

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

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

TO: PRESIDENT AND BOARD OF TRUSTEES

FROM: David A. Hulseberg, Village Manager

DATE: February 25, 2013 (BOT) Date: March 7, 2013

TITLE: Grant Application for 2013 Lilac Parade

SUBMITTED BY: Village Manager's Office

BACKGROUND/POLICY IMPLICATIONS:

The Community Promotions & Tourism Committee transmits for your consideration a request from the Lombard Lilac Festival Parade Committee for \$25,000 from Hotel/Motel funds for costs associated with the annual Lilac Parade.

The Community Promotions & Tourism Committee recommended approval of a grant in an amount not to exceed \$25,000.

Please place this item for consideration on the March 7, 2013 Board of Trustees agenda.

Fiscal Impact/Funding Source:

Review (as necessary):

Village Attorney X _____ Date _____
Finance Director X _____ Date _____
Village Manager X _____ Date _____

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.



February 22, 2013

TO: Village President and Board of Trustees

FROM: Joelyn M. Kott *Joelyn*
Communications Coordinator

RE: Hotel/Motel Grant Recommendation

The Community Promotions & Tourism Committee met on February 12, 2013 and reviewed hotel/motel tax grant applications. The grant request from the Lombard Lilac Festival Parade Committee and accompanying recommendations are provided below for your consideration.

Grant Request—2013 Lilac Parade

A request from the Lombard Lilac Festival Parade Committee was submitted for consideration to help fund the 2013 Lilac Parade, to be held May 19, 2013. The grant application and supporting documentation is attached for your review.

HISTORY

This is an annual expenditure that the Village has supported. In 2011 and 2012 the grant was awarded in the amount of \$25,000. It is a budgeted expense in the Hotel/Motel Tax fund.

STAFF RECOMMENDATION

Finance Director Tim Sexton was asked by the Community Promotions & Tourism Chair Trustee Fitzpatrick to review the grant request based on the grant application and the budget submitted. Based on the budget submitted, the Parade Committee had a carry-over surplus from previous years of \$10,454 coming into this year. They are projecting a carry-over surplus of \$12,993 after the 2013 parade (Total revenue of \$45,913, including the carry-over from last year, less total expense of \$32,920). Based on this, it is recommended that the grant be lowered to account for this \$12,993 in excess funds. The grant requested was \$25,000, less the projected surplus of \$12,993, would result in a grant of \$12,007. The committee may authorize a slightly higher amount, such as up to \$14,000 (or whatever number the Committee chooses), and only pay the \$12,007 now. And then if they needed additional money, they could request the other \$1,993 up to the total of \$14,000. \$30,000 was budgeted for this expense in 2013.

COMMITTEE RECOMMENDATION

The Community Promotion & Tourism Committee recommends awarding the Lombard Lilac Parade Committee a grant not to exceed \$25,000 to be used for costs associated with the 2013 Lilac Parade.

Please place this item on the consent agenda of the March 7, 2013 Lombard Board of Trustees meeting. Thank you.

Attachment

Polak, Cindy

From: noreply@civicplus.com
Sent: Thursday, January 31, 2013 8:08 AM
To: Kott, Joelyn; Polak, Cindy
Subject: Online Form Submittal: Hotel/Motel Tax Grant Application

If you are having problems viewing this HTML email, click to view a [Text version](#).

Hotel/Motel Tax Grant Application

This application is to request funding from the Hotel/Motel tax fund. Applications must be accompanied by a budget that reflects the request by the organization. Applications are reviewed by the Community Promotions & Tourism Committee and are then referred to the Village Board.

Date:
1/31/13

Why are you requesting Hotel/Motel Tax funding?*

Hoel/Motel Tax Funding is being requested to help support the Annual Lombard Lilac Festival Parade on May 19th, 2013 with a theme of "Nostalgia of the '60's, '70's and '80's"

Amount of funds being requested:*
25,000

Specifically, what will the Hotel/Motel Tax funding be used for?*

Hotel/Motel Tax funding will be used to help support all expenses of the Parade from Honorariums paid to our Parade participants to Advertising expenses to promote our Parade.

