

VILLAGE OF LOMBARD
LOCAL TOURISM GRANT PROGRAM APPLICATION FORM

GENERAL INFORMATION

Organization:	Lombard Town Centre		
Name of event:	Spooktacular		
Date of event:	October 19, 2014	Event location:	Downtown Lombard Streets
Contact person:	Sarah Richardt	Title:	Executive Director
Business address:	6 S. Park Ave.	City & Zip	Lombard, IL 60148
Telephone:	630-620-8063	Email:	Director@lombardtowntowncentre.org

PROJECT OVERVIEW

Total cost of the project:	\$ 13,000
Cost of city services requested in this application (if any):	\$1960
Total funding requested in this application:	\$1960
Percent of total project cost being requested:	15%
Anticipated attendance:	3000-4000
Anticipated number of overnight hotel stays:	0-5

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

Spooktacular is an annual event that is held in downtown Lombard. This event has grown over the years. In 2013 over 4000 people attended which was the largest attendance yet. The event included trick-or-treating at the local businesses, live shows by Radio Disney, local bands, Glenbard East science department, exotic pets and petting zoo, games and a zipline through the city street. Part of our mission of Lombard Town Centre is to promote the downtown. This event is a great way to bring people to the heart of the Village with the hope that they will return often.

ORGANIZATION

Number of years that the organization has been in existence:	9
Number of years that the project or event has been in existence:	5
Number of years the project has been supported by Village of Lombard funds:	1
How many years does the organization anticipate it will request grant funding?	2+

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

Lombard Town Centre is a Main Street community organization with the mission to Preserve and promote the historic Downtown. We are a volunteer organization with one paid staff member. Through our 4 committees we work to **promote** our businesses with events (like Spooktacular), work on our **organization** through memberships, sponsorships and fundraising, help retain and recruit businesses through **economic restructuring** and work with the Village's downtown revitalization guide to **design** a charming and historic downtown.

- 2) Please describe the goals and objectives of the organization and how they are supported by this program:

Part of Lombard Town Centre's mission is to promote the downtown. Spooktacular highlights the businesses through trick-or treating, while showcasing the downtown. We do this to give people a reason to come downtown and so they will come back.

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

We obtained over \$8000 in Sponsorships last year. Our aim is to gain more sponsorships as well as more booth sales to keep this event going. This year we will be charging a nominal fee for the games. Wristbands will be required for all children to play the games at \$1 - \$2/child. We will be more specific as our planning continues.

PROJECT DESCRIPTION

Have you requested grant funding in the past?

☒ Yes ☐ No

Is the event open to the general public?

☒ Yes ☐ No

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

Yes ☒ No

Will any revenues from this event be returned to the community?

Yes ☒ No

- 1) Provide the details regarding the event or project including a full description of the project and the anticipated timeline.

Spooktacular will happen on October 19, 2014, from 11 – 4. This event includes games, food, trick-or-treating at the businesses. Major sponsors will be contacted at the beginning of the year (7-11, 5/3 bank and Kindercare) so we can continue with our budget .We will contact all vendors in the spring and secure games, bands, stages and Radio Disney. Local businesses will be contacted to secure smaller sponsorships as the summer progresses.

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

The funds will be used for police (\$420), barricades (\$640), and Waste Management which includes portable toilets and trash (\$900).

- 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)?

Weather is the determining factor in an event. We have changed the date for 2014 so not to compete with Scarecrow fest in St. Charles.

LOCATION

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

Downtown Lombard on St. Charles from Main Street to Elizabeth and Park Avenue from Grove to Michael McGuire

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.

Booking the games and bands will happen in the first half of 2014. We will be contacting all vendors in by May as we will talk to vendors during the Lilac Time Art and Craft Fair. Sponsorships will be the key in making this happen. This is an ongoing project that will start early in 2014.

IMPACT

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

One-day events are difficult to generate overnight stays. We will be looking for vendors from farther away to hopefully create some longer travelers.

- 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?

2013 was a great year for many of the businesses during Spooktacular. The eating and drinking establishments showed a 100% sales increase over an average day. Some businesses chose not to open while others used this as a way to bring back repeat businesses. Re-max had 43 children enter a coloring contest that brought people into their business on a second day and third day.

This past year we advertised with Radio Disney which has a much larger reach. This takes us outside of the local market. We will look into advertising in Rockford and Bloomington for 2014.

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

We are targeting families and anticipate 4000-4500 people.

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

We work with all of the local businesses. We do not collaborate with other organizations as this is one of the only events that LTC does on its own. We will be looking for larger sponsorships this year from the individual businesses and we will ask Waste Management again this year for in-kind donations, although they declined in 2013.

- 5) 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).

We will again be buying an ad in Suburban family as well as the Lombardian. Banners are hung at Wilson and Main and at St. Charles and Park. We target a 6 county area between Radio Disney, and Suburban Family. The local schools receive flyers as well as posters hung in the area. We will ask National Health University to place an ad on their digital sign on Roosevelt Rd.

FINANCES

- x 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).
- x 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

- x Completed Local Tourism Grant Program Application Form.
- x Completed detailed budget form.
- x Promotional materials from past events (not applicable to first time events).
- x Post event summary from past event (not applicable to first time events).
- x Copy of the most recently completed agency audit or explanation of why it is not available.
- x Copy of the most recent Federal Form 990 for the agency or explanation of why it is not available.

