

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

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

 X

TO: PRESIDENT AND BOARD OF TRUSTEES

FROM: William T. Lichter, Village Manager

DATE: January 7, 2008 (B of T) Date: January 17, 2008

TITLE: Fund Request for DCVB Advertising; Grant Applications for 2008 Lilac Time Advertising and Lilac Bush Program; Fund Request for Lombard Park District Tent.

SUBMITTED BY: Community Promotion & Tourism Committee through the Department of Community Development *dash*

BACKGROUND/POLICY IMPLICATIONS:

Please find attached four funding recommendations from the Community Promotion & Tourism Committee:

The first request is to be used for advertising in the DCVB February 4, 2008 Business Ledger. The Committee recommended approval of an amount not to exceed \$3,110.

The second grant is for advertising for 2008 Lilac Time Festival. The Committee recommended approval of an amount not to exceed \$13,000.

The third grant is for costs associated with the 2008 Lilac Bush Program. The Committee recommended approval of an amount not to exceed \$6,000.

The fourth request from the Lombard Park District is for a tent to be used for Village/Park District events. The Committee recommended approval of an amount not to exceed \$6,950.

Please place these items on the consent agenda for the January 17, 2008 Board of Trustees meeting.

Fiscal Impact/Funding Source:

Hotel/Motel Tax Fund
DCVB Advertising not to exceed \$3,110
Lilac Time Advertising not to exceed \$13,000
Lilac Bush Program not to exceed \$6,000
Lombard Park District Tent not to exceed \$6,950

Review (as necessary):

Village Attorney X

Finance Director X

Village Manager X

M. J. S. L. K. R.

Date

1/8/28

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.



MEMORANDUM

TO: William T. Lichter
Village Manager

FROM: David A. Hulseberg, AICP *dah*
Director of Community Development

DATE: January 7, 2008

SUBJECT: Community Promotions & Tourism Committee Recommendations

The following are four recommendations for requests from the Community Promotions & Tourism Committee. These requests were presented at the Committee's January 3, 2008 meeting

1. Request For Funds For DCVB Advertising

Staff brought forth a request to purchase advertising space in a special upcoming issue of the DuPage Business Ledger promoting the Village. The insert is being done in cooperation with the DuPage Convention & Visitors Bureau and will include an ad promoting restaurants in the Village.

The supporting documentation for the ad space is attached for your review.

RECOMMENDATION:

The Community Promotions & Tourism Committee recommended approval of funding for this advertisement for the inside back cover, four-color ad, not to exceed \$3,110.

2. Grant Request: 2008 Liliac Time Festival Advertising

The Lombard Park District presented its annual grant request for support and funding of its annual advertising campaign for Liliac Time. The grant request of \$12,660.07 was made for advertising outside a 50-mile radius of Lombard.

The grant request is attached for your review.

RECOMMENDATION:

The Community Promotions & Tourism Committee recommended approval of a grant to the Lombard Park District in an amount not to exceed \$13,000 for costs associated with 2008 Liliac Time advertising.

DAH/jmk

Attachments

Please place these items on the consent agenda on the January 17, 2008 agenda of the Board of Trustees. If you have any questions, please feel free to contact me. Thank you.

The Lombard Park District in an amount not to exceed \$6,950 for costs associated with purchasing a new community tent.

RECOMMENDATION:

The letter of proposal is attached for your review.

A proposal was submitted by the Lombard Park District for a larger sized tent to be used by both the Village and the Park District for various events throughout the year. The request for the 30' x 60' tent is \$6,950. The tent would be stored and maintained by the Lombard Park District.

The Lombard Park District submitted a request for funding for a tent to be used for various community events, including Village-sponsored events.

4. Request For Funds For Community Special Events Tent

The Lombard Garden Club in an amount not to exceed \$6,000 for costs associated with the 2008 free lilac bush giveaway.

RECOMMENDATION:

The grant request is attached for your review.

