



## MEMORANDUM

**TO:** Community Promotion & Tourism Committee  
**FROM:** Nicole Aranas, Assistant Village Manager *NMA*  
**DATE:** January 4, 2016  
**SUBJECT:** **DUPAGE CONVENTION & VISITORS BUREAU PILOT GRANT INCENTIVE PROGRAM**

Attached please find relevant information regarding the DuPage Convention & Visitors Bureau's (DuPage CVB) new Pilot Grant Incentive Program and a corresponding Municipal Funding Commitment authorizing local participation in the program. As you might recall, Village staff has been working with the DuPage CVB to develop a program wherein large scale meetings and events may be incentivized to make group bookings locally.

For 2016, the DuPage CVB has created a Pilot Grant Incentive Program with the intention of incentivizing large group bookings of 150 or more room nights. The program is currently in place at the DuPage CVB level and has been approved for additional funding through DuPage County. A copy of the program guidelines and application forms are attached here for your review.

To participate locally in the DuPage CVB Pilot Grant Incentive Program, the Village of Lombard must approve a Municipal Fund Commitment pre-authorizing a financial commitment towards Lombard based incentives. Because the time window for response to requests for incentives through booking inquiries or bid processes may be very short, the DuPage CVB process and Fund Commitment confer authority to the Village Manager to authorize individual incentives through the DuPage CVB within a turnaround time of one business day.

This Committee and subsequently the Village Board of Trustees previously authorized a similar funding request for a matched \$500 grant through the DuPage CVB to incentivize a national group conference at the Westin Lombard with more than 1,500 attendees generating a minimum of 550 room nights. If approved, the Pilot Grant Incentive Program would be in place to incentivize similar group bookings without the need for extended committee and Board review of each incentive request.

At this time, Village staff is requesting an allocation of \$25,000 from the Hotel Motel Tax Fund to incentivize Lombard group bookings of 150 or more room nights to support local tourism and the generation of overnight stays. A portion of the funding authorized by the Village may be used to fund matching grants within Lombard through the DuPage CVB, with the remaining funds available to fund additional qualifying local incentives. While the requested funding was not included in the 2016 budget, the projected revenues for 2016 are sufficient to cover the additional expense and are anticipated to be off-set by the local sales and hotel taxes generated through additional overnight stays and related expenditures within the community.

At this time, staff is recommending consideration and approval of the attached Municipal Fund Commitment authorizing a financial commitment to the DuPage CVB Pilot Grant Incentive Program in an amount up to \$25,000 for 2016.

**DuPage Convention & Visitors Bureau  
Pilot Program Grant Incentive Fund - FY 2016**

**Pilot Program Description:**

The DuPage Convention & Visitors Bureau's pilot program was created to help the communities of DuPage County and member hotels bring new meetings, conferences and sports group business to member hotel properties, thereby increasing hotel tax collections and economic impact for the state and DuPage communities. The DuPage CVB will award incentives to groups by way of matching financial grants from municipalities and the DuPage CVB.

Funds must be obligated in the current year but will be expended only after the conclusion of the group's meeting or event, and room nights have been consumed. Eligibility will be determined by the executive director and the director of sales of the DuPage CVB once the application has been submitted by the hotel.

Member hotels must be in good standing with the DuPage CVB at the time of commitment, as well as the time of actualized rooms. If not, full payment for the incentive fund becomes the responsibility of the municipality involved. All municipalities in DuPage are eligible to participate. Communities that do not financially support the DuPage CVB will be assessed a \$150 administration fee per actualized lead.

**Guidelines:**

1. The initial period for this pilot program is November 30, 2015 through June 30, 2016. The program will be reviewed for renewal by the DuPage CVB staff and board of directors prior to July 1, 2016.
2. This program is available for meetings, conferences or tournaments booked by an organization from November 30, 2015 to June 30, 2016.
3. Grants may be awarded to groups with business previously bid on, but not previously booked before November 30, 2015.
4. The intent of this program is to bring large-group room nights of 150 or more; however, smaller groups may be considered based on the application, needs, season, etc.
5. Applications will be reviewed by the staff of the DuPage CVB.
6. Grant award will be based upon the quality of the piece of business and its benefits to the community.
7. Since rapid response time to a meeting planner's request for proposal (RFP) is crucial to win business – often within 24 hours to remain competitive, the DuPage CVB will review and approve the incentive request within one day business day. The DuPage CVB will immediately communicate with the qualifying village or city manager and subsequently supply them with a copy of the lead and signed contract.
8. This incentive can be offered for leads received by the DuPage CVB that are designated for DuPage County member hotels or for tournaments that impact DuPage County hotels. Facilities or hotels may also apply with leads that were sent to them directly.
9. If a grant is awarded, the lead is to be treated as booked business and claimed by the DuPage CVB.

10. The following group market segments are eligible for funding: corporate (based outside of the DuPage County region), association (state regional or national), fraternal, hobby/niche, non-profit, religious, or sports (held onsite within DuPage County).
11. Social events (family/class reunions, weddings and other social groups), local corporate-based groups, and local sports teams are not eligible to receive financial support from the county or DuPage CVB. However, exceptions may be considered on a case-by-case basis with communication from the village manager.

**Logo/Tagline Requirements:**

1. Compliance to Illinois Office of Tourism's Local Tourism Convention Bureau (LTCB) state grant rules and regulations is required, including logo placement, correct use of graphics, and inclusion of DuPage CVB and municipality logos on collateral materials and signage.

