



MEMORANDUM

TO: Scott Niehaus, Village Manager

FROM: Nicole Aranas, Deputy Village Manager

DATE: May 8, 2023

SUBJECT: **Title 11, Chapter 112, Section 112.18(B) of the Village Code – Alcoholic Beverages
Lombard Junior Women’s Club - Craft Beer Fundraising Event**

The Lombard Junior Women’s Club submitted the attached request to host a craft beer fundraising event, on Saturday, July 22, 2023. The operations and layout of the event would mirror the former annual Lombard Ale Fest, which operated each year between 2014 and 2019.

The Lombard Junior Women’s Club is seeking to hold the event within the Parkside Avenue public right-of-way, adjacent to the train tracks and Lilacia Park with tasting booths throughout Parkside Avenue. As with the former Lombard Ale Fest, the event will be cordoned off on both ends of the street and in the park itself to limit festival attendees to the pavilion and patio area. The event is scheduled to occur between the hours of noon and 4:00 p.m.

The event would feature 35-40 local breweries participating and while the former Lombard Ale Fest featured only beer, the proposed Brewfest event would feature beer, ciders, meads, and seltzers. Tickets sold will include a souvenir tasting glass and 20, 3-ounce samples from more than 60 varieties of beverages. There would also be a Designated Driver ticket available for guests 21 and older who would not participate in alcohol consumption. No one under the age of 21 would be allowed at the event. Vendors would not sell any of the beer, cider, mead, or seltzers directly as each ticketed guest will have a wearable tracking card. The Lombard Junior Women’s Club is partnering with Ravenswood Special Events, Inc., who would assist with the event operations, including securing the local breweries. In addition to staffing or support provided or required by the Lombard Police Department, the operators will be contracting with a third-party security vendor, Inner Valor, to ensure the safety of staff and attendees.

The current request is solely for the issuance of the temporary event liquor license. Final approvals for special event permitting, which would include security, permitting, traffic, emergency planning, and other logistics, would be under separate application to the Village and have yet to be approved. Additionally, supportive grant funding, if any, would need to be submitted and reviewed through the formal Local Tourism Grant application process. Accordingly, given that the approval requested here relates solely to the liquor license, the event will remain subject to application and final approval of all other necessary special event processes and grants. Applicants are aware of and understand these conditions.

ACTION REQUESTED

Please place this item on the May 18, 2023, Village Board agenda for approval of an amendment to Section 112.18(B) of the Lombard Village Code to provide for the 2023 Craft Brew event. A waiver of first reading is also requested.

Lombard Junior Women's Club

PO Box 512

Lombard, IL 60148

LJWC Contact: Jenelle Metcalf, Ways & Means Co-Chair

630-624-1321

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lombardjrs@gmail.com

May 8, 2023

Dear Keith Giagnorio, Liquor Commissioner,

I am writing to apply for a Class J Liquor License for the proposed Lombard Brew Fest taking place on Parkside Ave, adjacent to the train tracks and Lilacia Park on Saturday, July 22, 2023.

My name is Jenelle Metcalf and I'm the co-chair of the Lombard Junior Women's Club's Ways & Means committee. I will be the lead contact for the LJWC for the Lombard Brew Fest.

About the Lombard Junior Women's Club

Established in 1930, Lombard Junior Women's Club (LJWC) is a member of the General Federation of Women's Clubs (GFWC), one of the largest non-denominational, non-partisan women's volunteer organizations in the world. It is also affiliated with 190 federated clubs in GFWC Illinois, including 20 clubs in DuPage County, as members of the 5/6 District. LJWC has 501(c)3 status as a philanthropic organization as recognized by the Internal Revenue Service.

About the Lombard Brew Fest

The Lombard Brew Fest is a single-day beer-tasting event that will feature beers, ciders, meads, and seltzers from 35-40 local breweries. Tasting booths will be placed throughout the road on Parkside Ave. We are hopeful to sell out a capacity of 1,000-1,200 event attendees. Proposed pricing is still being determined, but we expect average general admission pricing to be between \$40-\$50/ticket and VIP pricing to be between \$50-\$60/ticket.

Each event ticket will include a souvenir tasting glass and 20, 3-ounce samples, with more than 60 varieties to choose from. Food will be available for purchase from local restaurants or food trucks. We will work closely to ensure that the food offered at the event complies with any/all Village rules/permits. The proposed timing of the event is 1:00 - 4:00 pm. A VIP ticket option will likely be offered and will include one-hour early access to the event (meaning a noon start time for VIPs.) A designated driver ticket will be available for nondrinking guests 21+. No guests under the age of 21 will be allowed in the event.

Consumption will be tracked through a wearable tasting card. Before receiving a sample, each attendee must have one “tasting” marked off of their card by one of our event volunteers. All consumption for this event will be done on-premise. There will be no alcohol allowed outside of the event and absolutely no sale of alcohol by any of our vendors.

