

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

GENERAL INFORMATION

Organization:	DuPage Convention & Visitors Bureau DuPage Sports Commission		
Name of event:	Lombard Cycling Classic		
Date of event:	7/26/2022	Event location:	In downtown Lombard (exact location TBD)
Contact person:	Marco Colbert	Title:	Exec. Director
Business address:	36971 S. Golf Course Dr.	City & Zip	Tucson, AZ 85739
Telephone:	847-644-0277	Email:	marccolbert@comcast.net

PROJECT OVERVIEW

Total cost of the project:	\$34,500
Cost of city services requested in this application (if any):	\$TBD (*)
Total funding requested in this application: (*) (net of city services)	\$9,000
Percent of total project cost being requested:	26%
Anticipated attendance:	3000+ in year 3
Anticipated number of overnight hotel stays:	300 + in year 3 (See notes below)

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

The third year of an all-day athletic event in downtown Lombard called the "Lombard Cycling Classic" (or other name TBD) featuring exciting bicycle racing by professional and amateur racers from all over the US and Internationally. This spectator-friendly and family-friendly event would include a lifestyle expo, local food vendors and perhaps a beer garden or live music in future years. The event would be part of the ten-day Intelligentsia Cup series, which will include similar events in Winfield and Glen Ellyn in 2022. See www.IntelligentsiaCup.com

ORGANIZATION

Number of years that the organization has been in existence:	Since 2012
Number of years that the project or event has been in existence:	2019 was the first year. 2021 was the 2 nd year; event cancelled in 2020 due to Covid-19
Number of years the project has been supported by Village of Lombard funds:	2
How many years does the organization anticipate it will request grant funding?	2-3 years

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

Prairie State Cycling Series, LLC ("Prairie State") is a Wisconsin limited liability company. Since 2012, we have successfully staged 70+ event days of high-quality pro-am bicycle races in many communities in the Chicago Metro area. These communities include Crystal Lake, Downers Grove, Elgin, Elmhurst, Glen Ellyn, Lake Bluff, Niles, St. Charles, Waukegan, West Dundee and the Chicago neighborhoods of Beverly, West Fulton Market and South Chicago. In 2021, the communities of Winfield and Mundelein will join the series.

The mission of Prairie State is to promote and celebrate cycling in Chicago and the Metro area with events that are fun for participants and the public and which promote exercise and a healthy lifestyle. Stated simply – we love cycling! We want to share our passion with our community partners by creating events that will evolve into enduring summer festivals of cycling for the entire family.

Prairie State has a proven track record of successful events in the communities named above. References are available upon request. Bios of the principal staff of Prairie State are attached. These individuals work during the off-season to plan and coordinate the next season with communities, local organizing committees, racers, vendors, USA Cycling and other parties. Then, during the season Prairie State's staff expands dramatically to around 25 people including professional announcers, registration staff, work crew, professional photographer, social media interns and others.

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:

The business model of Prairie State involves three sources of income to finance our operations: series sponsorships, racer entry fees and payment of a "race fee" for each venue to Prairie State by a local organizing committee (LOC) in that venue. The standard race fee for an event on Monday through Thursday in the 2022 Intelligentsia Cup series will be \$8,000 (the race fee is higher for other days of the week). Additionally, each LOC is requested to provide \$1,000 for race "primes" (ie, prizes) paid to the racers. The funding requested in this application will cover the 2022 race fee for an event in Lombard. Typically, the LOC raises funding through local sponsorships. Prairie State intends to partner with the DuPage CVB DuPage Sports Commission in the short-term to establish an LOC to support the continuation and growth of the Lombard event year-over-year. Some examples of LOCs in other communities are 501c3 organizations, neighborhood associations, bicycle clubs, local businesses, BID districts or chambers of commerce, local municipal governments, etc. It is hoped by the third or fourth year of the event that the LOC in Lombard will take over all local funding and management responsibilities and thereby the need for funding under the Village's Local Tourism Grant Program will be reduced and then eliminated.

It normally takes between two and three years before the full potential and benefits of an event like the Lombard Cycling Classic can be fully realized. As such, this is intended as a multi-year project.

