

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: Scott Niehaus, Village Manager

DATE: February 9, 2022 (B of T) Date: February 17, 2022

TITLE: 2022 Local Tourism Grant Recommendation  
DuPage Convention and Visitors Bureau – Lombard Cycling Classic

SUBMITTED BY: Nicole Aranas, Assistant Village Manager

BACKGROUND/POLICY IMPLICATIONS:

Attached please find information regarding a recommendation from the Community Promotion and Tourism Committee for approval of funding to the DuPage Convention and Visitors Bureau toward the 2022 Lombard Cycling Classic event. The Committee is recommending approval of a 2022 Local Tourism grant in the amount of up to \$9,000, plus municipal services (\$10,000).

Please place this item on the consent agenda for the February 17, 2022, Board of Trustees meeting.

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.



22016  
(DISTRICT #1)

## Memorandum

**TO:** Scott Niehaus, Village Manager  
**FROM:** Nicole P. Aranas, Assistant Village Manager *NPA*  
**DATE:** February 9, 2022  
**SUBJECT: COMMUNITY PROMOTION & TOURISM COMMITTEE RECOMMENDATION  
DUPAGE CONVENTION & VISITORS BUREAU - LOCAL TOURISM GRANT FUNDING  
LOMBARD CYCLING CLASSIC/TOUR DE LILAC – INTELLIGENTSIA CUP SERIES**

The following is a recommendation from the Community Promotion & Tourism Committee for funding through the 2022 Local Tourism Grant Program to the DuPage Convention and Visitors Bureau in connection with Prairie State Cycling Series, LLC, for production of the Lombard Cycling Classic, a one day cycling event which is part of the ten-day Intelligentsia Cup Series.

**GRANT REQUEST: \$9,000 (and \$10,000 in municipal services)**

The DCVB has requested a grant in the amount of \$9,000, and coverage of municipal services (estimated around \$10,000), to be used towards the Lombard Cycling Classic. The grant request from the DCVB and Prairie State Cycling Service, LLC, the grant application and event budget are attached for your review.

**EVENT DETAILS**

The Intelligentsia Cup Series is a 10-day road cycling bike series which features competitive road cycling races each day for 10 consecutive days in different locations throughout the Chicago metro area. The 2022 Intelligentsia Cup series is the second largest road racing series in the country and is now in its tenth edition. The 2022 race series will include locations throughout Chicago including two additional DuPage County locations in Winfield and Glen Ellyn.

DuPage Convention and Visitors Bureau, in partnership with Prairie State Cycling, is proposing to host the 2022 Lombard Cycling Classic in Lombard on Tuesday, July 26, 2022. The Lombard race, along with races in neighboring Glen Ellyn and Winfield will be billed and promoted as the DuPage Triple Crown.

The Lombard Cycling Classic, on July 26<sup>th</sup> will feature bicycle races at the professional and amateur level with racers from throughout the United States and several foreign countries. The event would include multiple races throughout the day with a vendor and lifestyle expo area. Prairie State Cycling, will stage and operate the event with DuPage Convention and Visitors Bureau serving as the local host agency for local operations obtaining funding, sponsorships, permitting, volunteers, organizing event logistics and communications.

Race events typically run from 10:00 a.m. to 8:20 p.m. on a closed course loop. DCVB and Prairie State Cycling are proposing a preferred course route in downtown Lombard on St. Charles Road, Main Street, Michael McGuire Drive and Elizabeth Street with the expo located on South Park Avenue, identical to the route used in 2019 and 2021. Communications from DCVB will be made to property owners adjacent to both routes along with information about possible impacts related to the road

construction. Final approval of the course route shall be subject to approval of the final Village Special Event Permit Application by Police, Fire, Public Works and Community Development.

