemized list of all actual and estimated in-kind contributions. In-kind contributions are non-cash donations, contributions or gifts which can be given a cash value (include Village of Lombard in-kind services, where applicable)

Estimated value of in-kind contributions (explain)

ACTUAL _____	ACTUAL 2014_____	ANTICIPATED
\$		5000
	Games, bounce houses, Band, Waste Management	Much of the same