The Lombard Garden Club presented its annual grant request for support and funding of the annual free lilac bush giveaway program. The grant request of \$6,000 was made for purchase of the bushes and the materials and supplies associated for the bushes.

3. Grant Request: 2008 Free Lilac Bush Program Giveaway

#070737, #070743, #070752, #070754

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Village Attorney X

Finance Director X

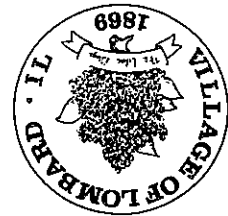
Village Manager X

M.S. Locke

Date
Date
Date

1/8/08

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.



MEMORANDUM

TO: William T. Lichter
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FROM: David A. Hulseberg, AICP *dh*
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RECOMMENDATION:

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DAH/jmk

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The Business Newspaper for Suburban Chicago
the Business Ledger

Magnificent Meetings In DuPage:
There's No Place Like Home

*A special publication dedicated to promoting
 business meeting facilities and services.*

This special publication provides an excellent opportunity to showcase
 your facility or business to more than 28,000 Business Ledger readers
 and decision-makers, including owners, presidents and CEOs.

An additional 4,000 will be printed and distributed by the DuPage
 CVB as a part of its ongoing marketing efforts.

This special publication will also be posted to The Business Ledger
 web site, providing exposure to more than 25,000 additional monthly
 viewers.

Publication Date

Publication Date: February 4, 2008
 Space Reservation: January 7, 2008
 Material Deadline: January 11, 2008

DuPage CVB Member Rates & Ad Sizes

Back Cover	\$3,350 (4/c)	7" x 9.25"
Inside Front Cover	\$3,110 (4/c)	7" x 9.25"
Inside Back Cover	\$2,010 (4/c)	7" x 9.25"
Full Page	\$2,460	7" x 9.25"
2/3-Page	\$1,725	4.5625" x 9.25"
1/2-Page	\$1,510	7" x 4.5"
1/3-Page Vertical	\$780	2.1875" x 9.25"
1/3-Page Horizontal	\$780	4.5625" x 4.5"

Color option - \$250 additional for spot color; \$395 for 4-color

The size of this special section will be: 8" x 10-3/4"

*Note: Only DCVB Members may advertise in this publication. For membership
 information, please contact the DCVB directly at 630-575-8070. No dated ad copy.

For additional information, please contact your Advertising
 Consultant or Andy Zielonka at 630-428-8788 or
 azielonka@thebusinessledger.com.

Encl. --

Beth Marchetti
Director of Development



Best wishes,

As partners in tourism, we encourage you to take advantage of this opportunity to promote your businesses. I look forward to hearing from you soon.

Please review the enclosed information regarding specifications and deadlines. If you have questions, or would like to reserve ad space, please feel free to contact me at (630) 575-8070, ext. 219 or via email at beth@discoverscoverdupage.com. In addition, we will begin contacting individual hotels in the near future to seek their participation, should you decide not to purchase for your accommodations.

- Ad prices have remained consistent since 2005.
- The Visitors Guide is distributed at State Information Centers, tollway visitor kiosks, conventions/large sporting events, at local hotels and attractions, and for fulfillment for advertising.

The 2008 Visitors Guide remains one of the most cost-effective advertising buys you can make, considering:

- A large magazine size format
- Full, four-color publication
- Comprehensive member/advertiser directory
- Separate Stay and Play section featuring hotels

In keeping with the Bureau's commitment to increase leisure travel marketing, the 2008 version will again serve as the county's premier leisure travel publication. Of course, the Guide will continue to feature proven successful elements as well as new components, including:

As many of our DuPage communities begin to organize their marketing campaigns for 2008, make sure you put the most important media purchase at the top of your list--an advertisement featuring your hotels in the 2008 DuPage Convention & Visitors Bureau Visitors Guide. An ad for your hotels provides a tremendous opportunity to showcase Lombard's lodging inventory to 100,000 potential visitors throughout the entire year.