Have you requested Hotel/Motel tax funds in the past?

Yes
 No

Upload documents here:

[]

Uploaded: [2013 Hotel-Motel Tax Grant Application_VillageSubmittal.xlsx](#)

A budget of the event or item that is being requested must be attached to the application or the grant application may be not be addressed until the budget is received. If this is a repeat request, the cancelled check(s) from the previous year must have been received by the Village Finance Department or be attached to the application.

Name of Organization Requesting Funding:*

Lombard Lilac Festival Parade Committee

Name of Person Submitting Grant Application:*

Erica Fisette

Phone:*

630-918-0163

Email:*

efisette@yahoo.com

Event/Project/Activity

Parade

Date of Event/Project/Activity

5/19/2013

Estimated Attendance:

5,000-6,000

Is the event open to the general public?

Yes

No

Do you intend to apply for a liquor license for this event/project/activity?

Yes

No

How does this promote tourism/overnight stays in Lombard?

Hotel/Motel Tax Funding is being requested to help support the annual Lombard Lilac Festival Parade. This Parade has earned Local, State and National recognition for outstanding family entertainment. This annual Parade brings in a large number of visitors and business to our Lilac Village.

Will any profits generated be returned to the community?

Yes

No

If the grant is approved, who should the check be made out to?

Lombard Lilac Festival Parade Committee

Please list the address where the check should be mailed to:

P.O. Box 82 Lombard, IL 60148

The following form was submitted via your website: Hotel/Motel Tax Grant Application

This application is to request funding from the Hotel/Motel tax fund. Applications must be accompanied by a budget that reflects the request by the organization. Applications are reviewed by the Community Promotions & Tourism Committee and are then referred to the Village Board.:

Date: 1/31/13

Why are you requesting Hotel/Motel Tax funding?: Hotel/Motel Tax Funding is being requested to help support the Annual Lombard Lilac Festival Parade on May 19th, 2013 with a theme of "Nostalgia of the '60's, '70's and '80's"

Amount of funds being requested: 25,000

Specifically, what will the Hotel/Motel Tax funding be used for?: Hotel/Motel Tax funding will be used to help support all expenses of the Parade from Honorariums paid to our Parade participants to Advertising expenses to promote our Parade.

Have you requested Hotel/Motel tax funds in the past?: Yes

Upload documents here: 2013 Hotel-Motel Tax Grant Application_VillageSubmittal.xlsx

A budget of the event or item that is being requested must be attached to the application or the grant application may be not be addressed until the budget is received. If this is a repeat request, the cancelled check(s) from the previous year must have been received by the Village Finance Department or be attached to the application.:

Name of Organization Requesting Funding: Lombard Lilac Festival Parade Committee

Name of Person Submitting Grant Application: Erica Fisette

Phone: 630-918-0163

Email: efisette@yahoo.com

Event/Project/Activity: Parade

Date of Event/Project/Activity: 5/19/2013

Estimated Attendance: 5,000-6,000

Is the event open to the general public?: Yes

Do you intend to apply for a liquor license for this event/project/activity?: No

How does this promote tourism/overnight stays in Lombard? : Hotel/Motel Tax Funding is being requested to help support the annual Lombard Lilac Festival Parade. This Parade has earned Local, State and National recognition for outstanding family entertainment. This annual Parade brings in a large number of visitors and business o our Lilac Village.

