

VILLAGE OF LOMBARD
REQUEST FOR BOARD OF TRUSTEES ACTION
For Inclusion on Board Agenda

Resolution or Ordinance (Blue) _____
Waiver of First Requested _____
Recommendations of Boards, Commissions & Committees (Green) _____
Other Business (Pink) _____

X

TO: PRESIDENT AND BOARD OF TRUSTEES

FROM: David A. Huliseberg, Village Manager *deh*

DATE: September 22, 2009 (B of T) Date: October 1, 2009

TITLE: Recommendation of Community & Promotions - Grant Business Expo

SUBMITTED BY: Community Promotion & Tourism Committee through the Department of Community Development *AM*

BACKGROUND/POLICY IMPLICATIONS:

Please find attached a grant recommendation from the Community Promotion & Tourism Committee, requested by the Lombard Chamber of Commerce.

The grant is to be used for costs associated with advertising the 2008 Chamber Business Expo. The Committee recommended approval of a grant in an amount of \$4,000. (ALL DISTRICTS)

Please place this item on the consent agenda for the October 1, 2009 Board of Trustees meeting.

Fiscal Impact/Funding Source:
Hotel/Motel Tax Fund

Review (as necessary):

Village Attorney X

Finance Director X

Village Manager X

[Signature]

Date

9/21/09

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.



MEMORANDUM

TO: David A. Hulseberg
Village Manager

FROM: William J. Heniff, AICP
Director of Community Development

DATE: September 22, 2009

SUBJECT: Promotions & Tourism Committee Grant Recommendation

The following is a recommendation for a grant to be awarded to the Lombard Chamber of Commerce & Industry for its upcoming Business Expo, to be held on Friday, October 30, 2009.

Grant Request: \$5,000

The Lombard Chamber of Commerce requested a grant in the amount of \$5,000 to be used toward costs associated with advertising the event as outlined in the grant application.

The grant request is attached for your review.

RECOMMENDATION:

The Community Promotions & Tourism Committee recommended a grant in the amount of \$4,000 to the Lombard Chamber of Commerce to be used for costs associated with advertising the 2009 Chamber Business Expo.

Please place this item on the consent agenda on the October 1, 2009 agenda of the Board of Trustees. If you have any questions, please feel free to contact me. Thank you.

Attachment

WJH/jmk

You are here: Home > Forms

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:

September 8, 2009

Why are you requesting Hotel/Motel Tax funding?

We are requesting funding for the Lombard Business Expo

Amount of funds being requested:

\$5000.00

Specifically, what will the Hotel/Motel Tax funding be used for?

Advertising and Media for the event

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

Yes No

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:

The Lombard Chamber of Commerce

Name of Person Submitting Grant Application:

Lynda K Oertel

Phone:

630-627-9800

Email:

Lombard@tcgddline.com

Event/Project/Activity

Business Expo

Date of

Friday October 30, 2009

Event/Project/Activity

1000

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 tours/overnight stays in Lombard?

This event is designed to drive awareness in the local businesses of Lombard, therefore increasing business revenues to the business and the city

Yes No

Will any profits generated be returned to the community?
If so, how?

The profits from the event are regenerated through the Lombard Chamber. These profits will continue to allow the chamber to provide the most up to date business support and exposure for the Community of Lombard and surrounding

...to be returned to the community?

Continue

2009 Business Expo Projected Budget

Friday October 30, 2009

Projected Income:

40 Booths

30 @ \$275.00 Chamber Members

4 @ \$206.25 Gold Members

2 @ \$247.20 Silver Members

4 @ \$350.00 Non-Members

12 @ \$30 for Wi-Fi or Electric

\$360

\$1400

\$495

\$825

\$8250

Total Projected Sales Income:

\$11,330

Expenses:

Westin Hotel Space

\$2706.25

Printing Costs

\$700

Program Ads

\$1000

Newspaper Advertising

\$2000

Postage Cost

\$22.00

Misc Benefit Costs

\$50.00

Networking Event following Event @ Harry Carey's

\$500.00

Total Projected Expenses for Event

\$6978.25

Projected Profit without Sponsorships

\$4351.75