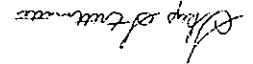
Dear Marilyn:

Joelyn Kott
Village of Lombard
255 E. Wilson
Lombard, Illinois 60148

November 15, 2007



Executive Director
Skip Strittmatter



Best regards,

Thank you for your support.

We strongly encourage you to participate in this exciting project and welcome *The Business Ledger* representative who will explain how your business can benefit from this promotion of "Magnificent Meetings in DuPage."

The Bureau staff will be supplying editorial content for the publication highlighting the availability of hospitality venues and services in DuPage, as well as the economic impact of meetings, conventions and individual leisure travel in DuPage County. Should you have recently created media releases or photographs highlighting your facility or services, please feel free to submit them to Beth Marchetti at beth@discoverdupage.com by November 21, 2007. While we will not be able to reproduce any releases in their entirety, information may be used in copy development to promote DuPage County as a meeting destination.

In the very near future, you will be hearing from a *Business Ledger* sales representative who will discuss this opportunity with you. In the meantime, please find pricing options, material requirements and the last issue of *Meetings and More*. The space reservation deadline is January 7, 2008, with materials due by January 11, 2008.

The Business Ledger is a highly respected publication that reaches more than 28,000 businesspeople who are owners, presidents, CEOs and top managers of companies located in the west and northwest suburbs. In addition, *The Business Ledger* will be producing 4,000 over-runs of the publication that will be distributed by the Bureau to its own database of meeting and event planners. In addition, the publication will be posted to and accessible on The Business Ledger's web site, www.thebusinessledger.com for three consecutive months. This website receives more than 25,000 unique visits per month.

This four-color, special section will be approximately 20 pages in length and will include both editorial and advertising opportunities for DuPage venues interested in enhancing their meetings and event business.

The DuPage CVB is initiating a "Magnificent Meetings in DuPage" campaign that targets local meeting planners affiliated with corporations, associations, and other organizations to hold meetings and events in our own backyard. This initiative will include a partnership with *The Business Ledger* resulting in a special editorial section to be published on February 4, 2008.

Dear Valued DuPage Convention & Visitors Bureau Partner

October 26, 2007



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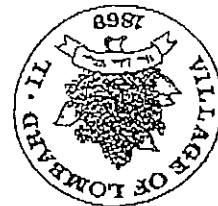
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APPLICATION FOR HOTEL/MOTEL FUNDS

State law requires that Hotel/Motel funds be spent on tourism; more specifically, things and events which will promote overnight stays in Lombard.

Application Deadline: _____

Date Submitted: _____

Event/Project/Activity: Lilac Time 2008 Event Date(s) May 3-19

Name of Organization or Group Sponsoring Event: Lombard Park District

Organization Address: 227 W. Parkside Ave

Organization Phone: (630) 627-1281

Contact Person: Kathleen McManis, Marketing and Communication Manager
(Please indicate position in the organization)

Address: 227 W. Parkside Ave.

Home Phone: (630) 393-9611 Business Phone: (630) 627-1281

1. Is this the first year for your event? Yes No If not, how many years has this event been held? 77

2. What is the estimated attendance? 15,000 - 16,000

3. Where will the event be held? Lilac Park and other facilities

4. What specifically would the Hotel/Motel funding be used for? The funding would be used to supplement a marketing grant from the State of Illinois and is used to advertise Lilac Time in Rockford and Downstate Illinois, Iowa, Wisconsin and Indiana.

5. Is this event open to the general public? Yes No

6. Do you intend to apply for a liquor license? Yes No

7. How will this promote tourism/overnight stays in Lombard? Advertisements are placed outside a 50-mile radius and include information for all Lombard hotels/motels. This helps promote tourism from non-residents, which in 2007 was nearly 9,000 people.

