

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

GENERAL INFORMATION

Organization:	Firebirds Soccer Club		
Name of event:	DuPage County Preseason Invitational		
Date of event:	8/17/2018	Event location:	Lombard
Contact person:	Carmel MacNamara-Ludwig	Title:	Committee Chairperson
Business address:	POBox 1394	City & Zip	Lombard IL 60148
Telephone:	7734917794	Email:	cmacnamara@csa.canon.com

PROJECT OVERVIEW

Total cost of the project:	\$31,800
Cost of city services requested in this application (if any):	\$none required
Total funding requested in this application:	\$7,950
Percent of total project cost being requested:	25%
Anticipated attendance:	3,072
Anticipated number of overnight hotel stays:	76

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

The Firebird Organization is hosting a U8-U18 soccer tournament in Lombard. Our hope is to expand the enrollment in our organization by inviting towns near and far to visit Lombard and learn more about both our soccer organization and our community. We expect this tournament will bring a large number of people to Lombard all weekend long and are applying for a grant to help fund the tournament.

ORGANIZATION

Number of years that the organization has been in existence:	Established in 1994
Number of years that the project or event has been in existence:	1 year
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?	Annually

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

The Firebirds Soccer Club is a competitive travel soccer club offering programs for the youth of Lombard and the surrounding communities. We have teams for both boys and girls from age U8 (under 8) to U19 as well as an Over 35 Men's team. Established in 1994, the Firebirds motto is: Play Hard, Have Fun!

Our mission is to provide a quality environment in a competitive atmosphere for those children and young adults who are willing to dedicate their time and effort to the great game of soccer; we emphasize the integrity of the game, exemplified by the utmost good sportsmanship with the primary purpose to develop all players to the best of their ability.

The Firebird organization has the name recognition and reputation that is necessary to attract many teams from near and far to join in. The organization participate in many tournaments and has many years of experience as a participant.

- 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:

1. Fundraising – By Firebirds hosting a tournament, we can earn extra revenue to pay for the necessary equipment and field space so that teams within the Firebird organization can continue to make the most of their practices. A fundraising tourney can also help Firebird teams save up enough money to travel to another tournament in the future.
2. Recognition – Another great reason for hosting soccer travel tours is that they can help make an organization better known throughout the travel soccer community. Planning a soccer event takes a lot of time, energy and thoughtful organization, and the actual event itself takes many hardworking volunteers and overseers. Other teams greatly appreciate those organizations who host tournaments, and most teams are likely to continue to participate in that organization's future events if the tournament is a success. Hosting a tournament can bring respect and recognition to even the smallest soccer organizations.
3. Development – Putting on a travel tournament not only helps a soccer organization and all of the teams within it, but also benefits the local community. Tourneys that take place over a whole weekend can bring attention to a small city or town, and it can help boost its economy. Teams coming from out of town will need a place to stay for the weekend, as well as meals throughout the weekend. This helps both local hotels and restaurants, and it gives the community hosting the event a chance to show off all of their great attributes.

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

The Firebirds are a self-sustaining program, which receives monies through participation fees, concessions, and T-shirt sales.

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 a full detailed description of the proposed project or event.

The event will include 100-128 teams from the ages of U8 – U15 boys and girls. The plan is to have two brackets, a guarantee of three games for each team over the weekend. The games will be two – 25 – 35 minute half’s – intermission of 5 minutes. We will utilize 14 fields. We can provide a specific listing of each field / timing and an overall template upon request.

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

The grants will be used to support the overall soccer tournament expenses listed in our budget as well as to support the increase visibility of the Lombard area and marketing to enhance the local economy.

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)?

Key to positive tournament experience:

- Market what to do with available leisure time to explore the region when games are not being played.
- Convenient lodging for out of town and early/late games as well as attendees looking to make a weekend of it in Lombard.
- Clear, easy to understand registration processes, check in process and tournament communications
- Easy access to the fields and parking
- Excellent field conditions
- Well – trained volunteer and referee staff
- Well – spaced games that allow for travel and rest time
- An appropriate level of competitiveness for teams of a given ability level
- Availability of healthful concessions at all times of day during the tournament
- Merchandise for sale throughout the tournament including t-shirts

Working to ensure that these details are addressed will create loyalty to our tournament, encouraging given travel teams to return year after year. We will be improving all of these items based on the feedback from our 2017 tournament.