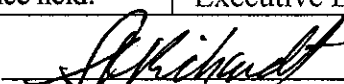
Additional Notes, Comments or Explanations:

We try to break even on our major promotions or make a small amount of money. Last year we lost about \$65 which is a comfortable amount. 2014 will be a different year because we will be counting on wrist band sales and attendance to cover our budget. The Village of Lombard Tourism Grant helps Lombard Town Centre cover expenses in areas that are difficult to obtain sponsors (portable toilets, police and barricades).

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:	Sarah Richardt		
Title or office held:	Executive Director	Date:	November 26, 2013

Signature: 

**LOCAL TOURISM GRANT PROGRAM
DETAILED BUDGET**

Event: Spooktacular Date: 10/19/2014

Organization: Lombard Town Centre

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 2012	ACTUAL 2013	ANTICIPATED
Lombard Tourism Grant	\$0	\$4418.18	\$1960
Revenue from vendor booths	2000	\$1005.00	\$2000
Sponsorships	\$1470.00	\$8175.00	\$9000
Wrist band sales	\$0.0	\$0.0	\$4000
Total Income	\$3470.00	\$13,598.18	\$16960

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

ITEMIZED EXPENSES	ACTUAL 2012	ACTUAL 2013	ANTICIPATED
Advertising	\$750.00	\$1070.00	\$1400
Entertainment	\$3390.00	\$9920.00	\$9000.00
police	\$420.00	\$420.00	\$420.00
barricades	\$620.00	\$630.00	\$640.00
Second stage	\$1300.00	\$1300.00	\$1300.00
Candy	\$200.00	\$223.42	\$250.00
Pumpkin delivery	\$0.0	\$27.50	\$27.50
decorations	\$100.00	\$72.98	\$50.00
Waste management	\$500.00	No bill yet	\$900.00
Total Expenses	\$7280	\$13663.90	\$13987.50

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)

ACTUAL	ACTUAL	ANTICIPATED
--------	--------	-------------

Estimated value of in-kind
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.

GENERAL INFORMATION

Organization:	Lombard Town Centre	Name of event:	Spooktacular
Date of event:	10/13/13	Event location:	Downtown lombard
Contact person:	Sarah Richardt	Title:	Executive Director
Business address:	6 S. Park Avenue	City & Zip:	Lombard, IL 60148
Telephone:	630-620-8063	E-mail address:	director@lombardtowncentre.org
Estimated attendance:	4000	Estimated hotel stays:	0
Method for estimating attendance:	Time lapse camera, village employee estimates, downtown experience		

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

Radio Disney, Lombardian, Suburban Family, 2 banners, posters around town, flyers to school children

- 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?

Spooktacular could not have been better attended. There were happy people and happy business owners. The weather was perfect and it was a great day. We would like to charge next year to raise some money for Lombard Town Centre.

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

The event was better attended than expected. We knew Radio Disney would bring extra people, but the weather also helped a great deal.

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

Again, we will be charging for the games and seeking a higher level of sponsorships.

SUBMISSION INSTRUCTIONS

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

Submit

*Please note that the applicant must save the completed form and have Microsoft Outlook to use the submit button above.

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.

