

**From:** Sexton, Tim  
**Sent:** Friday, February 08, 2013 3:16 PM  
**To:** Fitzpatrick, Laura  
**Cc:** Hulseberg, Dave; Kott, Joelyn  
**Subject:** RE: Community Promotion and Tourism Meeting - February 11 at 7:00 p.m.

Please find below my comments/recommendations related to these grants. This is based on the material that was presented with the grants, so there may be other information that I am not aware of relative to these programs.

#### Lilac Parade

Based on the budget submitted, they had a carry-over surplus from previous years of \$10,454 coming into this year. They are projecting a carry-over surplus of \$12,993 after the 2013 parade (Total revenue of \$45,913, including the carry-over from last year, less total expense of \$32,920). Based on this, I would recommend that the grant be lowered to account for this \$12,993 in excess funds. The grant requested was \$25,000, less the projected surplus of \$12,993, would result in a grant of \$12,007. The committee may authorize a slightly higher amount, such as up to \$14,000 (or whatever number the Committee chooses), and only pay the \$12,007 now. And then if they needed additional money, they could request the other \$1,993 up to the total of \$14,000. \$30,000 was budgeted for this expense in 2013.

#### Lilac Time Advertising

Based on the budget submitted, the total expenses listed are \$18,626.70. However, they were requesting \$11,900 from the Village and \$11,000.70 from the state, or \$22,900.70 total. So it appears as though they are requesting more than they intend on spending. However, in discussing this with Joelyn, this payment is made on a reimbursement basis for what is actually spent. So if they spend less than the Village authorizes, they will only be reimbursed for what they spend. Therefore, I would recommend that up to \$11,900 be approved. \$12,000 was budgeted for this expense in 2013.

#### DuPage Sculpture Show

Based on the budget submitted, it appears that this group has had a surplus for each of the last three years that totals \$6,296.13 (\$865.08 in 2010; \$1,956.95 in 2011; and \$3,474.10 in 2012). This group is seeking a \$3,000 grant in 2013. Based on this surplus from the previous years, it appears that they should have sufficient surplus funds from previous years that exceed the grant amount they are seeking for the current year. Therefore, I would recommend that this grant not be funded until the surplus from previous years is expended. This item was not separately budgeted as an individual line. However, the hotel/motel reserve does Miscellaneous Grants budgeted for \$3,000.

#### Taste of Lombard

The grant for the Taste of Lombard is one that goes directly towards the cost of fireworks. Up until a few years ago, the Village used to bear all costs associated with the additional Village services that were needed related to the Taste. However, that policy was changed and the Jaycees now reimburse the Village for the Village costs related to the Taste of Lombard, except for those costs that are directly related to the fireworks. Over the last 2 years, the Jaycees have reimbursed the Village \$65,545.27

and \$80,249.75 for 2012 and 2011, respectively. The 2012 amount is less due to the poor weather last year. The Jaycees are requesting \$35,000 for fireworks this year. \$30,000 was budgeted for this expense in 2013. Below is the 10 year history of grants for the fireworks. Based on this information, I would recommend \$30,000 for this year.

2012	30,000
2011	30,000
2010	30,000
2009	30,000
2008	35,000
2007	25,000
2006	25,000
2005	25,000
2004	30,000
2003	30,000

Please let me know if you have any questions regarding my comments/recommendations. Again, I am basing these recommendations off of the information supplied in the packets, so there may be other information that I am not aware of that would impact these decisions.

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