

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. Hulseberg, Village Manager

DATE: January 27, 2009 (B of T) Date: February 5, 2009

TITLE: Grant Application From The Lombard Garden Club
Grant Application From The Lombard Lilac Festival Parade Committee

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

BACKGROUND/POLICY IMPLICATIONS:

Please find attached two grant recommendations from the Community Promotion & Tourism Committee,
from the Lombard Garden Club & the Lombard Lilac Festival Parade Committee.

The first grant is to be used for 2009 Lilac Bush Giveaway Program. The Committee recommended
approval of a grant in an amount of \$6,000.

The second grant is to be used for costs associated with the 2009 Lilac Parade. The Committee
recommended approval of a grant in an amount of \$30,000.

Please place these items on the consent agenda for the February 5, 2009 Board of Trustees meeting.

Fiscal Impact/Funding Source:
Hotel/Motel Tax Fund
Lilac Bush Program \$6,000
Lilac Parade \$30,000

Review (as necessary):

Village Attorney X _____

Finance Director X _____

Village Manager X _____

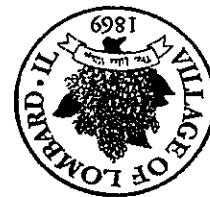
David A. Hulseberg

Date _____

Date _____

Date 1/24/09

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: January 26, 2009

SUBJECT: Community Promotions & Tourism Committee Recommendations

The following are two recommendations for requests from the Community Promotions & Tourism Committee. Both were presented at the Committee's January 22, 2009 meeting.

1. Grant Request: 2009 Free Lilac Bush Program Giveaway

The Lombard Garden Club presented its annual grant request for support and funding of the annual free lilac bush giveaway program. The grant request of \$6,000 was made for purchase of the bushes and the materials and supplies associated for the bushes.

The grant request is attached for your review.

RECOMMENDATION:

The Community Promotions & Tourism Committee recommended approval of a grant to the Lombard Garden Club in an amount of \$6,000 for costs associated with the 2008 free lilac bush giveaway.

2. Grant Request: 2009 Lilac Parade

The Lombard Lilac Festival Parade Committee requested a grant in the amount of \$35,000 to be used toward costs associated with its annual Lilac Parade.

The grant request is attached for your review.

RECOMMENDATION:

The Community Promotions & Tourism Committee recommended approval of a grant in the amount of \$30,000.

Please place these items on the consent agenda on the February 5, 2009 agenda of the Board of Trustees. If you have any questions, please feel free to contact me. Thank you.

Attachments

WJH/jmk



APPLICATION FOR HOTEL/MOTEL FUNDS

State law requires that Hotel/Motel funds be spent on tourism; more specifically, things and events which will promote overnight stays in Lombard.

Event/Project/Activity: the weekend of Alice Bush Sale Event Date(s) March's Day Annually

Name of Organization or Group Sponsoring Event: Lombard Garden Club
Organization Address: 50 Pains, President 152 W. St. Charles Rd., # 628, Lombard, IL 60148
Organization Phone: 630-629-8271

Contact Person: Rose Roth - ways & means chair person
(Please indicate position in the organization)

Address: 129 W. Potomac, Lombard, IL 60148
Home Phone: 630-495-1920 Business Phone: Retired
Cell phone 630-263-1920

1. Is this the first year for your event? Yes Started in 1968! No X. If not, how many years

2. What is the estimated attendance? 1,000

3. Where will the event be held? Hilacia Park adjacent to Potting Shed

4. What specifically would the Hotel/Motel funding be used for? Aid the Village in

their effort to provide a linc to every resident, also we will use the funds to purchase bare-root like bushes, pots, soil, planting mix

and marketing during linc time. Total Amount Requested: \$10,000.00

5. Is this event open to the general public? Yes X No _____

6. Do you intend to apply for a liquor license? Yes _____ No X

7. How will this promote tourism/overnight stays in Lombard? We have customers coming to our sale from all over the Midwest - Indiana, Michigan,

Wisconsin, Iowa and Illinois

8. Will any profits generated be returned to the community? Yes X No _____ If yes, how will this be spent? Lombard Garden Club donates to the following civic

Please submit a budget for your event, along with this application, explaining what funding sources

Application Deadline: _____

Date Submitted: 1/5/09

Maps of Cape Horn

St. James Club

Albion Park Battery Garden

Historical Society

Please Plant a New Plum
Following

There is a Plum Restoration

Polak, Cindy

From: Kott, Joelyn

Sent: Friday, January 09, 2009 2:39 PM

To: Polak, Cindy

Subject: FW: Online Form Submittal: Hotel/Motel Tax Grant Application

Lilac Grant-- Thanks.