Lombard Town Centre
Account QuickReport
January 1 through November 26, 2013

Type	Date	Num	Name	Memo	Split	Amount
Special Events Income						
Spooktacular						
Vendor Booth						
Deposit	6/6/2013	641	Diane Niemann	deposit	Fifth Third Ch...	50.00
Deposit	6/17/2013	8409	Annette Rubino	Deposit	Fifth Third Ch...	50.00
Deposit	9/12/2013	1021	idol eyes	Deposit	Fifth Third Ch...	50.00
Deposit	9/12/2013	3301	Judy Levine	Deposit	Fifth Third Ch...	50.00
Deposit	9/12/2013	1004	Lynn Divizio	Deposit	Fifth Third Ch...	55.00
Deposit	9/12/2013	6639	rebecca Martin	Deposit	Fifth Third Ch...	50.00
Deposit	9/12/2013	1087	Carol Musial	Deposit	Fifth Third Ch...	50.00
Deposit	9/16/2013	1864	Katherine Cuttonaro	check date 3/...	Fifth Third Ch...	50.00
Deposit	9/16/2013	362	Cornelia Groat	check date 3/...	Fifth Third Ch...	100.00
Deposit	9/16/2013	1245	Cookies A. la Carte ...	check date 3/...	Fifth Third Ch...	50.00
Deposit	9/26/2013	1572	Vija Ingrid Cunculis	Deposit	Fifth Third Ch...	50.00
Deposit	10/7/2013	3143...	McAdams financial ...	ING.	Fifth Third Ch...	50.00
Deposit	10/7/2013	7865	Sheri Stronach	Deposit	Fifth Third Ch...	50.00
Deposit	10/7/2013	2057	DC spinal and welln...	Deposit	Fifth Third Ch...	50.00
Deposit	10/23/2013	3143...	ing marketing	spooktacular	Fifth Third Ch...	50.00
Deposit	10/23/2013	7865	Sheri Stronach	spooktacular	Fifth Third Ch...	50.00
Deposit	10/23/2013	2057	DC spinal and welln...	spooktacular	Fifth Third Ch...	50.00
Deposit	10/23/2013	1871	Fareeha a bakhrani	spooktacular ...	Fifth Third Ch...	50.00
Deposit	10/23/2013	5402	Debbi marcolini	spooktacular	Fifth Third Ch...	50.00
Total Vendor Booth						
						1,005.00
Sponsorship						
Deposit	7/1/2013		Fifth Third Bank	spook and w/...	Fifth Third Ch...	3,700.00
Deposit	9/9/2013	1361	Fringe, A Boutique ...	Deposit	Fifth Third Ch...	45.00
Deposit	9/9/2013	1568	Shannon's Corner ...	Deposit	Fifth Third Ch...	55.00
Deposit	9/26/2013		Randall Bullen Phot...	shared spons...	Fifth Third Ch...	22.50
Deposit	9/26/2013		deer fina	shared spons...	Fifth Third Ch...	22.50
Deposit	9/26/2013	10755	Enchanted Castle	Deposit	Fifth Third Ch...	50.00
Deposit	9/26/2013	2315	Sweet Street	quarterback t...	Fifth Third Ch...	95.00
Deposit	10/8/2013	4932	sky centers	Deposit	Fifth Third Ch...	100.00
Deposit	10/8/2013	50944	Punky's Pub	Deposit	Fifth Third Ch...	100.00
Deposit	10/8/2013		7-11	zip-line spon...	Fifth Third Ch...	2,795.00
Deposit	10/23/2013	6423	Thomas Masterson	spooktacular	Fifth Third Ch...	150.00
Deposit	10/23/2013	1280	Park Avenue Clean...	spooktacular	Fifth Third Ch...	100.00
Deposit	10/23/2013	016619	Pete Nolan	spooktacular	Fifth Third Ch...	75.00
Deposit	10/28/2013		Paypal	kindercare pe...	Fifth Third Ch...	750.00
Deposit	11/6/2013	15414	Fairy Tales	2013	Fifth Third Ch...	115.00
Total Sponsorship						
						8,175.00
Total Spooktacular						
						9,180.00
Total Special Events Income						
						9,180.00
TOTAL						
						9,180.00

9:46 AM

11/26/13

Accrual Basis

Lombard Town Centre

Account QuickReport

May 1 through November 26, 2013

Type	Date	Num	Name	Memo	Split	Amount
Program Expenses						
Promotion						
Spooktacular						
Advertising						
Bill	8/10/2013		Lombardian/Villa P...		Accounts Pay...	0.00
Bill	10/3/2013		Lombardian/Villa P...	Ad sept/oct 2...	Accounts Pay...	35.00
Bill	10/3/2013		Suburban Family M...	spooktacular ...	Accounts Pay...	300.00
Bill	10/7/2013		Lombardian/Villa P...	spooktacular ...	Accounts Pay...	150.00
Bill	10/23/2013		Nine 2 Seven Printing	spooktacular ...	Accounts Pay...	435.18
Bill	10/23/2013		Lombardian/Villa P...	spooktacular	Accounts Pay...	0.00
Bill	10/23/2013		Lombardian/Villa P...	spooktacular	Accounts Pay...	150.00
Total Advertising						1,070.18
Entertainment						
Bill	9/11/2013		Radio Disney	spooktacular ...	Accounts Pay...	3,700.00
Bill	10/9/2013		The Fun Ones	first installment	Accounts Pay...	2,435.00
Bill	10/11/2013		Scales & Tales	balance due	Accounts Pay...	475.00
Bill	10/11/2013		The Fun Ones		Accounts Pay...	2,435.00
Bill	10/11/2013		Patch 22		Accounts Pay...	775.00
Bill	10/13/2013		Vern Hammersmith	sound for spo...	Accounts Pay...	100.00
Total Entertainment						9,920.00
Miscellaneous						
Bill	10/11/2013		American Mobile St...	1/2 due at ev...	Accounts Pay...	1,300.00
Bill	10/11/2013		Sarah Richard.	mileage	Accounts Pay...	27.50
Bill	10/13/2013		Mike Harris	police officer ...	Accounts Pay...	210.00
Bill	10/13/2013		Cyndy Abernante	police protect...	Accounts Pay...	210.00
Bill	10/23/2013		Walter Smith	Candy	Accounts Pay...	223.42
Total Miscellaneous						1,970.92
Spooktacular - Other						
Bill	11/6/2013		Tom Runkle	decorations	Accounts Pay...	72.98
Total Spooktacular - Other						72.98
Total Spooktacular						13,034.08
Total Promotion						13,034.08
Total Program Expenses						13,034.08
TOTAL						13,034.08

barrowades are not reflected in this spread sheet.

