

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.

GENERAL INFORMATION

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|-----------------------------------|--|------------------------|---|
| Organization: | Lombard Jaycees | Name of event: | Taste of Lombard |
| Date of event: | 7/4/2014 | Event location: | Madison Meadow Park |
| Contact person: | Jackie West | Title: | President & Chairman |
| Business address: | P.O. Box 1147 | City & Zip: | Lombard 60148 |
| Telephone: | 630.632.9308 | E-mail address: | president@lombardjaycees.org |
| Estimated attendance: | 30,000 | Estimated hotel stays: | 20. We booked 12 rooms for bands at The Westin. |
| Method for estimating attendance: | Just estimating based on the paid attendance plus how packed the park was. | | |

- 1) Please summarize the advertising and marketing placed to promote the event. Please attach examples

We advertise online, newspapers, posters & social media. We also had a couple radio stations that promoted the event. You can google Taste of Lombard to see various advertising. Daily Herald, Tribune, Suburban Life & the Lombardian are some of the newspapers.

of event marketing pieces and advertisements.

- 2) Provide a general assessment of the event. What were the successes of the event? Are there any

Weather hurt us badly this year. 3 out of the 5 days we were open it was raining. That affected our attendance greatly. We get a lot of complaints about having to pay admission & that there isn't any porta-potties offered out in the fireworks field. I have talked with Carl Goldsmith & he says the Village will provide some next year.

concerns or recommendations of changes for future events?

- 3) How did the actual outcomes of the program or event compare to your original expectations?

We are always packed on the 4th of July. The only problem was when Lavery made us open our gates & let people in free. We estimate we lost around \$7,000 from that alone. We did change the time of the fireworks this year & plan to do it from now on. It's always been "at dusk". We changed it to start at 9:30. We think that will make it easier for everyone to plan in the future.

Describe your organization's long term plans for funding this project or event.

Since we get a lot of complaints about having to pay \$3 admission, which I think is very reasonable, we want to increase it to \$5 next year but every paid admission will receive a drink ticket, which costs \$5. So they will basically get in for free. If over 21 they will get an alcoholic beverage & if not they will get a water bottle. Our carnival contract was up this year so we are currently bidding it out & have the potential to make more money off that. If it makes what we are being told it should, then there is a real chance in 2016 we won't have to charge admission. That's a big IF. It's all talk as of now.

SUBMISSION INSTRUCTIONS

Please submit completed form and associated application documents on or before **December 15, 2013** to Nicole Aranas, Assistant Village Manger, by e-mailing aranasn@villageoflombard.org or by using the submit button below.

If you do not receive a confirmation receipt of your completed application, please contact Nicole Aranas at 630-620-3085 or aranasn@villageoflombard.org to confirm.