Will any profits generated be returned to the community?: No

If the grant is approved, who should the check be made out to?: Lombard Lilac Festival Parade Committee

Please list the address where the check should be mailed to: P.O. Box 82 Lombard, IL 60148

Additional Information:

Form Submitted on: 1/31/2013 8:07:56 AM

Submitted from IP Address: 199.255.125.237

Referrer Page: <http://www.villageoflombard.org/FormCenter/HotelMotel-Grant-Request-11/HotelMotel-Tax-Grant-Application-79>

Form Address: <https://www.villageoflombard.org/FormCenter/HotelMotel-Grant-Request-11/HotelMotel-Tax-Grant-Application-79>

PARADE BUDGET

	2010 Actual	2011 Budget	2011 Actual	2012 Budget	2012 Actual	2013 Budget
Income						
Donation	\$ 260.00	\$ 260.00	\$ -	\$ -	\$ 150.00	\$ -
Interest Inc	\$ 5.86	\$ 5.00	\$ 1.28	\$ 5.00	\$ 7.01	\$ 5.00
Other Inc		\$ 30,000.00	\$ -	\$ 25,000.00		\$ 25,000.00
Sponsorship	\$ 400.00				\$ 0	\$ -
Village Grant						
Various Sponsors						
Carry-Over		\$ 4,397.00		\$ 8,946.00		\$ 10,454.00
Revenue	\$ 665.86	\$ 30,265.00	\$ 1.28	\$ 25,005.00	\$ 157.01	\$ 35,459.00
Total Revenue	\$ 34,662.00	\$ 34,662.00	\$ 1.28	\$ 33,951.00	\$ 157.01	\$ 45,913.00
Expenses						
Annual Fee	\$ 25.00	\$ 25.00	\$ 15.00	\$ 25.00	\$ 25.00	\$ 35.00
Administration		\$ 200.00		\$ 200.00	\$ 350.00	\$ 200.00
Auto	\$ 2,120.00	\$ 2,400.00	\$ 900.00	\$ 2,400.00	\$ 1,000.00	\$ 2,000.00
Banners	\$ 1,123.00	\$ 1,800.00	\$ 2,247.00	\$ 1,800.00	\$ 1,140.00	\$ 1,800.00
Deluxe Checks	\$ 55.50	\$ -	\$ -	\$ -	\$ -	\$ -
Flowers	\$ 158.95	\$ 150.00	\$ 139.85	\$ 150.00	\$ 165.87	\$ 150.00
Food	\$ 1,385.04	\$ 1,775.00	\$ 1,620.56	\$ 2,025.00	\$ 1,669.88	\$ 1,995.00
Honorarium	\$ 17,912.50	\$ 23,000.00	\$ 15,475.00	\$ 23,000.00	\$ 16,850.00	\$ 22,000.00
Insurance	\$ 818.00	\$ 1,000.00	\$ 818.00	\$ 1,000.00	\$ 818.00	\$ 1,000.00
Judges	\$ 450.00	\$ 600.00	\$ 450.00	\$ -	\$ -	\$ -
Office Expense	\$ 274.89	\$ 300.00	\$ 167.25	\$ 300.00	\$ 234.99	\$ 300.00
Plaque and Ribbons	\$ 330.00	\$ 700.00	\$ 330.00	\$ 350.00	\$ 264.00	\$ 350.00
Postage	\$ 161.88	\$ 250.00	\$ 107.31	\$ 250.00	\$ 121.15	\$ 250.00
Printing and Reproduction	\$ 100.85	\$ 800.00	\$ 148.90	\$ 800.00	\$ 108.45	\$ 800.00
Publicity	\$ 600.00	\$ 1,500.00	\$ 600.00	\$ 1,500.00	\$ 600.00	\$ 1,500.00
Utilities	\$ 252.20	\$ 340.00	\$ 238.11	\$ 340.00	\$ 396.64	\$ 340
Website	\$ 200.00	\$ 450.00	\$ 41.75	\$ 200.00	\$ 79.89	\$ 200
Total Expenses	\$ 25,967.81	\$ 35,300.00	\$ 23,300.00	\$ 34,340.00	\$ 23,823.87	\$ 32,920.00
Total Carry-Over	\$ 4,396.70		\$ 8,946.00			\$ 10,454.00