Lombard Town Centre
 6 S. Park Avenue
 Lombard , Illinois 60148
 Phone: 630-620-8063
 www.lombardtowntowncentre.org
 director@lombardtowntowncentre.org



Grant Report

To: Village of Lombard

Purpose of expense: Spooktacular grant up to \$5000

Date	Description	Vendor	Total
13-Oct	Advertising	Lombardian	\$300.00
13-Oct	Advertising	Suburban Family Magazine	\$300.00
13-Oct	Advertising	Nine2Seven	\$438.18
13-Oct	Police	Mike Harris	\$210.00
13-Oct	Police	Cyndy Abernante	\$210.00
13-Oct	Second Stage	American Mobile Staging	\$1,300.00
13-Oct	Portable Toilets	Waste Management	pending
13-Oct	Barricades	Barricade Lite	\$630.00
13-Oct	Set-up and Safety	Fun Ones	\$1,030.00
Subtotal			\$4,418.18
Less cash advanced			\$1,280.00
Total owed			\$3,138.18
Total due			\$3,138.18

Employee Signature

Sarah Richards

Notes:

\$630 was paid by Public Works and the Village of Lombard and applied to our total.
 \$650 was paid for one half of the stage for a stage deposit
 LTC will submit Waste Management invoice when that is provided to us

Reciepts must be attached to expense form.

LOMBARD TOWN CENTRE



SPOOKTACULAR FALL FEST

SUNDAY, OCTOBER 13th ~ 12:00pm - 5:00pm

DOWNTOWN LOMBARD

ST. CHARLES ROAD AND PARK AVE.

Downtown Trick or Treating from 12:00pm - 3:00pm

**Pumpkin Patch • Arts & Crafts Vendors
Food Vendors • Live Entertainment • Exotic Animal Show
Petting Zoo • Spooky Scientific Experiments
Hair & Makeup Artistry • Games & Activities**

LIVE PERFORMANCE BY

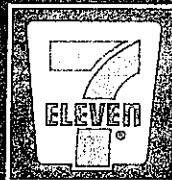


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by



Additional Sponsors

KinderCare Lombard
Fringe - A Salon Boutique
Shannon's Butcher and Deli
The Vino Cellar
W Consulting Services
Sweet Street Candies & Goodies
Sky Centers Martial Arts
Pete's Fresh Market



Thomas J Masterson & Company
Fairy Tales
Park Ave. Cleaners
Pillar Realty
Randall Bullen Photography
The Nolan Agency
Ultra Foods
Coldwell Banker

WWW.LOMBARDTOWNCENTRE.ORG

THIS IS NOT A SCHOOL SPONSORED EVENT

Sarah Richardt

From: Piedra, Roberta L <Roberta.L.Piedra@disney.com>
Sent: Monday, September 30, 2013 10:51 AM
To: colleen whittington
Cc: director@lombardtowncentre.org
Subject: FW: Script for Spooktacular

Importance: High

Hi Colleen –

Can I get an answer on the script below? Is this ok? Please let me know asap so we can get produced!

Thanks and let me know.

Best,

Roberta

Roberta L. Piedra | Account Executive | Radio Disney AM 1300

1

401 N. Michigan Avenue | Suite 2010 | Chicago, IL. 60611
312-222-6724



From: Piedra, Roberta L
Sent: Thursday, September 26, 2013 1:52 PM
To: 'colleen whittington'
Subject: Script for Spooktacular
Importance: High

Hi Colleen,

Here is the script for Spooktacular – please review and let me know if it's ok to produce. I hope you are well and let's hope for this type of weather for your event!
Please reply as soon as possible.

LTC13-0924-031-7
Chicago
09/24/13
:30 spot – Lombard Town Centre

2

Jim Verdi

VO: Lombard Town Centre's 10th Annual Spooktacular Fall Festival is what all the zombies are talking about!

Zombie: Uh, brains brains brains, brains brains brains.

VO: Yeah, I think that means it's Sunday October 13th from noon to 5. Pumpkin decorating, trick or treating, and so much more fall fun!

Teen: Radio Disney Chicago will be there from 2 to 3!

Zombie: Brains brains brains brains brains

VO2: Fifth Third Bank, is a sponsor of the Spooktacular! Stop by our branch at 211 West St. Charles Road to pick up your special trick or treat bag October 7th through the 12th, while supplies last. Fifth Third Bank, Equal Housing Lender, Member FDIC

Best regards,

Roberta

Roberta L. Piedra | Account Executive | Radio Disney AM 1300

3

401 N. Michigan Avenue | Suite 2010 | Chicago, IL. 60611
312-222-6724



No virus found in this message.

Checked by AVG - www.avg.com

Version: 2012.0.2242 / Virus Database: 3222/6211 - Release Date: 09/30/13

Se - 10/25. Walk through abandoned warehouse to find your treat at the end. 6:30-7:30 p.m. Prisco Comm. Ctr., Aurora. 630-859-8606.

Boo Fest - 10/25. Visit a mad scientist lab, make spooky crafts, hunt for candy in a haystack. 6:30-9 p.m. Carol Stream. 630-784-6100.

Scarehouse of Carol Stream - 10/25. Enter if you dare! Ages 12 & up. 9-10:30 p.m. Coral Cove Water Park, Carol Stream. 630-784-6100.

Monsters Ball - 10/25. Fun for the whole family! Wear your costume, play games and dance to the music. Fee includes dinner, story & dancing. 6-8:30 p.m. Niles. 847-967-6633.

Halloween Trick or Treat Path - 10/25. Meet Cinderella, Tin Man and favorite cartoon characters while trick or treating indoors for goodies. Also games and crafts. 6 p.m. Rolling Meadows. 847-818-3200.