LOCATION

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

Firebird Soccer Club has obtained approval from the Lombard Park District to utilize the available parks such as Sunset Knoll, Southland, Four Seasons, Glenbard East, Madison Meadow & Westmore Woods.

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.

September 2017 - Go live on Got Soccer Website for registration
December 2017 – Committee Chair Formations
January 2018 – Meet with DuPage County Tourism to plan for marketing and sponsors
January 2018 - Launch the initial save the date to all Midwest soccer organizations – Discount for early registration
February 2018 – Monthly Tournament Committee Chair Meeting
March 2018 – Monthly Tournament Committee Chair Meeting
April 2018 - Monthly Tournament Committee Chair Meeting
May 2018 - Committee meeting to review progress and address any pending tasks
June 2018- Locking down all competitive quotes and securing final contracts
June 2018 - Committee meeting to review progress and address any pending tasks
July 2018 – Identify attendees – and revenue from fees
July 2018 – Committee meeting to review progress and address any pending tasks
July 2018 – Develop specific vendor plan – timing/location/resources
August 2018 – Committee meeting to review progress and address any pending tasks
August 17th – Registration begins
August 18th Tournament begins

IMPACT

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

Our plan is to engage the DuPage County Convention & Visitors Bureau for guidance on how to market and engage the following:

- Lodging
- Dining
- Shopping
- Attractions
- Events

Our goal is to bring teams from all over the State of Illinois as well as the surrounding Midwest area to Lombard. With the potential of over 3,072 people attending this tournament from all over we anticipate folks looking for lodging to reduce travel time, accommodate early and late games, allow families to spend more time enjoying their free time rather than driving back and forth. Once we determine all of the items we want to highlight, we will be marketing the benefits of staying in Lombard for the weekend on our website as well as throughout the tournament event.

Estimates ..

Lodging: if 5% of the attendees lodge – that’s 153 people – average family has 4 people – that’s 38 rooms - \$100 a night for two days - \$7,680 revenue

Dining: if 100% of the families eat one meal a day in Lombard during the three day tournament – 5000 people - average meal per person \$7.50 – $3,072 * 7.5 * 3 \text{ days} = \$69,120$

We are not even touching on the stops for gas, water, Gatorade, gum, snacks, nick knacks ... this all adds up ...

These are conservative estimates.

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?

The Firebird organization has opened up this event on our website to all teams across the Midwest. We will invite teams from all over our state as well as the Midwest area which will exceed 50 mile radius. Many IL teams travel to Wisconsin, Iowa, Minnesota, and Indiana on a regular basis for these types of tournaments. Assuming we have 64 teams attend, we will be welcoming a potential 3,072 people to Lombard over the weekend. We will be marketing our businesses, lodging, shops, dining etc. on our website as well banners ... local food vendors ... handing out flyers on where to go and what to do ...

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

Our target audience is all travel soccer teams in the Midwest area. The ages are U8 to U18 which is a wide range of children.

4) Please identify and detail the cost of any Village of Lombard services anticipated as part of the event (e.g., Police, Public Works, etc.) and whether such costs will be reimbursed or funded under this grant. Please describe any collaborative arrangements developed or anticipated with other organizations to fund or otherwise implement the project (including in-kind donations).

The only potential need from the Village could be related to parking, however even if we double the size of our tournament based on last year's attendance, we believe we can cover the parking attendants with volunteers.

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 are already marketing our tournament on Got Soccer, which is an online provider that allows clubs to search for tournaments, register and find out the details on what our tournament offers. Next we will have information on our website, we will have a tournament page that will include all of the tournament details along with lodging, shopping, dining etc. We will have our local sponsors which will be on banners as well as flyers will be printed with the local information so it is at the fingertips of the attendees. Working with the DuPage County Visitor Bureau will give us the tools we need to market all of the great things our community has to offer! Lastly we have a marketing provider that works state by state so we can incorporate, WI, IN, MN, IA ... etc. into our team recruitment.

