



Memorandum

TO: Scott Niehaus
Village Manager

FROM: Nicole P. Aranas
Assistant Village Manager

DATE: March 12, 2014

SUBJECT: Community Promotion & Tourism Committee Recommendation
Local Tourism Grant Request - Lombard Jaycees – Taste of Lombard

The following is a recommendation from the Community Promotion & Tourism Committee for funding through the Local Tourism Grant Program for the Lombard Jaycees in an amount not to exceed \$35,000 for the 2014 Taste of Lombard event to be held July 1-5, 2014 at Madison Meadow Park.

Grant Request: \$55,000

The Lombard Jaycees have requested a grant in the amount of \$55,000 to be used towards the annual Taste of Lombard event held from July 1-5, 2014. This year, the Jaycees requested an additional \$20,000 over past annual grant awards to apply towards a bigger name band to headline the event. Grant awards in past years had previously been applied exclusively to reimburse costs towards the fireworks portion of the event.

The grant request from the Lombard Jaycees and event budget are attached for your review.

RECOMMENDATION:

The Community Promotion & Tourism Committee recommended a grant in an amount up to \$35,000 to the Lombard Jaycees, to be used towards the reimbursement of expenses relating only to the fireworks portion of the event. The Committee declined to increase the grant award this year for the purposes of subsidizing the cost of improved band and musical entertainment.

Please place this item on the consent agenda of the March 20, 2014 agenda of the Board of Trustees. If you have any questions, please feel free to contact me. Thank you.