BOO-nanza! - 10/25. Preschool thru Grade 5; pumpkin decorating, costume parade, candy hunt, pumpkin shoot, movie showings and much more! Wheeling Park District. 847-465-3333.

A Haunting in the Valley - 10/25 & 26. Mysterious and magical walks through the Log Cabin Woods. 6:15-9:30 p.m. Schaumburg. 847-985-2100.

Haunted Forest Walk - 10/25 & 26. Enjoy a spooky, decorated hay ride to our Haunted Forest Walk. Ghosts & goblins await your arrival into the haunted woods filled with scary scenes. 6:30-9:30 p.m. 1:30-3 p.m. Sat. only. Woodridge. 630-353-3400.

Trail of Terror - 10/26. One night only! Outdoor, guided tour of terrifying sights and sounds. 7-10 p.m. Lisle Community Park. 630-964-3410.

Scare-illon Concert - 10/26. Halloween themed concert featuring classical & popular selections. 7-8 p.m. Millennium Carrillon, Naperville. 630-848-5000.


Halloween Celebration - 10/26. petting zoo, pony rides, pumpkin decorating & more. Bring non perishable food item. 1-3 p.m. Itasca Nature Center. 630-773-2257.

Halloween Party - Spooktacular event
September/October 2013

Lombard Town Centre Presents

SPOOKTACULAR

FALL FESTIVAL



**Live Performance by
Radio Disney**


Sunday, October 13th | 12:00pm - 5:00pm
Downtown Lombard
St. Charles Road & Park Avenue

Downtown Trick-or-Treating from 12:00 to 3:00pm
Pumpkin Patch • Arts and Crafts Vendors
Food Vendors • Live Entertainment • Exotic Animal Show
Petting Zoo • Spooky Scientific Experiments
Hair and Makeup Artistry • Games and Activities

WWW.LOMBARDTOWNCENTRE.ORG | 630-620-8063

Siegel's est. 1909

**Over 20 Attractions
Included in Admission**

Hayrack Rides  U pick Pumpkin Field

NEW ATTRACTIONS

Lexi's Jumpin' Blob & Zombie Paintball Ride

17 Acres of Cornfield Mazes
Open Weekends & Columbus Day

BRING THIS COUPON TO RECEIVE UP TO \$12 OFF

\$2 Off Admission (Good for up to 6 people)

KIDS 2 AND UNDER FREE. NOT VALID WITH SCHOOL TOURS, GROUPS, & OTHER OFFER

OPEN DAILY 10AM-6PM

OUR PUMPKIN PATCH 10/25-10/27

5 miles south of 55 on Weber Rd. E. 1233 or 5th Ave. south of 1-90 (exit 50A)

11725 S. Weber Rd.
Crest Hill, IL 60444
630-404-5454

Your City: # of Party:

AS ADVERTISED IN

Lombardian[★]

***** A LOMBARD NEWSPAPER FOR LOMBARD PEOPLE *****

LOMBARD TOWN CENTRE

SUNDAY, OCTOBER 13th ~ 12:00pm - 5:00pm
DOWNTOWN LOMBARD
ST. CHARLES ROAD AND PARK AVE.

LIVE PERFORMANCE BY



Sponsored
by



Additional Sponsors

KinderCare Lombard
Fringe - A Salon Boutique
Shannon's Butcher and Deli
The Vino Cellar
W Consulting Services
Sweet Street Candies & Goodies
Sky Centers Martial Arts



Thomas J Masterson & Company
Fairy Tales
Park Ave. Cleaners
Pillar Realty
Randall Bullen Photography
The Nolan Agency

THIS IS NOT A SCHOOL SPONSORED EVENT

Selden Fox, LTD.

A PROFESSIONAL CORPORATION
CERTIFIED PUBLIC ACCOUNTANTS
619 Enterprise Drive
Oak Brook, Illinois 60523-8835

630-954-1400
630-954-1327 FAX

email@seldenfox.com
www.seldenfox.com

September 19, 2013

Board of Directors
Lombard Town Centre
Lombard, Illinois

In planning and performing our audit of the financial statements of the **Lombard Town Centre** (Organization) as of December 31, 2011 and 2010, in accordance with auditing standards generally accepted in the United States of America, we considered the Organization's internal control over financial reporting (internal control) as a basis for designing our auditing procedures for the purpose of expressing our opinion on the financial statements, but not for the purpose of expressing our opinion on the effectiveness of the Organization's internal control. Accordingly, we do not express an opinion on the effectiveness of the Organization's internal control.

Our consideration of internal control was for the limited purpose described in the preceding paragraph and was not designed to identify all deficiencies in internal control that might be significant deficiencies or material weaknesses and, therefore, there can be no assurance that all deficiencies, significant deficiencies or material weaknesses have been identified. However, as discussed below, we identified a certain deficiency in internal control that we consider to be a material weakness and other deficiencies that we consider to be significant deficiencies.

A deficiency in internal control exists when the design or operation of a control does not allow management or employees, in the normal course of performing their assigned functions, to prevent, or detect and correct misstatements on a timely basis. A material weakness is a deficiency, or a combination of deficiencies, in internal control, such that there is a reasonable possibility that a material misstatement of the entity's financial statements will not be prevented, or detected and corrected on a timely basis. We consider the following deficiency in internal control to be a material weakness.

