

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

GENERAL INFORMATION

Organization:	Glenbard East Boosters		
Name of event:	Lombard Ale Fest 2015		
Date of event:	June 13, 2015	Event location:	227 W. Parkside
Contact person:	Robert Difino	Title:	Chairperson
Business address:	1014 S. Main Street	City & Zip:	Lombard
Telephone:	630-484-8033	Email:	difino8@comcast.net

PROJECT OVERVIEW

Total cost of the project:	\$53,381
Cost of city services requested in this application (if any):	\$ 2,500
Total funding requested in this application:	\$ 10,000
Percent of total project cost being requested:	%18.7
Anticipated attendance:	2000
Anticipated number of overnight hotel stays:	10 - 20

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

The 2nd Annual Ale Fest will feature over 100 craft beers from over 100 regional and local brewers. Food will be provided by Lombard restaurants and food trucks.

ORGANIZATION

Number of years that the organization has been in existence:	50+
Number of years that the project or event has been in existence:	1
Number of years the project has been supported by Village of Lombard funds:	1
How many years does the organization anticipate it will request grant funding?	5

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

The Boosters raise money to support Glenbard East high school students.

2) Please describe the goals and objectives of the organization and how they are supported by this program:

The grant program allows the Booster organization to expand its fundraising to larger events that will provide greater benefit to the students.

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

Historical data provided by the event promoter indicates that the project can be self sustaining in five years. It is expected that private sponsors will grow each year which will eliminate the need for a village grant by 2018.

PROJECT DESCRIPTION

Have you requested grant funding in the past?

Yes No

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

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

The 2nd Annual Ale Fest will feature over 100 craft beers from over 100 regional and local brewers. Food will be provided by Lombard restaurants and food trucks. The event is scheduled to operate from 12:00 p.m. to 5:00 p.m.

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

To offset the marketing, security, fencing, health department, licensing and other expenses.

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)?

By following the same marketing plan as last year it is expected that the 2015 event will increase from 1500 to 2000.

LOCATION

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

West Parkside Avenue at Lilacia Park.

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.

Marketing and ticket sales will begin in late February when all permits are in hand.

IMPACT

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

The 2014 event results showed that 65 percent of the attendees were from outside of Lombard and almost 50 were from outside of Illinois. We are contacting several Lombard hotels as well as the DuPage County Visitors Bureau to collaborate on potential stays.

- 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?

The 2014 event results showed that 65 percent of the attendees were from outside of Lombard and almost 50 were from outside of Illinois. We expect similar results in the 2015 event. Please note that several hundred volunteers and guests visited Cruise Nights after the event.

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

Adults aged 21 and up.

- 4) Please describe any collaborative arrangements developed or anticipated with other organizations or the Village of Lombard to fund or otherwise implement the project (including in-kind donations).

The Lombard Town Center will sell tickets for the event and receive \$1,000 from the proceeds. They will also be providing some of the volunteers.

- 5) 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).

The event promoter (Lou Dog) has a comprehensive plan that includes social media, print and radio advertising. Booster volunteers will be placing banners, signs and posters at area businesses.

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.

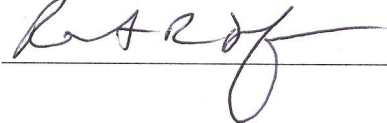
Additional Notes, Comments or Explanations:

The federal form 990 will be sent along with the most recent audit by January 15th. It will not be available until then.

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:	Robert Difino		
Title or office held:	Event Series Chairperson	Date:	12/19/2014

Signature: 

Lombard Ale Fest 2015 Budget

Revenue		2014 Actual	2015 Budget
Tickets - day of cash		\$13,193.00	\$14,000.00
Tickets - day of square	net of fees	\$4,796.23	\$5,000.00
Lou Dog - online sales	initial deposit	\$33,663.13	\$38,000.00
Lou Dog - online sales	90 days later deposit	\$1,771.75	\$1,771.75
Extra sample tickets	250 sold	\$125.00	\$125.00
Total Ticket Revenue		\$53,549.11	\$58,896.75
Grant		\$5,000.00	\$10,000.00
Food Vendors		\$278.00	\$300.00
Sponsors	Beer House	\$500.00	\$1,500.00
Merchandise tent		\$1,125.00	\$1,125.00
Raffle			
Total Revenue		\$60,452.11	\$77,169.39
Expenses			
Fencing			\$1,000.00
Promoter Fee	30% of ticket Sales	\$16,530.87	\$14,472.23
Beer	40 brewers x \$300	\$12,765.00	\$14,000.00
Tents		\$5,182.50	\$7,000.00
tablecloths balloons		\$122.59	\$200.00
VIP meals		\$174.00	\$225.00
wristbands/VIP pouches		\$278.58	\$278.58
Glasses		\$4,050.00	\$4,050.00
signage	banners lawn signs	\$644.49	\$700.00
Printing		\$428.95	\$500.00
Lombard Town Centre	Collaboration		\$1,000.00
Police/Security			\$1,700.00
Insurance/License/permit		\$532.00	\$532.00
Shirts		\$1,769.50	\$1,800.00
Pretzels		\$16.45	\$100.00
Ice/Water		\$833.47	\$833.47
Band		\$1,100.00	\$1,100.00
Garbage and Potties			\$2,000.00
electric		\$215.20	\$215.20
road closure		\$382.00	\$0.00
advertising		\$572.99	\$1,200.00
Parking	Sacred Heart and Village	\$475.00	\$475.00
Total Expenses		\$46,073.59	\$53,381.48
Net Profit		\$14,378.52	\$23,787.91