The proposed event has potential for generation of local tourism and local business support. The Lombard Cycling Classic is anticipated to feature approximately 500 racers with more than half visiting from outside Illinois. Spectators to the event are projected to be between 1,000-2,000 with potential to increase in subsequent years. In addition to the amateur and professional races, the event will feature kids and family bicycle races that are open to the public.

If approved, a Lombard hotel will be designated as the host hotel for the full Intelligentsia Cup series and is guaranteed to receive 100% of all staff business room nights (estimated at 140+ room nights). While it is anticipated additional room night stays will be generated based upon the host hotel designation and Lombard's central proximity to the multiple race sites, the exact number of hotel room stays is undetermined.

The DCVB was awarded a \$7,000 grant for the 2021 Lombard Cycling Classic. Total cost for additional Village services is estimated at \$10,000 (\$9,814 in 2019 and \$8,443 in 2021).

**RECOMMENDATION:**

The Community Promotion & Tourism Committee recommended a grant in an amount up to \$9,000 to the DuPage Convention and Visitors Bureau to be used towards the Second Lombard Cycling Classic. The Committee also recommended coverage of Village services in support of the event, in an amount of \$10,000. The Committee is supportive of sports travel opportunities and seeks to encourage these types of events moving forward.

Please place this item on the consent agenda of the February 17, 2022, Board of Trustees meeting. If you have any questions, please feel free to contact me. Thank you.

**VILLAGE OF LOMBARD  
LOCAL TOURISM GRANT PROGRAM APPLICATION FORM**

**GENERAL INFORMATION**

Organization:	DuPage Convention & Visitors Bureau   DuPage Sports Commission		
Name of event:	Lombard Cycling Classic		
Date of event:	7/26/2022	Event location:	In downtown Lombard (exact location TBD)
Contact person:	Marco Colbert	Title:	Exec. Director
Business address:	36971 S. Golf Course Dr.	City & Zip	Tucson, AZ 85739
Telephone:	847-644-0277	Email:	marccolbert@comcast.net

**PROJECT OVERVIEW**

Total cost of the project:	\$34,500
Cost of city services requested in this application (if any):	\$TBD (*)
Total funding requested in this application: (*) (net of city services)	\$9,000
Percent of total project cost being requested:	26%
Anticipated attendance:	3000+ in year 3
Anticipated number of overnight hotel stays:	300 + in year 3 (See notes below)

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

The third year of an all-day athletic event in downtown Lombard called the "Lombard Cycling Classic" (or other name TBD) featuring exciting bicycle racing by professional and amateur racers from all over the US and Internationally. This spectator-friendly and family-friendly event would include a lifestyle expo, local food vendors and perhaps a beer garden or live music in future years. The event would be part of the ten-day Intelligentsia Cup series, which will include similar events in Winfield and Glen Ellyn in 2022. See [www.IntelligentsiaCup.com](http://www.IntelligentsiaCup.com)

**ORGANIZATION**

Number of years that the organization has been in existence:	Since 2012
Number of years that the project or event has been in existence:	2019 was the first year. 2021 was the 2 <sup>nd</sup> year; event cancelled in 2020 due to Covid-19
Number of years the project has been supported by Village of Lombard funds:	2
How many years does the organization anticipate it will request grant funding?	2-3 years

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

Prairie State Cycling Series, LLC ("Prairie State") is a Wisconsin limited liability company. Since 2012, we have successfully staged 70+ event days of high-quality pro-am bicycle races in many communities in the Chicago Metro area. These communities include Crystal Lake, Downers Grove, Elgin, Elmhurst, Glen Ellyn, Lake Bluff, Niles, St. Charles, Waukegan, West Dundee and the Chicago neighborhoods of Beverly, West Fulton Market and South Chicago. In 2021, the communities of Winfield and Mundelein will join the series.

The mission of Prairie State is to promote and celebrate cycling in Chicago and the Metro area with events that are fun for participants and the public and which promote exercise and a healthy lifestyle. Stated simply – we love cycling! We want to share our passion with our community partners by creating events that will evolve into enduring summer festivals of cycling for the entire family.