Year End Financial Reporting Process

Statement on Auditing Standards Number 115, entitled "*Communicating Internal Control Related Matters in an Audit*," issued in 2008, defines the terms *significant deficiencies* and *material weaknesses* in internal control over financial reporting.

Among others, lack of controls over the period end financial reporting process ordinarily is considered a deficiency in internal control. In addition, when the auditor identifies a material misstatement (i.e., material audit adjustment) in the financial statements that was not initially identified by the organization, there is ordinarily a corresponding material weakness. The standard emphasizes that the external auditor cannot be part of the organization's internal control process over financial reporting. Accordingly, we require more evidence and documentation from management to support our evaluation about the effectiveness of internal controls over financial reporting.

Year End Financial Reporting Process (cont'd)

Selden Fox, Ltd. has prepared the drafts of the financial statements of the Lombard Town Centre, including note disclosures, as part of the audit process for the year ended December 31, 2011. In addition, we have performed the required evaluation under the guidelines of this audit standard as to whether management, other employees, or those charged with corporate governance have the qualifications and training to apply the modified cash basis of accounting in recording the Organization's transactions or in preparing financial statements, including note disclosures.

As is typical with many organizations of this size, we found the Organization currently does not have anyone with the relevant qualifications and/or training to prepare note disclosures, which accompany the financial statements in the audit report, in accordance with GAAP, particularly as it relates to the issuance of new financial accounting pronouncements from various governing bodies. Accordingly, the Board should continue its diligent review of the monthly financial statements and the annual audit report.

A significant deficiency is a deficiency, or a combination of deficiencies, in internal control that is less severe than a material weakness, yet important enough to merit attention by those charged with governance. We consider the following deficiencies in internal control to be significant deficiencies.

Event Receipts

Event chairs receive payments for event sponsorships and registrations. These receipts are periodically brought into the executive director to be deposited. At the conclusion of the event, the Board treasurer attempts to reconcile the total deposits to actual numbers of sponsors and attendees. To date, the treasurer has been able to reconcile total deposits to expected amounts within a reasonable variance.

We recommend that the Organization institute a policy requiring the event chair to provide a listing of all sponsorships and attendees for each event. That listing should be reconciled to total deposits, noting individuals who received complimentary or discounted pricing. This will make the event chair more accountable to collect funds and promptly remit them to the Organization. **We also recommend** that the event chair send an email to the executive director and treasurer stating that a deposit is being left with the executive director, indicating the date, reason and total amount. The executive director should count the deposit in front of the event chair and send another email to the event chair and treasurer confirming the total deposit. During the month end reconciliation process, the treasurer could use these emails to verify that all deposits are accounted for.

Fixed Asset Accounting

As part of the audit, an entry was made to capitalize the purchase of computer equipment not previously recorded by management. In addition, we noted that the Organization has no formal policy for the capitalization of equipment purchases.

We recommend that the management or the Board of Directors maintain fixed asset detail and implement a written policy requiring that all assets costing more than an established amount, such as \$500, be capitalized and depreciated over the assets' useful lives.

This communication is intended solely for the information and use of the Board of Directors, management, and others within the Organization and is not intended to be and should not be used by anyone other than these specified parties.

Selden Fox, Ltd.

Selden Fox, LTD.

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COMMUNICATION WITH THOSE CHARGED WITH GOVERNANCE

September 19, 2013

Board of Directors
Lombard Town Centre
Lombard, Illinois

We have audited the statement of financial position of the **Lombard Town Centre** (Organization) as of December 31, 2011 and 2010, and the statements of activities and cash flows for the year ended December 31, 2011, and have issued our report thereon dated September 19, 2013. Professional standards require that we provide you with the following information related to our audit.

Our Responsibility Under U.S. Generally Accepted Auditing Standards

As stated in our engagement letter dated November 9, 2012, our responsibility, as described by professional standards, is to express an opinion about whether the financial statements are fairly presented, in all material respects, in conformity with U.S. generally accepted accounting principles. The financial statements are the responsibility of management with your oversight. Our audit of the financial statements does not relieve you or management of your responsibilities.

Planned Scope and Timing of the Audit

We performed the audit according to the planned scope and timing previously communicated to management prior to field work beginning on December 6, 2012, and in our engagement letter dated November 9, 2012.

We addressed significant risks of material misstatement, whether due to error or fraud, by performing analytical procedures, making inquiries of those charged with governance, by observation and inspection, and by brainstorming with our audit team members. We used judgment to determine what a user of the financial statements would consider to be material in assessing the risk of misstatement. We also used judgment to determine our approach to internal control and further audit procedures relevant to significant audit areas. An audit includes consideration of internal control over financial reporting as a basis for designing audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of internal control over financial reporting. Accordingly, we express no such opinion.

Significant Audit Findings

Qualitative Aspects of Accounting Practices – Management is responsible for the selection and use of appropriate accounting policies. In accordance with the terms of our engagement letter, we advised management about the appropriateness of accounting policies and their application. The significant accounting policies of the Lombard Town Centre are described in Note 1 to the financial statements. We noted no transactions entered into by the Organization during the year for which there is a lack of authoritative guidance or consensus. We are not aware of any significant or unusual transactions for which accounting policies were not disclosed. The disclosures in the financial statements are neutral, consistent, and clear.

