

Polak, Cindy

From: support@civicplus.com
Sent: Monday, August 20, 2012 11:29 AM
To: Kott, Joelyn; Polak, Cindy
Subject: Online Form Submittal: Hotel/Motel Tax Grant Application

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Hotel/Motel Tax Grant Application

This application is to request funding from the Hotel/Motel tax fund. Applications must be accompanied by a budget that reflects the request by the organization. Applications are reviewed by the Community Promotions & Tourism Committee and are then referred to the Village Board.

Date:
August 20, 2012

Why are you requesting Hotel/Motel Tax funding?*

To obtain funding assistance to help with the promotion and marketing of the upcoming concert fundraiser for the Glenbard East High School Boosters Turf Stadium project.

Amount of funds being requested:*
\$2,500

Specifically, what will the Hotel/Motel Tax funding be used for?*
Printing of marketing materials (\$1,500) and ad placement in Chicago area newspapers (\$1,000).

Have you requested Hotel/Motel tax funds in the past?

Yes
 No

Upload documents here:
Uploaded: [AE Budget.xls](#)

A budget of the event or item that is being requested must be attached to the application or the grant application may be not be addressed until the budget is received. If this is a repeat request, the cancelled check(s) from the previous year must have been received by the Village Finance Department or be attached to the application.

Name of Organization Requesting Funding:*
Glenbard east High School Boosters

Name of Person Submitting Grant Application:*
Georgie Ludwig (Boosters President) and Robert Difino (Event Chairperson).

Phone:*
630-484-8033

Email:*
difino8@comcast.net and georgieludwig@yahoo.com

Event/Project/Activity
American English concert at Biester Auditorium

Date of Event/Project/Activity

October 13th, 2012

Estimated Attendance:

Up to 1,600 people with a target goal of 1,000.

Is the event open to the general public?

Yes

No

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

Yes

No

How does this promote tourism/overnight stays in Lombard?

American English has a strong following in the greater Chicagoland area. The Boosters have partnered with the Westin Hotel and Conference Center. Hotel/ticket packages will be advertised on the sales website.

Will any profits generated be returned to the community?

Yes

No

If so, how?

All proceeds from the event will be used towards the bond payment for the turf stadium at Glenbard East.

If the grant is approved, who should the check be made out to?

Glenbard East Boosters

Please list the address where the check should be mailed to:

1014 S. Main St, Lombard, IL 60148

The following form was submitted via your website: Hotel/Motel Tax Grant Application

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Additional Information:

Form Submitted on: 8/20/2012 11:28:48 AM

Submitted from IP Address: 153.2.247.31

Referrer Page: <http://villageoflombard.org/FormCenter/HotelMotel-Grant-Request-11/HotelMotel-Tax-Grant-Application-79>

Form Address: <https://villageoflombard.org/FormCenter/HotelMotel-Grant-Request-11/HotelMotel-Tax-Grant-Application-79>

American English Concert Marketing and Promotion Plan

Printing

- 4-color tri-fold brochures (10,000) - \$1,000
- 4-color 11X17 posters (300) - \$300
- Large weather proof banners (10) - \$500
- Yard signs (50) - \$300
- Tickets (1,620) - \$500

Total Printing - \$2,600

Print and Electronic Advertising

- Chicago Tribune, Daily Herald - \$1,500
- Local print ads \$750

Total Advertising - \$2,250

Entertainment

- **American English retainer - \$4,500**

Security

- **Andy Frain - \$500**

Miscellaneous - \$500

Total Investment \$10,350