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. ***We're not required to have an audit so that's why one is 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. ***We're not required to have an audit so that's why one is not available.***

- Copy of the most recent Federal Form 990 for the agency or explanation of why it is not available. ***We're not required to have an audit so that's why one is not available.***

Additional Notes, Comments or Explanations:

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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:	Carmel MacNamara-Ludwig		
Title or office held:	Committee Chairperson	Date:	12/11/2017

Signature: Carmel MacNamara-Ludwig

**LOCAL TOURISM GRANT PROGRAM
DETAILED BUDGET**

Event: DuPage County Preseason Invitational Date: 12-11-2017

Organization: Firebirds Soccer Club

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 2017	ANTICIPATED
Lombard Tourism Grant	\$	\$6,631	\$7,950
Sponsors	\$	\$2,400	\$2,500
Entry Fees	\$	\$8,645	\$28,800
Food/Beverage Sales	\$	\$0	\$1,500
Spirit Wear	\$	\$1,000	\$2,000
Total Income	\$	\$ 18,676	\$42,750

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	ANTICIPATED 2018
Trainers	\$	\$1,000	\$2,000
Signage	\$	\$0	\$1,000
Park District	\$	\$3,045	\$5,000
Insurance Cost	\$	\$0	\$3,000
Portable Toilet	\$	\$0	\$0
Metals/Trophy's	\$	\$550	\$1,200
Software	\$	\$1,500	\$1,500
Tents	\$	\$0	\$0
Dining Vendors	\$	\$0	\$0
Safety	\$	\$72	\$1,000
Referees	\$	\$4,995	\$15,000
Marketing	\$	\$1,100	\$1,100
IYSA Sanction	\$	\$1,000	\$1,000
Total Expenses	\$	\$13,262	\$31,800

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)

Estimated value of in-kind contributions (explain)

ACTUAL _____	ACTUAL _2017	ANTICIPATED 2018
\$	\$2,000	\$2,000
	Donation from all Firebird teams to the DuPage County Basket Brigade	Donation from all Firebird teams to the DuPage County Basket Brigade

**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:	Firebird Soccer Club	Name of event:	DuPage County Preseason Invitational
Date of event:	8/17/2018	Event location:	Lombard, IL
Contact person:	Carmel MacNamara - Ludwig	Title:	Committee Chairperson
Business address:	PO Box 1394	City & Zip:	Lombard, IL 60148
Telephone:	7734917794	E-mail address:	cmacnamara@csa.canon.com
Estimated attendance:	3,072	Estimated hotel stays:	38 Rooms
Method for estimating attendance:	64 teams, 12 team members on each team, 4 people in average family – 5% coming from out of town -		

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

The DuPage County Preseason Invitational was marketed both locally and nationally. We started by posting the event on our website so all club staff and members could spread the word locally. We then set up all registration on Got Soccer which is a national tournament website finder and software system that allows teams to find and sign up for our tournament. Lastly we wanted to not only wait for teams to find us but we hired Touramart.com which pushes out the tournament marketing to all clubs in Illinois and we can pay by state to push to surrounding states. All marking material attached

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

The event was much smaller scale. By the time our registration process was set up and all of the other mechanics of setting up the process, we had 60 days to market the tournament. That was just not enough time to get out throughout the state/Midwest. We expected to have a great deal more teams attend ... but are thankful they did not, any more teams would have been overwhelming for a first tournament.

After months of planning yet having it all be the unknown until it actually happened, the tournament was an overall success. We initially did not have the turnout we hoped for, but were thankful we didn't as we needed to start small, make it a great experience for the teams that attended and build on it for the future. We had 22 teams participate, 4 teams fill in tournament bracket gaps at no charge - 15 internal teams participate and 7 other teams play friendly matches. This was a great turn out for a first tournament.

The Friday night before the tournament was registration, which turned out great. All teams checked in, received a welcome bag/packet which included all tournament information/fields/parking etc. Our overall management of the tournament using multiple fields turned out great, we had committee/board members in shifts, park district support, food vendors, t-shirt and spirit wear vendors, trainers & field marshals all in attendance. The parking was smooth and we did not have any issues. As expected, as things happened we all took note of things we could have done better, such as how to make a field/map change more seamless, how to lay out fields and games better for both the people running the tournament and the attendees. We also want to work more heavily with the DuPage Tourism group, they could have helped us a great deal with more notice, and in 2018 they will be engaged from the start.

- 4) Summarize how the program performed from a budgetary standpoint and describe how the program and any proceeds from the event were supportive of the organization, other local groups, initiatives or the community at large.