Difficulties Encountered in Performing the Audit – We encountered no significant difficulties in dealing with management in performing and completing our audit.

Corrected and Uncorrected Misstatements – Professional standards require us to accumulate all known and likely misstatements identified during the audit, other than those that are trivial, and communicate them to the appropriate level of management. Adjusting journal entries are included in Exhibit I. Management has concurred with our findings and corrected the related misstatements. Passed adjusting journal entries are included in Exhibit II. Management has represented to us that the uncorrected adjustments are immaterial, both individually and in the aggregate to the financial statements as a whole.

Disagreements With Management – For purposes of this letter, professional standards define a disagreement with management as a financial accounting, reporting, or auditing matter, whether or not resolved to our satisfaction, that could be significant to the financial statements or the auditor's report. We are pleased to report that no such disagreements arose during the course of our audit.

Management Representations – We have requested certain representations from management that are included in the management representation letter dated September 19, 2013.

Management Consultations With Other Independent Accountants – In some cases, management may decide to consult with other accountants about auditing and accounting matters, similar to obtaining a "second opinion" on certain situations. If a consultation involves application of an accounting principle to the Organization's financial statements or a determination of the type of auditor's opinion that may be expressed on those statements, our professional standards require the consulting accountant to check with us to determine that the consultant has all the relevant facts. To our knowledge, there were no such consultations with other accountants.

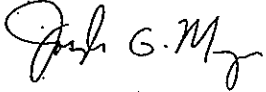
Other Audit Findings or Issues – We generally discuss a variety of matters, including the application of accounting principles and auditing standards, with management each year prior to retention as the Organization's auditors. However, these discussions occurred in the normal course of our professional relationship and our responses were not a condition to our retention.

This information is intended solely for the use of the Board of Directors and management of the Lombard Town Centre and is not intended to be and should not be used by anyone other than these specified parties.

We would be pleased to discuss these matters or to respond to any questions at the convenience of the Board of Directors or its designate.

Very truly yours,

SELDEN FOX, LTD.

A handwritten signature in dark ink, appearing to read "Joseph G. Meyer". The signature is fluid and cursive, with the first name "Joseph" written in a larger, more prominent script than the last name "Meyer".

Joseph G. Meyer
Vice President

JGM/njc

**Lombard Town Centre
Adjusting Journal Entries
December 31, 2011**

<u>Account</u>	<u>Description</u>	<u>Debit</u>	<u>Credit</u>	<u>Income Increase (Decrease)</u>
Adjusting Journal Entry # 1				
To record prepaid expense at December 31, 2011.				
12000	Prepaid Expenses	\$ 587.04	\$ -	\$ -
50040	Admin Expenses: Insurance: Business		486.67	
50042	Admin Expenses: Insurance: WC		100.37	587.04
Adjusting Journal Entry # 2				
To capitalize purchase of laptop computer.				
13000	Fixed Assets	573.70		
50080	Admin Expenses: Office Equipment		573.70	573.70
Adjusting Journal Entry # 3				
To record depreciation expense at December 31, 2011.				
53000	Depreciation Expense	57.37		
13500	Accumulated Depreciation		57.37	(57.37)
Net effect of adjusting journal entries				\$ 1,103.37

**Lombard Town Centre
Passed Adjusting Journal Entries
December 31, 2011**

<u>Account</u>	<u>Description</u>	<u>Debit</u>	<u>Credit</u>	<u>Income Increase (Decrease)</u>
Passed Adjusting Journal Entry # 1				
To record the effect of prepaid insurance from the prior year at December 31, 2011.				
50040	Admin Expenses: Insurance: Business	\$ 538.96	\$ -	\$ -
50042	Admin Expenses: Insurance: WC	107.57		
30001	Retained Earnings		646.53	<u>(646.53)</u>
Net effect of passed adjusting journal entries				<u>\$ (646.53)</u>

Lombard Town Centre Notes to the Financial Statements

1. Summary of Significant Accounting Policies

Purpose – The Lombard Town Centre (Organization) is an Illinois not-for-profit corporation primarily organized for the promotion of economic growth in downtown Lombard, Illinois. The Organization is dedicated to creating and sustaining a flourishing downtown business district that preserves Lombard's historic downtown.

Basis of Accounting – The financial statements are prepared on the accrual basis of accounting, which recognizes revenue when earned and expenses when incurred. The financial statements have been prepared to focus on the Organization as a whole to present balances and transactions according to the existence or absence of donor imposed transactions.

Net assets and revenues, expenses, gains and losses are classified based on the existence or absence of donor imposed restrictions. Accordingly, net assets in these financial statements are classified as unrestricted, as they are not subject to donor imposed stipulations.

Contributions With Restrictions Met in the Same Year – Contributions received with donor imposed restrictions that are met in the same year as received are reported as unrestricted revenues.

Use of Estimates – The preparation of financial statements in accordance with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the reported amounts of assets, liabilities, activities, and the related disclosures at the date of the financial statements and during the reporting period. Actual results could differ from those estimates.

Equipment – Equipment is stated at cost less accumulated depreciation. Depreciation has been provided on the straight-line method over the following estimated useful lives:

Computer equipment	5 years
--------------------	---------

Depreciation expense was \$57 for the year ended December 31, 2011.

