

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

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

TO: PRESIDENT AND BOARD OF TRUSTEES

FROM: Scott Niehaus, Village Manager

DATE: February 9, 2022 (B of T) Date: February 17, 2022

TITLE: Local Tourism Grant Recommendation  
Lombard Chamber of Commerce– Lilac Time Art and Craft Fair

SUBMITTED BY: Nicole Aranas, Assistant Village Manager

BACKGROUND/POLICY IMPLICATIONS:

Attached please find information regarding a recommendation from the Community Promotion and Tourism Committee for approval of funding to the Lombard Area Chamber of Commerce and Industry towards the 2022 Lilac Time Art and Craft Fair. The Committee is recommending approval of a grant of up to \$4,100 in Village Services through the Local Tourism grant program.

Please place this item on the consent agenda for the February 17, 2022, Board of Trustees meeting.

Review (as necessary):

Village Attorney X \_\_\_\_\_ Date \_\_\_\_\_  
Finance Director X \_\_\_\_\_ Date \_\_\_\_\_  
Village Manager X \_\_\_\_\_ 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.



#220003  
(DISTRICT #1)

## Memorandum

**TO:** Scott Niehaus  
Village Manager

**FROM:** Nicole P. Aranas *NPA*  
Assistant Village Manager

**DATE:** February 9, 2022

**SUBJECT:** Community Promotion & Tourism Committee Recommendation  
Lilac Time Art and Craft Fair

The following is a recommendation for funding through the Local Tourism Grant Program for the Lombard Chamber of Commerce in the amount of \$4,100 towards expenses related to the Lilac Time Art & Craft Fair.

### **Grant Request: \$4,100**

The Lombard Chamber of Commerce has requested a grant in the amount of \$4,100 to be used toward costs associated with their annual Lilac Time Art and Craft Fair event, held in downtown Lombard. The funding will be used to offset incurred municipal costs including, but not limited to, barricade and equipment rentals, as well as public works, fire and police overtime.

In 2021, the Lombard Chamber was awarded a grant of up to \$5,000; actual expenses amounted to \$2,248. The 2022 grant request reflects an 18% decrease in requested funding as compared to the 2021 grant. Attendance and scale of the event was reduced in 2021 and the Chamber anticipates the 2022 event to more closely resemble the scale and costs of the event in pre-pandemic years (grant awards ranging between \$3,400-\$4,800).

The event is currently scheduled to take place on May 1, 2022 in downtown Lombard on St. Charles Road and Park Avenue.

The grant application from the Lombard Chamber of Commerce and event budget are attached for your review.

### **RECOMMENDATION:**

The Community Promotion & Tourism Committee recommended a grant in an amount up to \$4,100 to the Lombard Chamber of Commerce, to be used towards the reimbursement of expenses relating to the 2022 Lilac Time Art & Craft Fair.

Please place this item on the February 17, 2022, agenda of the Board of Trustees. If you have any questions, please feel free to contact me. Thank you.

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

**GENERAL INFORMATION**

Organization:	Lombard Area Chamber of Commerce		
Name of event:	Lilac Times Arts and Crafts Fair		
Date of event:	5/1/2022	Event location:	St. Charles Road, Downton
Contact person:	Melissa Infusino	Title:	President & CEO
Business address:	10 Lilac Lane	City & Zip	Lombard, 60148
Telephone:	630-627-5040	Email:	melissa@lombardchamber.com

**PROJECT OVERVIEW**

Total cost of the project:	\$8900
Cost of city services requested in this application (if any):	\$4100
Total funding requested in this application:	\$4100
Percent of total project cost being requested:	35%
Anticipated attendance:	3000
Anticipated number of overnight hotel stays:	unknown

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

125+ artisans and crafters set up along St. Charles Road between Main Street and Elizabeth Road. Additionally there are limited food vendors, sponsors, a complimentary kid zone, and entertainment. Barricades, electric hook-up from public works, police presence during the event and Fire Department to inspect weighted tents is needed for this event

**ORGANIZATION**

Number of years that the organization has been in existence:	68
Number of years that the project or event has been in existence:	26
Number of years the project has been supported by Village of Lombard funds:	26
How many years does the organization anticipate it will request grant funding?	yearly

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

The Lombard Area Chamber of Commerce and Industry is committed to promote positive development of our community and industries and to enhance the business climate for its members and to stimulate economic growth; to encourage retail, professional service, industrial, cultural and civic growth within the Lombard area. Over the past 24 years, this event has grown in both popularity and size. Crafters say that it is the best run show they are involved with. Each year it brings thousands into our downtown area and Lilacia Park. An excellent committee of dedicated volunteers is credited with helping this event to run smoothly each year.