8. Will any profits generated be returned to the community? Yes No If yes, how will this be spent? Profits will be used to improve Lilac Time and

Please submit a budget for your event, along with this application, explaining what funding sources will be used no later than December 31. Other recreational program



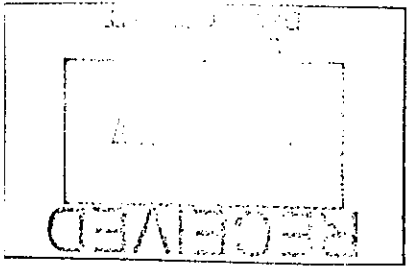
Sincerely,
Kathleen McManis
Marketing and Communications Manager
Lombard Park District
227 W. Parkside Ave.
Lombard, IL 60148
(630) 953-7300 x17
Fax: (630) 627-1286
kmcmanis@lombardparks.com

Sincerely,

Dear Village of Lombard Staff,
Enclosed please find an Application for Hotel/Motel Funds for advertisement of Liliac Time 2008. Also included is a sample advertisement and budget spreadsheet. This grant is used to supplement the a State of Illinois tourism marketing grant, which funds advertisements outside a 50-mile radius and includes Rockford and downstate Illinois, Iowa, Indiana and Wisconsin.
Thank you for your consideration please let me know if you have any questions or need additional information.

Village of Lombard
Joelyn Kort
255 E. Wilson Ave.
Lombard, IL 60148


December 3, 2007



Total Print Advertising Cost: \$21,100.11
 Village of Lombard Grant Request: \$12,660.07
 State of Illinois Grant Request: \$8,440.04

Name of Publication	Designated Market Area	Ad Space Run Dates	Circulation	Size of Ad	Cost	Target
News Gazette	Champaign, IL	4/21 and 4/23	Daily 40,264 Sat 40,262 Sun 45,243	2x6", B&W	\$1,022.55	Entertainment/News
Herald & Review	Decatur, IL	4/23, 4/25 and 4/27	W 34,500 Fri 38,500 Sun 51,000	2x6", B&W	\$1,291.92	Travel/Entertainment
The Pantagraph	Bloomington, IL	4/22, 4/23 and 4/27	Daily 47,000 Sun 51,500	2x6", B&W	\$1,521.16	Travel/Entertainment/News
Quad-City Times	Quad Cities, IA/IL	4/22, 4/23, 4/25 and 4/27	Daily 51,500 Sat 51,500 Sun 67,500	2x6", B&W	\$1,440.00	Travel/Entertainment/News
State Journal Register	Springfield, IL	4/20, 4/21, 4/23 and 4/26	Daily 60,000 Sun 80,000	3.625" X 6" 1-color	\$2,496.48	Travel/Entertainment/News
Peoria Journal Star	Peoria, IL	4/23, 4/25 and 4/27	Daily 66,500 Sat 72,000 Sun 85,000	2x6", 1-color	\$1,500.00	Travel/Entertainment
Milwaukee Journal Sentinel	Milwaukee, WI	3/19 - 3/24, 4/22, 4/25 and 4/27	Daily 232,000 Sun 525,000	2x6", 4-color	\$7,112.00	Garden/Weekend/Travel
Indianapolis Star	Indianapolis, IN	4/22, 4/23, 4/25 and 4/27	Daily 258,947 Sat 231,985 Sun 348,133	2x6", B&W	\$3,216.00	Travel/Healthy Living/Go!

Lilac Time 2008 Sample Paid Advertisement
3.625" X 6" PMS




Enjoy 1,200 lilacs and 25,000 tulips in this beautiful park, as well as historic fairs, arts & crafts, concerts, a 5K race and more!

MAY 3 - 18

Lilacia Park, 150 S. Park
Lombard, IL 60148 (22 miles west of Chicago)

Enjoy your stay in Lombard!