Donated Goods and Services – The Organization receives a variety of donated goods and services in support of its general purpose and special events. The revenues and expenses are recorded when the goods and services are received and used by the Organization. The value of volunteer time is not reflected in these statements as there is no objective basis to measure the value of such donations.

**Lombard Town Centre
Statement of Cash Flows
For the Year Ended December 31, 2011**

Cash flows from operating activities:	
Change in net assets	\$ (24,881)
Adjustments to reconcile change in net assets to net cash from operating activities:	
Depreciation expense	57
Accounts receivable	1,184
Prepaid expenses	(587)
Accounts payable	(1,186)
Payroll taxes payable	626
	<hr/>
Net cash from operating activities	(24,787)
	<hr/>
Cash flows from investing activities - purchase of equipment	(573)
	<hr/>
Cash, beginning of the year	47,811
	<hr/>
Cash, end of the year	\$ 22,451
	<hr/>

See accompanying notes.

**Lombard Town Centre
Statement of Activities
For the Year Ended December 31, 2011**

Revenues:	
Village of Lombard grant	\$ 28,771
Special events	9,172
Member dues	4,100
Interest income	15
Other income	526
	<hr/>
Total revenues	42,584
	<hr/>
Expenses:	
Administrative	51,505
Program	6,076
Special events	9,884
	<hr/>
Total expenses	67,465
	<hr/>
Change in net assets	(24,881)
	<hr/>
Net assets:	
Beginning of the year	48,790
	<hr/>
End of the year	\$ 23,909
	<hr/>

See accompanying notes.

**Lombard Town Centre
Statement of Financial Position
December 31,**

	<u>2011</u>	<u>2010</u>
Assets		
Cash	\$ 22,451	\$ 47,811
Accounts receivable	2,315	3,499
Prepaid expenses	587	-
Equipment, at cost, less accumulated depreciation of \$57	516	-
Total assets	<u>\$ 25,869</u>	<u>\$ 51,310</u>
Liabilities and Net Assets		
Liabilities:		
Accounts payable	\$ 409	\$ 1,595
Payroll taxes payable	1,551	925
Total liabilities	<u>1,960</u>	<u>2,520</u>
Net assets - unrestricted	<u>23,909</u>	<u>48,790</u>
Total liabilities and net assets	<u>\$ 25,869</u>	<u>\$ 51,310</u>

See accompanying notes.

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INDEPENDENT AUDITOR'S REPORT

Board of Directors
Lombard Town Centre
Lombard, Illinois

We have audited the accompanying statement of financial position of the **Lombard Town Centre** (Organization) as of December 31, 2011 and 2010, and the related statements of activities and cash flows for the year ended December 31, 2011. These financial statements are the responsibility of the Organization's management. Our responsibility is to express an opinion on these financial statements based on our audits.

We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audits to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes consideration of internal control over financial reporting as a basis for designing audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Organization's internal control over financial reporting. Accordingly, we express no such opinion. An audit also includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and the significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of the Lombard Town Centre as of December 31, 2011 and 2010, and its changes in net assets and cash flows for the year ended December 31, 2011, in conformity with accounting principles generally accepted in the United States of America.

Selden Fox, Ltd.

September 19, 2013

**Lombard Town Centre
Audit Report
For the Year Ended December 31, 2011**

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AUDIT REPORT
FOR THE YEAR ENDED DECEMBER 31, 2011

Selden Fox, LTD.
CERTIFIED PUBLIC ACCOUNTANTS

Information copy. Do not send to IRS.

Form **990-N**

Department of the Treasury
Internal Revenue Service

Electronic Notice (e-Postcard)
for Tax-Exempt Organizations not Required To File Form 990 or
990-EZ

OMB No.
1545-2085

2012

Open to Public
Inspection

A For the 2012 calendar year, or tax year beginning 1/1/2012, and ending 12/31/2012.

B Check if applicable

- ☐ Terminated, Out of Business
☒ Gross receipts are normally
\$50,000 or less

C Name of organization: LOMBARD TOWN CENTRE
d/b/a:

6 S Park Ave
Lombard, IL, US, 60148

D Employer
Identification
Number
20-2718529

E Website:

www.lombardtowncentre.org

F Name of Principal Officer: Walter Smith

411 S School St
Lombard, IL, US, 60148

Privacy Act and Paperwork Reduction Act Notice. We ask for the information on this form to carry out the Internal Revenue laws of the United States. You are required to give us the information. We need it to ensure that you are complying with these laws.

The organization is not required to provide the information requested on a form that is subject to the Paperwork Reduction Act unless the form displays a valid OMB control number. Books or records relating to a form or its instructions must be retained as long as their contents may become material in the administration of any Internal Revenue law. The rules governing the confidentiality of the Form 990-N is covered in Code section 6104.

The time needed to complete and file this form and related schedules will vary depending on individual circumstances. The estimated average times is 15 minutes.

Note: This image is provided for your records only. Do NOT mail this page to the IRS. The IRS will not accept this filing via paper. You must file your Form 990-N (e-Postcard) electronically.

This Form 990-N (e-Postcard) was accepted by the IRS on 7/31/2013.