- 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:

This is one of the Chamber's main fundraisers. Proceeds benefit several area non-profit organizations, as well as give us the ability to offer more programs for the Lombard Area Chamber of Commerce members. The community at large benefits from having a number of crafters and vendors come into the downtown area as well as an outdoor event to enjoy. The downtown businesses have an opportunity to draw customers from the event

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

Being a non-profit organization, the event will always need the cooperation and services of the Village of Lombard. This event could not be self-sustaining. The Lombard Chamber cannot afford to put in the extensive time and effort to staff, without grant assistance from the Village. Planning for this event begins in October, and many staff and volunteer hours are put in from that time, through the day of the event.

**PROJECT DESCRIPTION**

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

Have you requested grant funding in the past?

Yes  No

If yes, provide grant awards for past 5 years:

The Village has provided the barricade rental, public works personnel, and police and fire overtime since the beginning of the event.

1) Provide a full detailed description of the proposed project or event.

Street to be barricaded by 5:00 am with chalking of the street to begin at that time. 125+ crafters, 5+ food vendors, and 10+ kid zone sponsors, each with their own weighted tents, tables, chairs, are set up in the chalked spaces on St. Charles and Park. Staggered set up times begin at 6:30 am. LCPAAA assist with arrival and tear down traffic control. Event opens at 10am and ends at 4pm. The Celebration Authority is contracted for bounce houses and games for the kid zone. Limited food vendors are located at the intersection of Park & St. Charles Road with spider electric access boxes provided by Public Works. Requests for electric from crafters are provided within the tree vaults with access provided by public works. Police personnel on hand during the day patrol the event, and Fire Dept. on call for any emergencies that may arise.

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

To cover the costs of Public Works, Fire Dept, and Police Dept.

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)?

We will be increasing our social media presence for the event, including investing in boosted advertising posts. We will also be increasing our marketing budget with the visitors bureau, online craft fair platforms, and postings in major craft publications and online sources. We will run advertising in the Lombardian, and submit press releases in the Lombardian, Daily Herald, and Suburban Life. We will post in the Chicago Tribune, and list in the Lombard Park District Lilac Time Brochure. The event increases each year based on word-of-mouth advertising. With the pedestrian underpass, we believe foot traffic increases between Lilacia Park and the craft fair. Website information will be available on all the Lilac Time activities in Lombard.

### **LOCATION**

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

St. Charles Road and Park Avenue, between Main and Elizabeth, Grove and Michael McGuire Drive.

### **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.

Crafter, food and vendor applications will be made available on our website in January, 2022. Mass email and Facebook posting to past crafters, and we will be contacting past crafters and vendors again by email in February 2022. Applications will be accepted through April 15th, 2022. Mapping and assignment of booths is done April 18th, 2022, with final mailing instructions to crafters, food and vendors at that time.

### **IMPACT**

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

We plan to cross promote both the craft fair and visiting Lilacia Park for visitors. We are also cross-promoting the Lilac Queen Coronation that is happening the day of the craft fair in Lilacia Park. This will be on our website and in all social media postings, as part of the Lilac Time events.

- 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?

Local businesses are highly encouraged to be open that day and will have an opportunity to attract attendees into their stores and restaurants. We plan to share the event information by email to other chambers of commerce in IL, and on a professional chamber of commerce Facebook page, as well as the Lilac Time Craft Fair Facebook page.

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

Our event targets every age, every gender, all ages. There is something for everyone at this event. We anticipate several thousand, and if needed we will use a clicker system to estimate the number of attendees at peak time of the event.

- 4) Please identify and detail the estimated cost of any Village of Lombard services anticipated as part of the event (e.g., Police, Public Works, Fire, barricades, etc.). For each cost, confirm whether the costs for such services be covered by the host organization and reimbursed to the Village or are whether the services are requested to be covered under this grant. Any services not specifically requested below and approved as part of this grant, will be the responsibility of the applicant organization.