Due to the low attendance we were able to eliminate much cost, but at the same time eliminated income from teams registered. We balanced the monies spent to support the tournament with the income we generated. We did not see any profit from this event, instead a break even. We did have great support from the community. We had a list of sponsors who provided coupon books, etc. which we included in the welcome packet. We estimated over 2500 tournament participants traveling and eating/vending throughout Lombard that weekend. We would like to find a better way to log the tournament activity and will work with DuPage Tourism to discuss how to do that. We have spoken with various local entertainment activities that going on during the weekend of our tournament to help turn our event into an end of summer trip.

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

Our entry fees will be more comparable to other like tournaments, rather than conservative. We kept entry fees at the low end to ensure we got teams to sign up. We did a nice job just touching the surface of fundraising, but could really work on ramping the fundraising up. We did not ask for donations to support our tournament, this could be an option as well. If we continue to monitor estimated income, against our spend, we can really make this a successful function for Firebirds. We also like the idea of bringing more people and visibility to Lombard. We had great feedback on our parks, organization, parking ... etc. If we can continue to grow this tournament, the Village of Lombard's participation will grow and the club and town will benefit greatly!

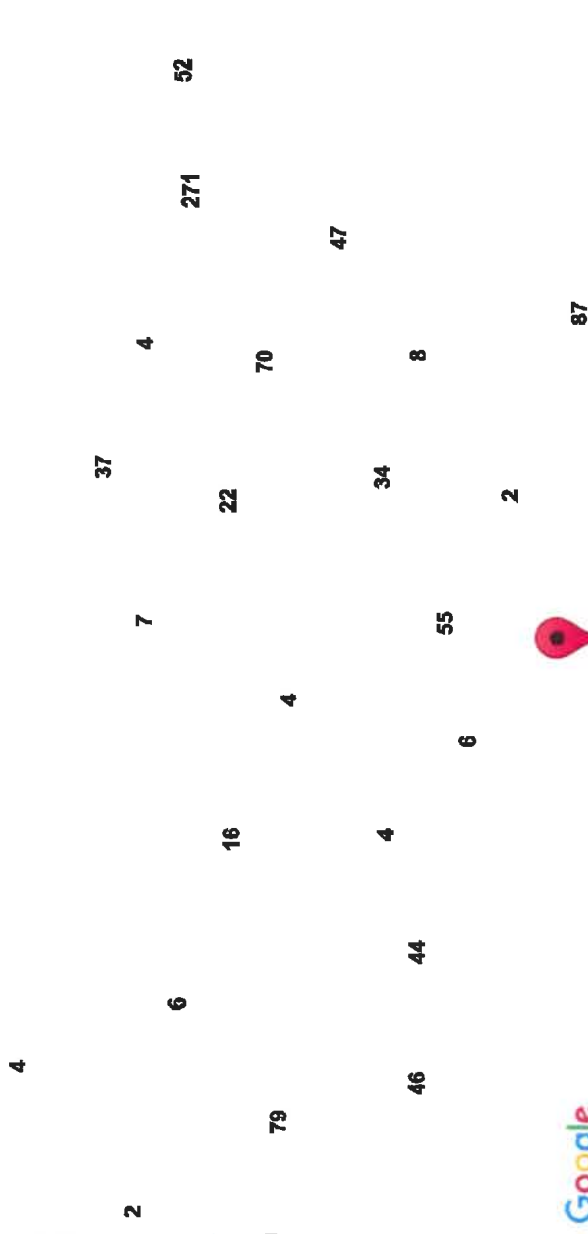
SUBMISSION INSTRUCTIONS

First-time applicants - Please submit completed form and associated application documents on or before **December 11, 2017** to Nicole Aranas, Assistant Village Manger, 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.

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Soccer



Las Vegas Invitational 2018
 Las Vegas, NV. March 2nd-4th, 2018. Boys & Girls U8-U18. We would like to invite you to register for the Heat FC Las Vegas Invitational. The 2018 Las Vegas Invitational gives teams the opportunity to play against top level competition while enjoying their weekend in one of the most exciting cities in the world, Las Vegas! We are excited to announce the 2018 Las Vegas Invitational will be held at the MGM CityCenter.