Once fully realized, the Village of Lombard can expect a self-sustaining community event that is popular with residents, which has a favorable economic impact on local businesses (especially hospitality businesses like restaurants and bars), which increases overnight hotel stays in Lombard and which

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

As stated above, Prairie State plans to work with the DuPage CVB to identify a permanent LOC in Lombard. Normally, the main responsibilities of the LOC are: 1. Obtain funding to pay Prairie State's race fee and other expenses through local sponsorships or other revenue sources; 2. Act as main liaison with the Village of Lombard to obtain events permits and secure a "safe" racecourse with adequate police supervision; and 3. Obtain and manage an adequate number of volunteers to act as "course marshals" on race day.

PROJECT DESCRIPTION

- Is the event open to the general public? Yes
- Do you intend to apply for a liquor license for this project? No
- Will any revenues from this event be returned to the community? Yes*
- (*) – the LOC will often partner with a local charity.
- Have you requested grant funding in the past? Yes
- If yes, provide grant awards for past 5 years:

2019 - \$7,000 grant plus city services
2021 - \$7,000 grant plus city services

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

The "Lombard Cycling Classic" would continue to be a full day of "criterium" style road racing on a closed loop racecourse (usually one mile or less in circumference) located in the Village. We propose to use the same racecourse as the one very successfully used in 2019 and 2021. Generally, the most successful racecourses will be located in the downtown area as this will enhance the economic impact on local hospitality businesses like restaurants and bars. (It is not uncommon for such hospitality businesses in other Prairie State venues to report that the bike race generated their best day of business for the entire year.) The race day would generally run from 10:00 am to around 8:20 pm. The Prairie State crew generally arrives about 3 hours prior to the start of racing for setup and everything is normally torn down within 2 hours after the end of racing. Prairie State always leaves each venue cleaner at the end of the day than it was at the beginning. Bicycle racing of this nature proceeds rain or shine. Only severe weather will suspend racing which will resume after the weather threat is over. (Of course, inclement weather can impact spectatorship.) A typical race day will include eight amateur race categories for men and women of various ages and skill levels, plus professional men's, and women's races. Time is reserved for a local event such as kids' fun races (kids 3-9 years old) or a family ride. The family rides in 2019 and 2021 were very successful, with 123 riders at our 2021 Family fun ride— and the local events are often the highlight of the day.

As stated above, the tourism grant funds will be applied toward the race fee and "prime" amount normally payable to Prairie State for an event of this nature.

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

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)?

Word of mouth among residents is one of the best methods to grow an event such as this one, and following good attendance at the 2021 event this will have good effect in 2022. Further, a robust marketing and PR campaign is planned to attract attendees from outside of the Village.

LOCATION

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

Attached is a diagram of the racecourse used in 2019 and 2021, and this course is proposed again for use in 2022. A racecourse in downtown Lombard is the most desirable from the standpoint of spectatorship and achieving a favorable economic impact on local businesses.

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 Prairie State – by no later than February 1, 2022 but sooner would be preferred. Prairie State wishes to publicly announce all its 2022 venues around March 1, 2022.
2. Confirm that all necessary event permits, and similar permissions have been granted or assured by the Village of Lombard and relevant departments (Police Dept., Fire Dept., etc.) – by April 1, 2022 or earlier if possible.
3. The DCVB will be responsible to obtain and manage enough volunteers to act as “course marshals” for the 2022 event.
4. Although the risk of Covid-19 appears to be diminishing, Prairie State intends to implement a COVID-19 mitigation plan, in consultation with its partners that is appropriate for the conditions that exist when the event happens.

IMPACT

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

A hotel in Lombard will be designated as a “host hotel” of the 2022 Intelligentsia Cup series. Prairie State commits to bring at least 100% of its 2022 staff business to the Lombard host hotel. We will designate the host hotel on our website and in our communications with our racers and through social media. Further, the DuPage CVB will offer a complimentary website where racers can view, and book rooms offered at the Lombard hotel or other hotels in DuPage County. We will also be working with Prairie State to capture all team room nights and facilitate those through our in-house housing bureau.

- 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?

Our target audience consists of amateur male and females who are serious bike racers. Our 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.