Requesting \$4100 in grant funds or whatever the amount will be to cover the costs of public works, police and fire. These costs are based on Village costs prior to COVID, as the 2021 event was smaller than prior years due to pandemic. We are anticipating 2022 to be back to previous years vendor numbers and attendance as the vaccine is available and there will be no capacity restrictions. LCPAA will assist with traffic control, and volunteers will assist with kid zone and garbage control as needed. We depend on local business to assist with funding for the family zone as well as the musical entertainment. The Lombard Park District provides the party wagon for tables and chairs, as well as the mobile stage.

- 5) Please describe any collaborative arrangements developed or anticipated with other organizations to fund or otherwise implement the project (including in-kind donations).
- 6) 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 do social media advertising-Instagram, Twitter and Facebook. We will boost posts on all platforms. We have a designated event Facebook page, as well as the main chamber Facebook page. Postings in major craft publications and online sources. (Midwest Art Fairs and FestivalNet.com) Ad in Lombardian newspaper, press releases in Lombardian, Daily Herald and Suburban Life. Calendar posting on Chicago Tribune, and listing in the Lombard Park District Lilac Time Brochure.

- 7) Funding for the Local Tourism Grant Program for 2022 is constrained. The Committee anticipates the possibility of reduced funding over prior year grant awards. What have you done to reduce the amount of funds your organization is requesting under this grant? If you do not receive the full funding you requested for 2022, how will your organization adjust? What modifications can/will you make to your budget or event if full grant funding is not made available?

If we do not receive the full funding requested for 2022, we will adjust our sponsorships to assist with Village costs.

#### 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.

#### 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.

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

Additional Notes, Comments or Explanations:

Audit-the Lombard Chamber does not do a formal yearly audit. Our Taxes are done by an outside agency and our in-house financials are overseen by the Board Treasurer.

**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:	Melissa Infusino		
Title or office held:	President & CEO	Date:	12/10/2021

Signature: Melissa B. Infusino



**LOCAL TOURISM GRANT PROGRAM  
DETAILED BUDGET**

Event: Lilac Times Arts and Craft Fair Date: 05/01/22

Organization: Lombard Area Chamber of Commerce

**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 2019	ACTUAL 2021	ANTICIPATED
Lombard Tourism Grant	\$3805.28	\$2248.00	\$4100.00
Family Zone sponsors	\$3000.00	\$2000.00	\$300.00
Platinum Sponsors	\$3000.00	\$2500.00	\$4000.00
Craft booth sales	\$12,525.00	\$8235.00	\$13,000.00
Food vendors	\$700.00	\$500.00	\$600.00
Credit card fees	\$330.00	\$300.00	\$300.00
Electric feels	\$150.00	\$150.00	\$300.00
Misc Sponsors	\$150.00	\$0.00	\$200.00
<b>Total Income</b>	<b>\$23660.28</b>	<b>\$15933.00</b>	<b>\$22800.00</b>

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

ITEMIZED EXPENSES	ACTUAL 2019	ACTUAL 2021	ANTICIPATED
Postage	\$147.00	\$0.00	\$150.00
Family Zone Rentals	\$1509.00	\$1600.00	\$2000.00
Music entertainment	\$500.00	\$600.00	\$600.00
Advertising/promotion	\$266.50	\$307.00	\$500.00
Radio rental	\$52.00	\$0	\$0
Barricade Rental	\$731.70	\$585.35	\$800.00
Police Dept Overtime	\$1750.00	\$0	\$1000.00
Public Works Overtime	\$982.57	\$1662.88	\$1800.00
Fire Dept Overtime	\$341.01	\$0	\$500.00
	\$750.00	\$0	\$0
Community Donation-Refuse			
Community Donation-Family Zone	\$750.00	\$0	\$0
Community Donation-LCPAAA	\$750.00	\$0	\$500.00
<b>Total Expenses</b>	<b>\$7739.78</b>	<b>\$4755.23</b>	<b>\$7850.00</b>

**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)

<b>ACTUAL</b>	<b>ACTUAL</b>	<b>ANTICIPATED</b>
\$	\$	