Prairie State has a proven track record of successful events in the communities named above. References are available upon request. Bios of the principal staff of Prairie State are attached. These individuals work during the off-season to plan and coordinate the next season with communities, local organizing committees, racers, vendors, USA Cycling and other parties. Then, during the season Prairie State's staff expands dramatically to around 25 people including professional announcers, registration staff, work crew, professional photographer, social media interns and others.

2) Please describe how the program and any proceeds from the event support the goals and objectives of the organization, other local groups or initiatives, and the community at large:

The business model of Prairie State involves three sources of income to finance our operations: series sponsorships, racer entry fees and payment of a "race fee" for each venue to Prairie State by a local organizing committee (LOC) in that venue. The standard race fee for an event on Monday through Thursday in the 2022 Intelligentsia Cup series will be \$8,000 (the race fee is higher for other days of the week). Additionally, each LOC is requested to provide \$1,000 for race "primes" (ie, prizes) paid to the racers. The funding requested in this application will cover the 2022 race fee for an event in Lombard. Typically, the LOC raises funding through local sponsorships. Prairie State intends to partner with the DuPage CVB DuPage Sports Commission in the short-term to establish an LOC to support the continuation and growth of the Lombard event year-over-year. Some examples of LOCs in other communities are 501c3 organizations, neighborhood associations, bicycle clubs, local businesses, BID districts or chambers of commerce, local municipal governments, etc. It is hoped by the third or fourth year of the event that the LOC in Lombard will take over all local funding and management responsibilities and thereby the need for funding under the Village's Local Tourism Grant Program will be reduced and then eliminated.

It normally takes between two and three years before the full potential and benefits of an event like the Lombard Cycling Classic can be fully realized. As such, this is intended as a multi-year project.

Once fully realized, the Village of Lombard can expect a self-sustaining community event that is popular with residents, which has a favorable economic impact on local businesses (especially hospitality businesses like restaurants and bars), which increases overnight hotel stays in Lombard and which

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

As stated above, Prairie State plans to work with the DuPage CVB to identify a permanent LOC in Lombard. Normally, the main responsibilities of the LOC are: 1. Obtain funding to pay Prairie State's race fee and other expenses through local sponsorships or other revenue sources; 2. Act as main liaison with the Village of Lombard to obtain events permits and secure a "safe" racecourse with adequate police supervision; and 3. Obtain and manage an adequate number of volunteers to act as "course marshals" on race day.

**PROJECT DESCRIPTION**

Is the event open to the general public?

Yes

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

No

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

Yes\*

(\* ) – the LOC will often partner with a local charity.

Have you requested grant funding in the past?

Yes

If yes, provide grant awards for past 5 years:

2019 - \$7,000 grant plus city services

2021 - \$7,000 grant plus city services

1) Provide a full detailed description of the proposed project or event.

The "Lombard Cycling Classic" would continue to be a full day of "criterium" style road racing on a closed loop racecourse (usually one mile or less in circumference) located in the Village. We propose to use the same racecourse as the one very successfully used in 2019 and 2021. Generally, the most successful racecourses will be located in the downtown area as this will enhance the economic impact on local hospitality businesses like restaurants and bars. (It is not uncommon for such hospitality businesses in other Prairie State venues to report that the bike race generated their best day of business for the entire year.) The race day would generally run from 10:00 am to around 8:20 pm. The Prairie State crew generally arrives about 3 hours prior to the start of racing for setup and everything is normally torn down within 2 hours after the end of racing. Prairie State always leaves each venue cleaner at the end of the day than it was at the beginning. Bicycle racing of this nature proceeds rain or shine. Only severe weather will suspend racing which will resume after the weather threat is over. (Of course, inclement weather can impact spectatorship.) A typical race day will include eight amateur race categories for men and women of various ages and skill levels, plus professional men's, and women's races. Time is reserved for a local event such as kids' fun races (kids 3-9 years old) or a family ride. The family rides in 2019 and 2021 were very successful, with 123 riders at our 2021 Family fun ride— and the local events are often the highlight of the day.