Joelyn Kott

Communications & Marketing Coordinator

Village of Lombard

(630) 620-5718

www.villageoflombard.org

Think GREEN and avoid printing emails when possible. THANK YOU!

From: support@civicplus.com [mailto:support@civicplus.com]

Sent: Friday, January 09, 2009 2:08 PM

To: Kott, Joelyn; polakC@villageoflombard.org

Subject: Online Form Submittal: Hotel/Motel Tax Grant Application

If you are having problems viewing this HTML email, click to view a [Text version](#).

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:

Why are you requesting Hotel/Motel Tax funding?*

Hotel/Motel Tax Funding is being requested to help support the annual Lombard Lilac Festival Parade on May 17, 2009 with a theme of "Books On Parade". This Parade has earned local, state and

Amount of funds being requested:*

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

Hotel/Motel Tax funding will be used to help support all expenses of the Lilac Parade from Honorariums paid to our Parade participants to Advertising expenses to promote our Parade to the

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: Lombard</stl:place><font size=1 color=black

Name of Person Submitting Grant Application: Gail Clark

Phone: 630-627-4348

Email: gail.e.clark@comcast.net

Event/Project/Activity
Date of Event/Project/Activity
Estimated Attendance:

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? Yes No

The Lombard Liliac Festival Parade has earned Local, State and National recognition for outstanding family entertainment. This annual Parade brings a large number of visitors and business to our <stl:place

Will any profits generated be returned to the community? Yes No

If so, how? No profits are generated from the Liliac Parade.

* indicates required fields.

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

Date: January 9, 2009

Why are you requesting Hotel/Motel Tax funding?: Hotel/Motel Tax Funding is being requested to help support the annual Lombard Liliac Festival Parade on May 17, 2009 with a theme of "Books On Parade". This Parade has earned Local, State and National recognition for outstanding family entertainment. This

annual Parade brings a large number of visitors and business to our Lilac Village.

Amount of funds being requested: \$35,000

Specifically, what will the Hotel/Motel Tax funding be used for? Hotel/Motel Tax funding will be used to help support all expenses of the Lilac Parade from Honorariums paid to our Parade participants to Advertising expenses to promote our Parade to the expense of providing Awards to the top participants in each category in this year's Parade.

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

Name of Organization Requesting Funding: Lombard Lilac Festival Parade Committee

Name of Person Submitting Grant Application: Gail Clark

Phone: 630-627-4348

Email: gail.e.clark@comcast.net

Event/Project/Activity: Parade

Date of Event/Project/Activity: 05/17/2009

Estimated Attendance:

Is the event open to the general public? Yes

Do you intend to apply for a liquor license for this event/project/activity? No

How does this promote tourism/overnight stays in Lombard? : The Lombard Lilac Festival Parade has earned Local, State and National recognition for outstanding family entertainment. This annual Parade brings a large number of visitors and business to our Lilac Village.

Will any profits generated be returned to the community? No

If so, how? No profits are generated from the Lilac Parade.

Additional Information:

Form submitted on: 1/9/2009 2:07:33 PM

Submitted from IP Address: 65.54.154.112

Form Address: <http://www.villageoflombard.org/forms.asp?FID=46>

LILAC FESTIVAL PARADE COMMITTEE GRANT APPLICATION

PROPOSED 2009 BUDGET

EXPENSES:		
ADMINISTRATIVE		
Annual Audit & Reports:	\$	10
State Filings	\$	10
Annual Report	\$	15
Not For Profit Charter	\$	200
Accounting Services	\$	1,100
Office Supplies	\$	600
Post Office Box	\$	40
Postage	\$	500
Printing	\$	800
Storage Locker	\$	1,500
Telephone	\$	275
Web Site	\$	300
COMMITTEE SERVICES		
Judges Beverages	\$	50
Lilac Ball	\$	1,500
Pre-Parade Breakfast	\$	450
Re-Cap Dinner Meeting	\$	300
GENERAL ADVERTISING		
Newspaper Ads	\$	1,500
DIRECT PARADE EXPENSES		
Awards	\$	700
Banners	\$	1,800
Flowers	\$	150
Golf Carts	\$	2,000
Judges	\$	600
Participant Honorariums	\$	32,000
TOTAL ORGANIZATION EXPENSES		\$ 46,400
INCOME:		
Village of Lombard Grant	\$	35,000
Corporate Donations	\$	2,000
Private Donations	\$	0
Interest	\$	160
Prior Year Carryover	\$	9,321
TOTAL ORGANIZATION INCOME		\$ 46,481
BALANCE TO CARRY FORWARD TO 2010		\$ 81