Since 2019, the Intelligentsia Cup became the largest road racing series in the country (based on number of entries). In 2021, we averaged around 560 racers per full-day venue. Additionally, depending on the level of publicity given to the event in Lombard, we can anticipate 3000+ spectators in the third year and this number should grow over time and depending on future amenities like a beer garden or live music.

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

In the past, more than half of the Intelligentsia Cup racers come from outside of Illinois. Normally, each racer also makes significant local expenditures for food, lodging and miscellaneous needs. Typically, each racer will also bring one or more family members or friends to the events. To the extent any of our racers elect to stay in the Lombard host hotel, this is likely to be a multi-day stay given that the Intelligentsia Cup is a 10-day series. Many of our racers plan their vacations around the series and will compete in some or all the series.

- 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 you are requesting the costs for such services will be reimbursed to the Village or will be covered under this grant.

Normally our local LOC is responsible for city services (Police services, etc.). The amount of funding we are requesting under this Tourism Grant Program would be net of city services. We understand that in 2021, city services for the event totaled approximately \$8,000+.

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

As discussed above, we have a collaborative arrangement with the DuPage CVB to bring new events to DuPage County.

- 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).

Under our normal procedures, the local LOC is primarily responsible for local marketing and Prairie State's marketing director handles PR and marketing at the series level. Our marketing director is responsible for:

- maintaining a robust and current website
- issuing numerous and timely press releases
- planning and managing a sophisticated social media campaign
- 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
- coordinating marketing efforts with the local LOC and municipality

DCVB will take responsibility for local marketing/PR/social media and will work with the Village of Lombard's marketing/communications department to promote the event.

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:

1. Each season, the Intelligentsia Cup will designate a “host hotel” for the series. Usually, the hotel will set aside a discounted block of rooms that will be available to racers as well as for the Prairie State staff. For purposes of this application, Prairie State commits to utilize a hotel in Lombard for 100% of its 2022 staff hotel needs, which is expected to generate 140+ room nights. Additionally, we will work closely with the DuPage CVB to market and promote hotel options in Lombard to our racers through our racer registration process and otherwise. This will create a greater potential for cyclists who are competing in the Intelligentsia Cup series to choose to stay in Lombard – a centralized location to many of the races in our 10-day series. Based upon the number of hotel room nights generated by racers in 2021, we estimated that an additional 100 to 2000 hotel room nights in DuPage County will be generated by racers attending the 2022 Intelligentsia Cup series.

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:	Marco Colbert		
Title or office held:	Exec. Director of Prairie State Cycling Series, LLC	Date:	12/10/2021

Signature: Marco Colbert

Attachments:

- A. Detailed Budget
- B. Bios of Principal Staff of Prairie State Cycling Series
- C. 2021 Lombard Racecourse

**LOCAL TOURISM GRANT PROGRAM
DETAILED BUDGET**

Event: Lombard Cycling Classic (working title) Date: July 26, 2022

Organization: Prairie State Cycling Series, LLC

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	ACTUAL 2018	ACTUAL 2019	ACTUAL 2021	ANTICIPATED 2022
Lombard Tourism Grant	\$0	\$7,000	\$7,000	\$9,000
LOC income	\$7,000	\$0	\$0	\$0
Racer entry fee income	\$16,600	\$22,616	\$25,000	\$25,000
Series sponsor income	\$8,300	\$8,229	\$6,000	\$6,000
Note: the actual revenues and expenses in this budget were derived from Prairie State's 2018, 2019 and 2021 P&L statements for a 10-day series in 2018 and 2019 and a 9-day series in 2021, and reflect the average revenues and expenses for each day of the series in those years.				
Total Income	\$31,900	\$37,845	\$38,000	\$40,000

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

ITEMIZED EXPENSES	ACTUAL 2018	ACTUAL 2019	ACTUAL 2021	ANTICIPATED 2022
Staff/event expenses	\$16,600	\$18,142	\$16,549	\$17,000
Prize money to racers	\$6,700	\$6,634	\$6,100	\$6,500
Other operating expenses	\$5,600	\$6,501	\$7,000	\$7,500
Insurance	\$2,000	\$2,582	\$3,000	\$3,500
Total Expenses	\$30,900	\$33,859	\$32,649	\$34,500

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) A

	ACTUAL 2018	ACTUAL 2021	ANTICIPATED 2022
Estimated value of in-kind	\$0	An amount for city services sufficient so that the net tourism grant equals \$7,000	An amount for city services sufficient so that the net tourism grant equals \$9,000
contributions (explain)			

VILLAGE OF LOMBARD
LOCAL TOURISM GRANT - POST EVENT SUMMARY

This post event summary must be completed within 90 days of the event completion. Failure to submit a post-event summary may affect the applicant's ability to receive future grant funds.