Comfort Suites 800-517-4000
Embassy Suites 800-362-2779
Extended Stay Deluxe 800-646-8000
Fairfield Inn 800-228-2800
Hampton Inn 800-646-8000
Homestead Studio Suites 888-782-9473
Hyatt Place 800-833-1516
Residence Inn 800-331-3131
The Westin Lombard 630-719-8000
Towne Place Suites 800-257-3000

ILLINOIS

MILE AFTER MAGNIFICENT MILE

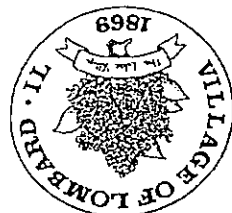
www.lombardparks.com



LOMBARD PARK DISTRICT



VILLAGE OF LOMBARD



APPLICATION FOR HOTEL/MOTEL FUNDS

State law requires that Hotel/Motel funds be spent on tourism; more specifically, things and events which will promote overnight stays in Lombard.

Application Deadline: _____ Date Submitted: _____

Event/Project/Activity: Lilac Bush Sale Event Date(s) the weekend of McKillop's Day Anniversary

Name of Organization or Group Sponsoring Event: Lombard Garden Club
Jo Prens, President
Organization Address: 152 W. St. Charles Rd., # 428, Lombard, IL 60148

Organization Phone: 630-629-8271

Contact Person: Rose Roth - ways & means chairperson
(Please indicate position in the organization)

Address: 129 W. Potomac, Lombard, IL 60148
Home Phone: 630-495-1920 Business Phone: Retired
Cell phone 630-263-1920

1. Is this the first year for your event? Yes No If not, how many years has this event been held? Started in 1968!

2. What is the estimated attendance? 1,000

3. Where will the event be held? Lilacia Park adjacent to Peering Shed

4. What specifically would the Hotel/Motel funding be used for? Aid the Village in

their effort to provide a lilac to every resident, also we will use
the funds to purchase bare-root lilac bushes, pots, soil, planting material
and marketing during lilac time

Total Amount Requested: \$6,000.00

5. Is this event open to the general public? Yes No

6. Do you intend to apply for a liquor license? Yes No

7. How will this promote tourism/overnight stays in Lombard? We have customers
coming to our sale from all over the Midwest - Indiana, Michigan,
Wisconsin, Iowa and Illinois

8. Will any profits generated be returned to the community? Yes No If yes, how will this be spent? Lombard Garden Club donates to the following civic

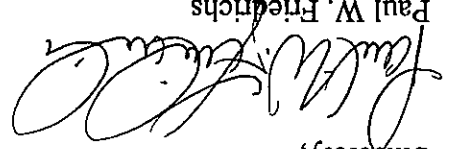
Please submit a budget for your event, along with this application, explaining what funding sources will be used no later than December 31.

activities - Butterfly Gardens at Lilac Park, IL Prairie Path,
Lombard Historical Society, Harold Plan Library, Prairie Days at
Terrace View Park, Madison Elementary School Junior Garden Club,
etc., etc.

We cooperate with the village a park district in their
effort to get a Live Bush in each yard in Lombard. The
bushes have been ordered for the May giveaway in 2008.

Please feel free to contact our Club President,
Jo Deids - 630-629-8271 OR ROSE Roth, 630-495-1922
Ways + means chair, if you have any questions.



Sincerely,

 Paul W. Friedrichs
 Executive Director
 Lombard Park District

It was a pleasure speaking with you earlier this week regarding the Village's and the Park District's needs in the future regarding potential capital items. During our discussion, the idea of having an additional 30' by 60' tent available to both agencies seemed extremely appropriate. The Park District currently has one 30' by 60' tent that is used from May's Lilac Time through October. In discussing this with the District's Parks Department staff, these tents with sides cost approximately \$6,950.

If you need any more information from me, please feel free to call any time. If I do not speak with you prior to the upcoming holiday, please extend my best wishes for a safe and happy holiday to you and Mrs. Mueller.

Dear President Mueller,
 President William Mueller
 Village of Lombard
 255 E. Wilson Ave.
 Lombard, IL 60148