As stated above, the tourism grant funds will be applied toward the race fee and "prime" amount normally payable to Prairie State for an event of this nature.

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

- 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)?

Word of mouth among residents is one of the best methods to grow an event such as this one, and following good attendance at the 2021 event this will have good effect in 2022. Further, a robust marketing and PR campaign is planned to attract attendees from outside of the Village.

### **LOCATION**

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

Attached is a diagram of the racecourse used in 2019 and 2021, and this course is proposed again for use in 2022. A racecourse in downtown Lombard is the most desirable from the standpoint of spectatorship and achieving a favorable economic impact on local businesses.

### **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.

1. Confirm award of Tourism Grant Funds to Prairie State – by no later than February 1, 2022 but sooner would be preferred. Prairie State wishes to publicly announce all its 2022 venues around March 1, 2022.
2. Confirm that all necessary event permits, and similar permissions have been granted or assured by the Village of Lombard and relevant departments (Police Dept., Fire Dept., etc.) – by April 1, 2022 or earlier if possible.
3. The DCVB will be responsible to obtain and manage enough volunteers to act as “course marshals” for the 2022 event.
4. Although the risk of Covid-19 appears to be diminishing, Prairie State intends to implement a COVID-19 mitigation plan, in consultation with its partners that is appropriate for the conditions that exist when the event happens.

### **IMPACT**

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

A hotel in Lombard will be designated as a “host hotel” of the 2022 Intelligentsia Cup series. Prairie State commits to bring at least 100% of its 2022 staff business to the Lombard host hotel. We will designate the host hotel on our website and in our communications with our racers and through social media. Further, the DuPage CVB will offer a complimentary website where racers can view, and book rooms offered at the Lombard hotel or other hotels in DuPage County. We will also be working with Prairie State to capture all team room nights and facilitate those through our in-house housing bureau.

- 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?

Our target audience consists of amateur male and females who are serious bike racers. Our series presents a high level of competition to our racers. For amateur as well as professional bicycle racers, some of the best competition in the country can be found at the Intelligentsia Cup and our reputation nationally reflects that.

Since 2019, the Intelligentsia Cup became the largest road racing series in the country (based on number of entries). In 2021, we averaged around 560 racers per full-day venue. Additionally, depending on the level of publicity given to the event in Lombard, we can anticipate 3000+ spectators in the third year and this number should grow over time and depending on future amenities like a beer garden or live music.

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

In the past, more than half of the Intelligentsia Cup racers come from outside of Illinois. Normally, each racer also makes significant local expenditures for food, lodging and miscellaneous needs. Typically, each racer will also bring one or more family members or friends to the events. To the extent any of our racers elect to stay in the Lombard host hotel, this is likely to be a multi-day stay given that the Intelligentsia Cup is a 10-day series. Many of our racers plan their vacations around the series and will compete in some or all the series.



- 4) Please identify and detail the estimated cost of any Village of Lombard services anticipated as part of the event (e.g., Police, Public Works, barricades, etc.). For each cost, confirm whether you are requesting the costs for such services will be reimbursed to the Village or will be covered under this grant.

Normally our local LOC is responsible for city services (Police services, etc.). The amount of funding we are requesting under this Tourism Grant Program would be net of city services. We understand that in 2021, city services for the event totaled approximately \$8,000+.

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

As discussed above, we have a collaborative arrangement with the DuPage CVB to bring new events to DuPage County.

- 6) 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).