We plan to revitalize the former Lombard Ale Fest, and therefore plan to utilize much of their already approved plan with the Village of Lombard and the Lombard Park District. We will work with the village to ensure the entire tasting area is fenced off upon entering the festival as it was in previous years. We are committed to ensuring a safe event for all and would like to work closely with the Lombard Police Department. All event attendees must be 21+ and will have to present identification before they are admitted into our event. Should the Lombard PD prefer not to check IDs, we will be using a third-party security vendor – Inner Valor. We briefly met with the Lombard Police Department on Thursday, May 4, 2023, and feel comfortable working closely with their leadership to ensure we have a strong police/security presence throughout the entire event. Future plans and meetings will take place with representatives from the police department and our planning committee to finalize a security plan that we’re both happy with.

Ravenswood Special Events

To ensure this event goes off without a hitch. The Lombard Junior Women’s Club is partnering with Ravenswood Special Events. Ravenswood’s event organizing experience includes several prominent Chicago area festivals, the Elmhurst Rock the Block music festival, and is also contracted by The Morton Arboretum as an event producer of their three beer festivals. Since Ravenswood will be assisting in the procurement of the alcohol for the event they are also providing a Certificate of Insurance which includes Dram Shop coverage.

Where the money will go?

The Lombard Junior Women’s Club is a non-profit service organization. All funds that are raised via the Lombard Junior’s Women’s Club Philanthropic Fund are generously donated back to worthy organizations – many of which are local to the Lombard and neighboring Chicagoland communities. In addition, since this is a new event, we are also brainstorming ways to help other local community organizations achieve their own goals, receive exposure in the community, and take part in the event.

Please let me know if you have additional questions or concerns about this event. I am happy to provide additional supporting documents as needed. We understand that this Class J license approval is subject to grant approval as well as the approval of our Lombard Special Event permit and hopeful that we can make this event happen this year. Again, please let me know if you have any additional questions or concerns.

Sincerely,

Jenelle Metcalf
The Lombard Junior Women’s Club

ORDINANCE NO. _____

**AN ORDINANCE AMENDING TITLE 11, CHAPTER 112, SECTION 112.18(B)
OF THE LOMBARD VILLAGE CODE IN REGARD TO ALCOHOLIC
BEVERAGES, PROVIDING FOR THE SALE AND CONSUMPTION OF
ALCOHOL IN CONNECTION WITH A TEMPORARY EVENT WITHIN THE
PARKSIDE AVENUE PUBLIC RIGHT OF WAY**

BE IT ORDAINED by the President and Board of Trustees of the Village of Lombard, DuPage County, Illinois, as follows:

SECTION 1: That Title 11, Chapter 112, Section 112.18(B) of the Lombard Village Code is hereby amended by adding new subsection (6) thereto, effective upon the adoption of this Ordinance through 5:00 p.m. on Saturday, July 22, 2023, which shall read in its entirety, as follows:

“(6) That in association with a Craft Beer Festival to be sponsored by the Lombard Junior Women’s Club, a not-for-profit organization, the Lombard Junior Women’s Club shall be eligible for a Class “J” liquor license for the sole purpose of selling beer, cider, mead, and seltzers for consumption, on Saturday, July 22, 2023, from noon to 4:00 p.m., in a designated and secured area, approved by the Village pursuant to the issuance of a temporary event permit under Chapter 110 of the Village Code. The liquor license to be issued under this subsection (6) may be issued by the Local Liquor Commissioner upon proper application to the Village, and satisfaction of all applicable requirements and conditions by the licensee. No liquor license shall be issued under this subsection (6) until such time as the licensee obtains the necessary temporary event permit under Chapter 110 of the Village Code, and complies with all requirements and conditions thereof, including, without limitation, the insurance, bond and indemnification requirements of Chapter 110 for temporary events.”

SECTION 2: That, effective at 5:00 p.m. on Saturday, July 22, 2023, Title 11, Chapter 112, Section 112.18(B)(6) of the Lombard Village Code, as set forth in Section 1 above, is hereby repealed, without need for any further action by the President and Board of Trustees.

SECTION 3: This ordinance shall be in full force and effect from and after its passage and approval as provided by law.

Passed on first reading this _____ day of _____, 2023.

First reading waived by action of the Board of Trustees this 18th day of May 2023.

Passed on second reading this 18th day of May 2023, pursuant to a roll call vote as follows:

AYES: Trustee LaVaque, Puccio, Dudek, Honig, Militello and Bachner

NAYS: None

ABSENT: None

Approved by me this 18th day of May 2023.

Keith T. Giagnorio
Village President

Attest:

Elizabeth Brezinski
Village Clerk

Published by me in pamphlet form on this 19th day of May 2023.

Elizabeth Brezinski
Village Clerk