

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

GENERAL INFORMATION

Organization:	Lombard Historical Society		
Name of event:	Through Darkness to Light Exhibit	Event location:	
Date of event:	February 2 – March 15, 2017 Reception February 22, 2017	Event location:	Sheldon Peck Homestead 355 E. Parkside, Lombard
Contact person:	Sarah Richardt	Title:	Executive Director
Business address:	23 W. Maple Street	City & Zip	Lombard, IL 60148
Telephone:	630-629-1885	Email:	director@lombardhistory.org

PROJECT OVERVIEW

Total cost of the project:	\$1180
Cost of city services requested in this application (if any):	\$ 0
Total funding requested in this application:	\$510
Percent of total project cost being requested:	43%
Anticipated attendance:	250
Anticipated number of overnight hotel stays:	1

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

This exhibit will feature photographs from photographer Jeanine Michna-Bales' haunting and stirring images of the sights and views along the Underground Railroad. Michna-Bales covered over 2000 miles photographing actual sites and she is bringing a sampling to the Sheldon Peck Homestead. Jeanine Michna –Bales will appear at the Sheldon Peck Homestead on Wednesday, February 22, 2017 at 7pm to discuss her work.

ORGANIZATION

Number of years that the organization has been in existence:	46
Number of years that the project or event has been in existence:	First time
Number of years the project has been supported by Village of Lombard funds:	NA
How many years does the organization anticipate it will request grant funding?	One time

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

The Lombard Historical Society was formed after Lombard's centennial in 1969. The mission is to preserve, promote, present and protect the history of Lombard. The society has 2 full time employees, and 2-part time employees. We have a long history of producing quality programming and exhibits including the Footsteps to Freedom exhibit that won the Michael Kaaman Award for Excellence by AASLH.

- 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:

As a National Park Service Network to Freedom site, The Sheldon Peck Homestead is a local history site with national significance. Proceeds from the event will help the Society continue its mission in bringing quality history programs to the community at large.

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

This is a one-time event.

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.

This exhibit will feature photographs from photographer Jeanine Michna-Bales' haunting and stirring images of the sights and views along the Underground Railroad. Michna-Bales covered over 2000 miles photographing actual sites and she is bringing a sampling of her work to the Sheldon Peck Homestead. Jeanine Michna -Bales will appear at the Sheldon Peck Homestead on Wednesday, February 22, 2017 at 7pm to discuss her work and an artist reception.

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

The funds will be used for our expenses such as exhibit supplies, framing, shipping, and books

- 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)?

NA

LOCATION

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

Sheldon Peck Homestead, 355 E. Parkside Ave.

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.

We have been working with the artist since September to lock down all of the details. The artwork will arrive Mid-January for framing. February 1, the exhibit will be installed for opening on February 2.

IMPACT

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

This is a nationally recognized traveling exhibit. Although I cannot guarantee visitors will be staying for this event, the artist will be flying in from Dallas, TX and staying locally at the Westin Hotel.

- 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?

We have been working with the Evanston Arts Center who will also be hosting the artist. They have planned a bus trip to bring 50 people to the Peck Homestead to see our exhibit as well as the Underground Railroad site in Lombard. They will be visiting the Sheldon Peck Homestead as well as eating lunch locally.

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

People with history, photography and art interests. We anticipate 250 people to attend the exhibit.

- 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).

No village services will be needed

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).

The marketing will be on social media, and paid advertisements will be placed. We will reach out to the local press (Lombardian and Daily Herald for stories). It will also be in our newsletter sent to 250 of our members.

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. *On File*

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. *On File*
- Copy of the most recent Federal Form 990 for the agency or explanation of why it is not available. *On File*

Additional Notes, Comments or Explanations:

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:	12/28/2016

Signature: _____

**LOCAL TOURISM GRANT PROGRAM
DETAILED BUDGET**

Event: From Darkness into Light Exhibit Date: February, 2017

Organization: Lombard Historical Society

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	ANTICIPATED
Lombard Tourism Grant	\$500
Reception fees	400
Sheldon Peck Donation Admission	400
Gift Shop Sales	400
Total Income	\$1830

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

ITEMIZED EXPENSES	ANTICIPATED
	\$
Hotel	\$130
Framing	\$70
Reception Food/Beverage	\$130
FedEx Shipping	\$175
Books	\$200
Exhibit Supplies	\$65
Mileage	\$40
Insurance	\$100
Staff Time	\$270
<i>bold is Grant expenses</i>	
Total Expenses	\$1180

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) to confirm.

	ACTUAL	ACTUAL	ANTICIPATED
Westin Hotel	\$		130.00

EXPENSES

Hotel Room (Marriott) \$130

Framing \$70

Reception food/beverage \$130

Fed Ex shipping \$175

Books \$200

Plexi glass/exhibit \$65

supplies

Mileage 54 miles roundtrip to Evanston for Artist

20 miles to O'Hare

74 x \$.55/mile

\$40

Insurance \$100

Staff time \$270

- 2 hours installation
- 2 hours uninstall
- 1 hour reception prep
- 1 hour reception clean up
- 4 hours marketing
- 2 hours mounting materials
- 6 hours miscellaneous

Total \$1180

FOR IMMEDIATE RELEASE

Contact:

Lombard Historical Society
23 W Maple Street
Lombard, IL 60148
630-629-1885
Keith Ulrich, Director of Programming
programs@lombardhistory.org

Through Darkness to Light: Photographs Along the Underground Railroad

On Wednesday, February 23, 7-830PM, the Lombard Historical Society will be hosting an artist reception and book signing for photographer Jeanine Michna-Bales, whose current project, *Through Darkness to Light*, features haunting photographs of Underground Railroad sites, from the swamps of Louisiana to the Canadian border. Covering thousands of miles, Michna-Bales mostly photographed these sites in the dead of night, providing viewers with a unique first-person perspective on what the long road to freedom may have looked like as seen through the eyes of African-American freedom seekers who made this epic journey to safety.

Through the generosity of the artist, the Sheldon Peck Homestead will display several of Michna-Bales original photographs throughout the month of February through March 13, as well as host the artist for a presentation on the series. Her book will be on sale at the homestead, which includes all 83 of the photographs in the series and a foreword by civil rights activist and former United Nations Ambassador Andrew Young. The artist reception and discussion is \$5 for members and \$8 for nonmembers. Wine and light appetizers will be served. Registration is requested at www.lombardhistory.org.

The Lombard Historical Society operates The Victorian Cottage Museum at 23 W. Maple Street and the Sheldon Peck Homestead at 355 E. Parkside. For more information on the Lombard Historical Society, please call 630-629-1885 or visit lombardhistory.org.

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