Under our normal procedures, the local LOC is primarily responsible for local marketing and Prairie State's marketing director handles PR and marketing at the series level. Our marketing director is responsible for:

- maintaining a robust and current website
- issuing numerous and timely press releases
- planning and managing a sophisticated social media campaign
- issuing "e-blast" communications to our racers and other constituents from time to time
- placing some but not extensive traditional media (we think the benefit of traditional media is declining)
- coordinate media stories
- coordinating marketing efforts with the local LOC and municipality

DCVB will take responsibility for local marketing/PR/social media and will work with the Village of Lombard's marketing/communications department to promote the event.

#### **FINANCES**

- 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).
- 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**

- Completed Local Tourism Grant Program Application Form.
- Completed detailed budget form.
- Promotional materials from past events (not applicable to first time events).
- Post event summary from past event (not applicable to first time events).

- Copy of the most recently completed agency audit or explanation of why it is not available.
- Copy of the most recent Federal Form 990 for the agency or explanation of why it is not available.

Additional Notes, Comments or Explanations:

1. Each season, the Intelligentsia Cup will designate a "host hotel" for the series. Usually, the hotel will set aside a discounted block of rooms that will be available to racers as well as for the Prairie State staff. For purposes of this application, Prairie State commits to utilize a hotel in Lombard for 100% of its 2022 staff hotel needs, which is expected to generate 140+ room nights. Additionally, we will work closely with the DuPage CVB to market and promote hotel options in Lombard to our racers through our racer registration process and otherwise. This will create a greater potential for cyclists who are competing in the Intelligentsia Cup series to choose to stay in Lombard – a centralized location to many of the races in our 10-day series. Based upon the number of hotel room nights generated by racers in 2021, we estimated that an additional 100 to 2000 hotel room nights in DuPage County will be generated by racers attending the 2022 Intelligentsia Cup series.

**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:	Marco Colbert		
Title or office held:	Exec. Director of Prairie State Cycling Series, LLC	Date:	12/10/2021

Signature: Marco Colbert

**Attachments:**

- A. Detailed Budget
- B. Bios of Principal Staff of Prairie State Cycling Series
- C. 2021 Lombard Racecourse

**LOCAL TOURISM GRANT PROGRAM  
DETAILED BUDGET**

Event: Lombard Cycling Classic (working title) Date: July 26, 2022

Organization: Prairie State Cycling Series, LLC

**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 2018	ACTUAL 2019	ACTUAL 2021	ANTICIPATED 2022
Lombard Tourism Grant	\$0	\$7,000	\$7,000	\$9,000
LOC income	\$7,000	\$0	\$0	\$0
Racer entry fee income	\$16,600	\$22,616	\$25,000	\$25,000
Series sponsor income	\$8,300	\$8,229	\$6,000	\$6,000
Note: the actual revenues and expenses in this budget were derived from Prairie State's 2018, 2019 and 2021 P&L statements for a 10-day series in 2018 and 2019 and a 9-day series in 2021, and reflect the average revenues and expenses for each day of the series in those years.				
<b>Total Income</b>	<b>\$31,900</b>	<b>\$37,845</b>	<b>\$38,000</b>	<b>\$40,000</b>

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

ITEMIZED EXPENSES	ACTUAL 2018	ACTUAL 2019	ACTUAL 2021	ANTICIPATED 2022
Staff/event expenses	\$16,600	\$18,142	\$16,549	\$17,000
Prize money to racers	\$6,700	\$6,634	\$6,100	\$6,500
Other operating expenses	\$5,600	\$6,501	\$7,000	\$7,500
Insurance	\$2,000	\$2,582	\$3,000	\$3,500
<b>Total Expenses</b>	<b>\$30,900</b>	<b>\$33,859</b>	<b>\$32,649</b>	<b>\$34,500</b>

**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) A

	ACTUAL 2018	ACTUAL 2021	ANTICIPATED 2022
Estimated value of in-kind	\$0	An amount for city services sufficient so that the net tourism grant equals \$7,000	An amount for city services sufficient so that the net tourism grant equals \$9,000
contributions (explain)			