Organization:	DuPage Convention & Visitors Bureau	Name of event:	Intelligentsia Cup Chicago Lombard Race
Date of event:	July 20, 2021	Event location:	Downtown Lombard
Contact person:	Angela Rauon	Title:	Market Manager
Business address:	915 Harger Rd, Suite 120	City & Zip:	Oak Brook, IL 60523
Telephone:	630-575-8070 ext. 216	E-mail address:	angela@discoverdupage.com
Estimated attendance:	2,000 throughout the day	Estimated hotel stays:	500
Method for estimating attendance: Family Ride- 123 riders, Racers- 472, Spectators- 1,000 throughout the day but watching the drove footage that was taken			

- 1) Please summarize the advertising and marketing placed to promote the event. Please attach examples of marketing pieces, advertisements and attribution given to the Village grant program.
 - The DCVB team along with the Village of Lombard personally walked around with flyers/posters to all Lombard Businesses and discussed the event and how we can improve from the first year.
 - DCVB purchased 250 cowbells to be given away during the race
 - We mailed out 1,000 communications to all the residents that were directly affected by the racecourse & detour routes
 - Gave out 60 bike decorating bags to the KinderCare along with a communication explaining to parents how the day will work
 - Posted on all Social media outlets from the DCVB and Village of Lombard for weeks leading up to the event
 - Created a specific landing page on the discover DuPage website
 - Worked with Giving DuPage who offered us a dedicated eblast to promote the event and garner additional volunteers
 - Gained 2 editorials in the Lombardian newspaper

- 2) Provide a general assessment of the event. What were the successes of the event? Are there any concerns or recommendations of changes for future events?
 - This is a great event for a Tuesday in July that brought in over 1,000 spectators throughout the day that would otherwise be a slower evening.
 - We had 472 racers that were big fans of the course with its tight turns and long stretches.
 - We had such a great Family Fun Ride with 123 riders from Lombard and surrounding communities
 - Host Hotel was the Fairfield Inn Lombard
 - Each Hotel front desk staff member wore the Intelligentsia Volunteer shirt to brand the event during the 9 days
 - Management staff created a hotel activation event that included: Logoed Welcome banners, welcome bags, balloons in the lobby, and rolled out the right carpet for a true Mid-Western hospitality experience
 - Fairfield by Marriott Chicago Lombard= 321 room nights at \$85.00= \$27,285.00 in room revenue
 - Food & Beverage at hotel= \$1,548.23 (remember that hotel dining options are limited due to COVID.)
 - Babcock's Restaurant reported a 30% increase in revenue from the 2019 race despite being during a pandemic
 - KinderCare much appreciated all our face-to-face communications to alleviate their concerns
 - We only received 1 business that was not on board with this event and choose to remain closed for the day

- 3) How did the actual outcomes of the program or event compare to your original expectations? How did the event compare to the proposal and concept as initially presented to the Village?
- Due to the DCVBs boots on the ground approach all minor issues were immediately rectified
 - The interest in the Family Ride doubled our expectations and we will make different accommodations for future rides
 - The DCVB team embraced the community of Lombard as our own for several months to ensure a successful event
 - Members of the General Assembly and Couty Board, along with Mayor & Trustees were able to experience the caliber of this race and the number of the international riders from around the world
- 4) Summarize how the program performed from a budgetary standpoint and describe how the program and any proceeds from the event were supportive of the organization, other local groups, initiatives, or the community at large.
- The Intelligentsia Staff bought breakfast at Corner House, Lunch at Brick's Pizza, and even got their haircut at the barbershop. The following evening, they had their team dinner at Babcock's
 - DCVB purchased 50 meals at \$10 for all Volunteers at Shannon's Deli
 - Purchase our cases of Water from 7-eleven
 - We contracted a resident of Lombard Tim Frakes to take professional photos and drone footage of the race
 - Sweet Streets, Dairy Queen, and Kyle's Corner was the sponsor of the family ride with free treat coupons for all the riders
 - Overwhelming Tuesday seems to be the most popular/beneficial for the event
 - Brought in a National Anthem singing
 - We offered expo booths to the local organizations of Lombard: Lombard Chamber, Lombard Park District, to name a few
- 5) Describe your organization's long-term plans for funding this project or event.
As the DCVB grows the Sports Commission there is opportunities for Bid Fees to be paid out of that 501c3. In addition, we could put a rebate on the hotel rooms and or garner additional revenues by selling expo booths or sponsorships.