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Friday, August 18, 2017

 2017 Nike Summer Heat Challenge Huntley, IL	Groups B U9-U15 G U9-U15,U17,U19	Application Fees \$500 - \$700	Aug 18 - Aug 20 Event Details & Ranking Schedules & Results Application Form Visit Website
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	Crystal Lake Force Classic Crystal Lake, IL	Aug 18 - Aug 20		
		Groups B U8-U15 G U10-U15,U19	Application Fees \$550 - \$700	Event Details & Ranking
				Schedules & Results
				Application Form Visit Website

	Back to School Classic Egin, IL	Aug 18 - Aug 20		
		Groups B U13	Application Fees N/A	Visit Website

Saturday, August 19, 2017

	DuPage Preseason Invitational Lombard, IL	Aug 19 - Aug 20		
		Groups B U9-U13 G U12,U14	Application Fees \$425 - \$565	Schedules & Results
				Application Form
				Visit Website


Friday, August 25, 2017

	3rd Annual Oak Brook SC Midwest Invitational Oak Brook, IL	Aug 25 - Aug 27		
		Groups B U8-U15 G U9-U17,U19	Application Fees \$550 - \$675	Event Details & Ranking
				Schedules & Results
				Application Form Visit Website

	Schaumburg SoccerFest 2017 Schaumburg, IL	Aug 25 - Aug 27		
		Groups B U8-U15 G U9-U19	Application Fees \$550 - \$675	Event Details & Ranking
				Schedules & Results
				Application Form Visit Website

	Valspar Invitational 2017 Libertyville, IL	Aug 25 - Aug 27		
		Groups N/A	Application Fees \$495 - \$695	Visit Website


Illinois	Danny Cunniff Memorial Tournament 	Groups N/A	Application Fees N/A	Aug 25 - Aug 27 Visit Website
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Illinois	Fall 2017 State Cup Arlington Heights, IL 	Groups G U15-U19	Application Fees None	Aug 25 - Nov 12 Schedules & Results Application Form
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Saturday, August 26, 2017

Illinois	Fall 2017 Illinois Cup Arlington Heights, IL 	Groups B U15 G U15-U18	Application Fees \$425	Aug 26 - Nov 5 Schedules & Results Application Form
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Friday, September 01, 2017

Illinois	Bolingbrook Labor Day Soccer Festival 2017 Bolingbrook, IL 	Groups B U8-U15, OTHER G U8-U17, U19	Application Fees \$395 - \$585	Sep 1 - Sep 3 Event Details & Ranking Schedules & Results Visit Website
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Illinois	2017 Puma Labor Day Cup & College Showcase - September 1st-3rd Rockford/Loves Park, IL 	Groups B U8-U15 G U10-U17, U19	Application Fees \$325 - \$675	Sep 1 - Sep 3 Event Details & Ranking Schedules & Results Application Form Visit Website
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Illinois	Schwaben Cup 2017 Buffalo Grove, IL 	Groups B/G U8-U14	Application Fees \$450 - \$550	Sep 1 - Sep 3 Event Details & Ranking Schedules & Results Application Form Visit Website
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Illinois	Sockers Nike Labor Day Classic 2017 Chicago, IL			Sep 1 - Sep 3
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	Groups B U9-U16,U18 G U10-U15,U17,U19	Application Fees \$450 - \$575	Schedules & Results
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Illinois	Palatine Celtic Cup 2017 Palatine, IL	Groups B U9-U15 G U9-U19	Application Fees \$550 - \$795	Event Details & Ranking Schedules & Results Application Form Visit Website	Sep 1 - Sep 4
					

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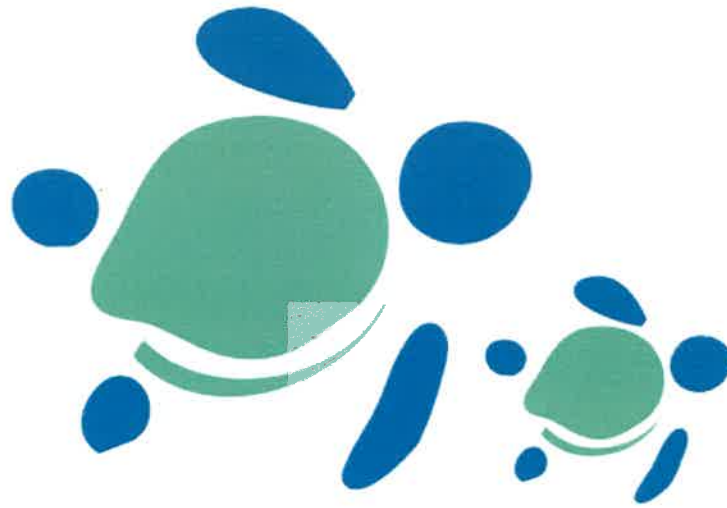
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