SUBMISSION INSTRUCTIONS

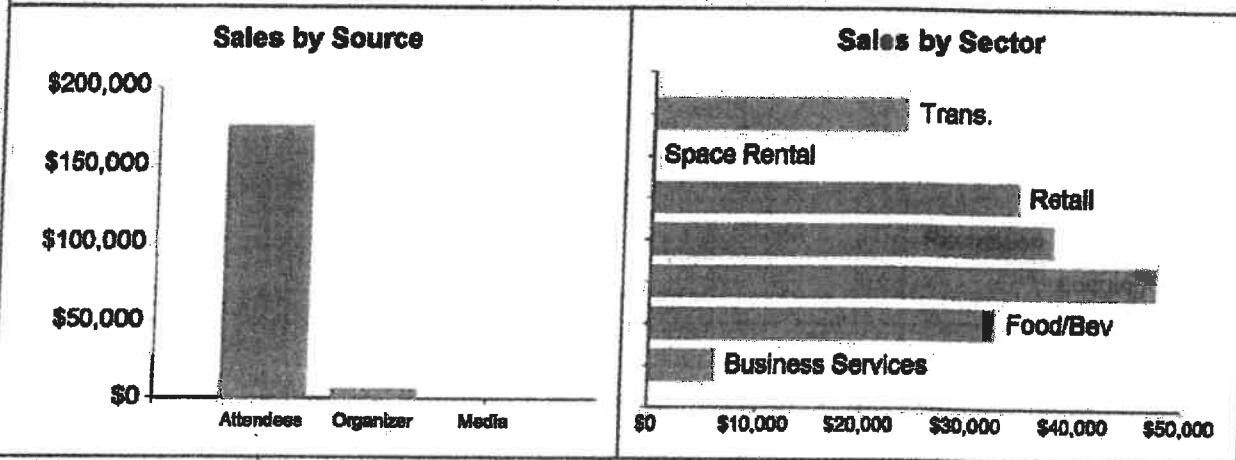
Please submit the completed form **within 90 days of the event completion** to Nicole Aranas, Assistant Village Manger, by e-mailing aranasn@villageoflombard.org or returning to 255 E. Wilson Avenue, Lombard, IL 60187.

Event Impact Summary

Destination: DUPAGE CONVENTION & VISITOR BUREAU

Event Parameters		Key Results	
Event Name:	Lombard Cycling Classic	Business Sales (Direct):	\$182,350
Organization:	DuPage Sports Commission	Business Sales (Total):	\$301,953
Event Type:	Championships	Jobs Supported (Direct):	132
Start Date:	7/20/2021	Jobs Supported (Total):	158
End Date:	7/20/2021	Local Taxes (Total):	\$6,042
Overnight Attendees:	421	Net Direct Tax ROI:	\$2,308
Day Attendees:	1500	Estimated Room Demand:	560

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$47,573	\$0	\$0	\$47,573
Transportation	\$23,846	\$0	\$40	\$23,886
Food & Beverage	\$31,965	\$500	\$0	\$32,465
Retail	\$34,383	\$0	\$0	\$34,383
Recreation	\$37,771	\$0	\$0	\$37,771
Space Rental	\$0	\$0	\$0	\$0
Business Services	\$0	\$6,183	\$89	\$6,272
TOTAL	\$175,538	\$6,683	\$129	\$182,350

Event Impact Details

Destination: DUPAGE CONVENTION & VISITOR BUREAU

Event Name: Lombard Cycling Classic 2021

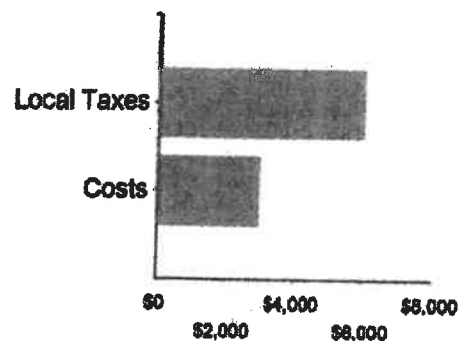
Organization: DuPage Sports Commission

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$182,350	\$119,604	\$301,953
Personal Income	\$67,014	\$33,812	\$90,826
Jobs Supported			
Persons	132	24	156
Annual FTEs	2	0	2
Taxes and Assessments			
<u>Federal Total</u>	<u>\$16,037</u>	<u>\$10,110</u>	<u>\$26,146</u>
<u>State Total</u>	<u>\$3,948</u>	<u>\$687</u>	<u>\$4,635</u>
sales	\$0	\$0	\$0
income	\$491	\$291	\$783
bed	\$2,854	-	\$2,854
other	\$602	\$395	\$997
<u>Local Total (excl. property)</u>	<u>\$5,306</u>	<u>\$736</u>	<u>\$6,042</u>
sales	\$2,096	\$374	\$2,470
income	\$0	\$0	\$0
bed	\$2,379	-	\$2,379
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$479	\$132	\$611
other	\$351	\$231	\$582
property tax	\$3,056	\$1,442	\$4,499

Event Return on Investment (ROI)

Direct local tax ROI (net property taxes)

Direct Tax Receipts	\$5,306
DMO Hosting Costs	\$3,000
Direct ROI	\$2,306
Net Present Value	\$2,306
Direct ROI (%)	77%



Total local tax ROI (net property taxes)

Total Local Tax Receipts	\$6,042
Total ROI	\$3,042
Net Present Value	\$3,042
Total ROI (%)	101%

Estimated Room Demand Metrics

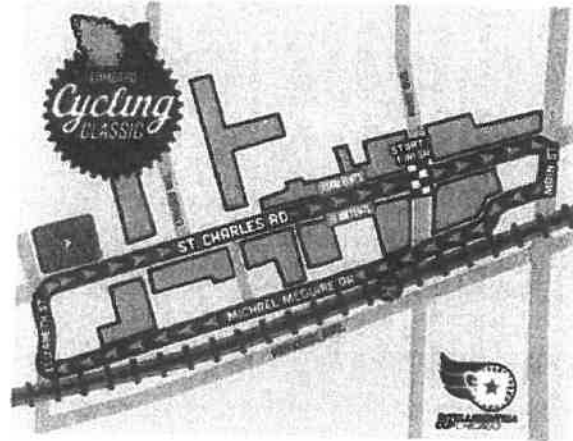
Room Nights (total)	560
Room Pickup (block only)	320
Peak Rooms	421
Total Visitor Days	672



NOTICE to KinderCare Families

The Lombard Cycling Classic, as part of the Intelligentsia Cup Series, is a one-day, all-day, event expected to welcome upwards of 1,000 amateur and professional cyclists, and their guests, from around the world to Downtown Lombard on Tuesday, July 20, 2021.

Racecourse: Located in the downtown area, the course will utilize Main St, St.Charles Road, Elizabeth St., and Michael McGuire Dr. to complete a rectangle course. On Tuesday, July 20th, **no vehicle access will be allowed on, off, or through the course, beginning at 6:00 a.m. until approximately 9:00 p.m.,** after public safety officials have approved the reopening of the roads.



Drop-Off Instructions: 7am-9am

- Will remain the same, you will be able to pull up to the KinderCare front doors and the staff will be there to welcome you.

Pick-Up Instructions: 4pm-6pm

- Come Down West St. Charles Road
- Volunteers and Staff will be waiting your arrival at designated spots in the Walgreens Parking Lot
- Park your car in the Walgreens Parking Lot
- Cross the street at the corner of St. Charles and Elizabeth to head to KinderCare doors for pick-up
- Then you cross back to Walgreens at the corner of St. Charles and Elizabeth

Questions or Concerns?

Contact Angela Rauen- DuPage Convention & Visitors Bureau
Angela@DiscoverDuPage.com / 630-575-8070 ext. 216

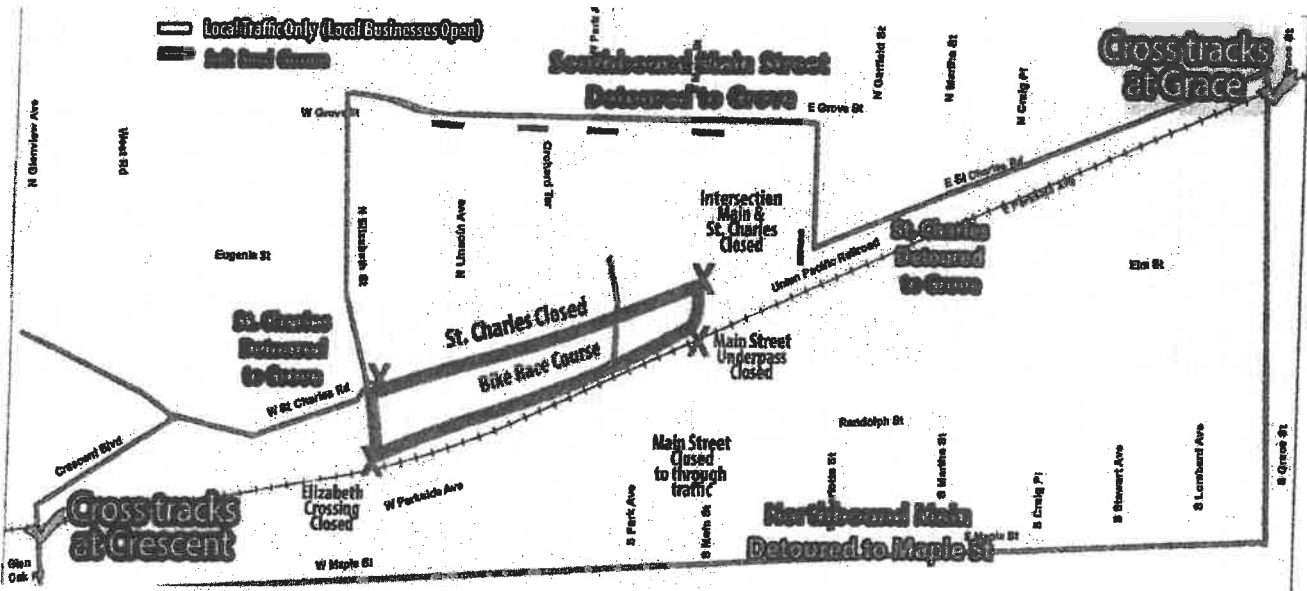




Detour Information:

Track crossings at Main and Elizabeth Streets will be closed to all traffic. In order to move north and south across the train tracks, motorists must utilize the crossings at either Crescent Blvd. or Grace Street.

Detour Map



JOIN IN ON THE FUN!

Families, bring your kids out to see the fastest bicyclists in the country and participate in the Kids & Family Fun Ride taking place at 6:15 PM. Pre-register via the QR code to the right and be entered to win a family day pass to Brookfield Zoo!



For more information on the race, family fun ride or volunteering, scan the QR Code or visit:
www.DiscoverDuPage.com/LombardCyclingClassic

SPECIAL EVENT: The DuPage Convention & Visitors Bureau will be outside of KinderCare on Thursday, July 15th from 4pm-6pm with Bike Decorating Bags for all families to use in preparation for the Kids & Family Ride.



Bios

Tom Schuler (Partner) - Tom Schuler enjoyed a 10-year career as a professional bicycle racer as a founding member of the 7-Eleven professional cycling team and as a member of the 1980 Olympic Cycling Team. During his career as a professional cyclist, Schuler garnered more than 100 career victories including the 1987 US Pro Road Championship. Tom was inducted into the United States Bicycling Hall of Fame in 2006 and the Wisconsin Bicycling Hall of Fame in 2018.

After retiring from racing, Schuler turned to team management, first as the Assistant GM for the 7-Eleven and Motorola cycling teams, and then forming his own sports management company, Team Sports Inc., in 1992. Team Sports has developed and managed 18 unique professional cycling and triathlon teams and has sent more than 30 athletes to the Olympic Games who have won 6 Olympic Medals. In addition to team management, Team Sports manages cycling events in Wisconsin and the Midwest. Schuler is a founding partner in both the Tour of America's Dairyland in Wisconsin and the Intelligentsia Cup p/b SRAM Series in greater Chicago.

Tom and his wife Betsey Caron have 3 adult children and live in Milwaukee Wisconsin.

Marc "Marco" Colbert (Partner) - Marco is the Executive Director and founding partner of the Intelligentsia Cup p/b SRAM Series; formerly, he was Associate General Counsel, Bank of America Legal Dept.; Operations Manager, 2005 Advantage Benefits Endeavour Professional Cycling Team; Assistant Manager, Team Type 1 Professional Cycling Team - 2007 to 2009; assistant race director, 2010 USPRO Crit National Championship in Glencoe, IL; assistant race director, 2011 Evanston Grand Prix; and promoter and race director, 2012 Lake Bluff Twilight Criterium. He is a USA Cycling certified national/international level "race director", an avid amateur cyclist and former racer. He is also Treasurer of the National Association of Professional Race Directors (<http://naprd.org/>). Marco and his wife, JoAnne, lived in Lincolnshire, IL for over 30 years and recently relocated to Tucson, AZ.



Proposal Presented by:

DUPAGE COUNTY
CONVENTION & VISITORS BUREAU



And



Lombard Cycling Classic

Table of Contents:

Lombard Cycling Classic Memo to Local Tourism Grant Committee

Local Tourism Grant Program Application Form

Intelligentsia Cup Partners Bio

Special Event Application

Lombard Racecourse & Set-up

Emergency Action Plan

Example Insurance

Village of Lombard
Attn: Local Tourism Grant Committee
December 10, 2021

Dear Committee Members,

In an effort to grow the sports tourism market in DuPage County, the DuPage Convention & Visitors Bureau (DCVB) and the DuPage Sports Commission (DSC) is actively partnering with local event organizers and promoters to create and establish new events that have an opportunity for long-term sustainability providing annual positive economic impact to our community partners.

The Prairie State Cycling Series application through the Village of Lombard Local Tourism Grant Program to continue the Lombard Cycling Classic – a single day professional race – is an opportunity to deliver on this tourism mission. In partnership and coordination with the Prairie State Cycling Series, the DCVB has agreed to take ownership of this grant application request and will also be responsible in creating and leading a local organizing committee to ensure this events' success. As part of our long-term vision for this event, the DCVB will work with local partners to recruit event sponsors to supplement, and eventually replace, the Local Tourism Grant Program as the funding mechanism for this event. Based on the successful models of other host communities, such as Village of Winfield, Village of Glen Ellyn, we feel there is tremendous potential for growing this event and finding new partners to support it.

The Lombard Cycling Classic was successfully held for the first time in 2019. In fact, the success of the event in both years exceeded our expectations.

Not only does this event have potential as a strong community engagement event, it will also provide a tourism value and immediate ROI to the Village of Lombard. As part of our agreement with the Prairie State Cycling Series, they have agreed to commit at least 140 70 guaranteed hotel room bookings in 2022 from their staff for the event in Lombard. Additionally, we will be working with the Prairie State Cycling Series to provide a convenient hotel booking platform promoting all Lombard hotels to their athletes and visitors throughout the race series week to provide Lombard, and DuPage, a competitive edge in capturing additional overnight visitor and hotel stays.

On behalf of the DuPage Convention & Visitors Bureau, thank you for your continued support for tourism and our partnership. We appreciate your consideration for grant request, and the unique opportunity of creating the Lombard Cycling Classic again in 2022.

Sincerely,

Angela Rauen
Market Manager
DuPage Convention & Visitors Bureau
DuPage Sports Commission