**Financials:**

1. In order to participate in this program, a municipality must agree to provide a dedicated funding amount in writing via promissory note to the DuPage CVB. The DuPage CVB will provide communication and reporting on all group incentives used, amount of hotels actualized, and amount of economic impact generated to village or city officials.
2. The DuPage CVB requires a pilot program request form/application to be completed by a hotel or venue for all proposals where the incentive is being requested in order to be considered and approved for funding.
3. The meeting name, date(s), number of attendees, room block pattern and contact name(s) must be provided to the DuPage CVB for its records. The DuPage CVB will not release information about the grantee to other hotels.
4. All copies of signed contracts, grant application, checks, reports of consumed room nights, economic impact and any other financial documents will be sent to the community for their records.
5. Payment for this program will not be made until the end of the event, minimum room nights are actualized, and confirmation is received by all parties.
6. Payment will be made directly to the group by the DuPage Convention & Visitors Bureau once the required post-event paperwork is finalized and funds have been received by the DuPage CVB from participating communities' finance departments.
7. No more than \$10,000.00 will be paid to any one group by the DuPage CVB in any one fiscal year. Once the DuPage CVB portion is expended, 100% of any additional funding must come from a participating community and county.
8. This program is dependent upon the DuPage CVB's receipt of its Local Tourism and Convention Bureau (LTCB) grant funding and will be in lieu of any other previously agreed-upon bureau spending on the event.

**DuPage Communities:** Addison, Aurora, Bartlett, Batavia, Bensenville, Bloomingdale, Bolingbrook, Burr Ridge, Carol Stream, Clarendon Hills, Darien, Downers Grove, Elk Grove Village, Elmhurst, Glen Ellyn, Glendale Heights, Hanover Park, Hinsdale, Itasca, Lemont, Lisle, Lombard, Naperville, Oak Brook, Oakbrook Terrace, Roselle, Schaumburg, St. Charles, Villa Park, Warrenville, Wayne, West Chicago, Westmont, Wheaton, Willowbrook, Winfield, Wood Dale, Woodridge.

## Grant Application Form

Please TYPE all information requested on this form.

### Section 1: General Information

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Event/Meeting Name

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Organization Name

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Organization Address

City

State

Zip

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Contact Name

Contact Phone

Contact Email

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Event Date

Event Location/City

### Section 2: Event Information/Classification

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Total Dollar Amount Requested

Projected Attendance

Projected Hotel Rooms/Peak

### Section 3: Event Description

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## Section 4: Grant Evaluation Criteria

***The following criteria will be used to establish a priority for the awarding of grants. In the space provided, please type your answer to each question. Be as brief as possible.***

- Why is this piece of business important to your hotel?
  
  
  
  
  
  
  
  
  
  
- How many overnight stays will be generated from this meeting or event?
  
  
  
  
  
  
  
  
  
  
- What other area(s) and/or hotel(s) are competing for this business?
  
  
  
  
  
  
  
  
  
  
- How will the money be used to win this business?
  
  
  
  
  
  
  
  
  
  
- Provide any other reasons why you are seeking grant funding for this business. (e.g. slow season, good peak, possible return in rotation cycle for future business, etc.)

***Please attach supporting documentation, including a Request for Proposal (RFP), area proposals, competition, etc. All applications will be evaluated on a point system by the staff of the DuPage CVB. Once submitted, the awarding of a grant will be communicated to the property within 24 hours or the next business day by DuPage CVB staff, followed by communication to village or city officials.***

**DUPAGE**  
COUNTY  
CONVENTION & VISITORS BUREAU  
**Section 5: Reporting**

*Reports from hotel(s) and planner(s) must be submitted to the DuPage Convention & Visitors Bureau no later than 30 days after the event and, in turn, be distributed to the host community. These reports are subject to audit. Your final report must include economic impact, actual hotel rooms consumed, photo(s) of the event (with attendees) for proof of performance, estimated hotel tax collected, likelihood of return, and any other pertinent information.*

**Please provide supporting narrative below:**

**DUPAGE**  
COUNTY  
CONVENTION & VISITORS BUREAU  
**SECTION 6: CERTIFICATION**

I certify that the information contained in this application is complete and accurate, and that it fully discloses the scope and intent of my request for funding from the DuPage Convention & Visitors Bureau/DuPage Municipal Grant Program.

I agree to comply with the DuPage CVB's requests for information regarding the use of awarded funds and to provide access to accounting records related to these funds.

I acknowledge that, if expenditure of funds is approved, such approval will be for line-item-by-line-item expenditures which must be adhered to within the maximum approved.

I acknowledge that any deviation from the line items or changes in funding categories will be requested in writing for review by the DuPage Convention & Visitors Bureau, which has authority to approve changes that do not exceed the total grant award.

I understand that for events open to the public and requiring the issuance of a permit from a unit of local government, except as otherwise permitted by law, the possession of concealed firearms are strictly prohibited per 430 ILCS 66/65(a)(10).

This application is made for the sole purpose of receiving grant funding under the DuPage CVB/DuPage Pilot Program.

The information contained in this application is true to the best of my knowledge and belief. I understand that it is unlawful for a person to willfully and knowingly make or cause to be made, or assist, conspire with or urge another to make or cause to be made, any false, fraudulent or misleading oral or written statement to obtain grant funds as provided by this program.

I accept and agree to be bound by the terms and conditions of this grant program as administered by the DuPage Convention & Visitors Bureau in compliance with current federal, state and local laws.

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Applicant Name

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Title

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Hotel Property/City

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Signature

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Date

**MUNICIPAL FUND COMMITMENT  
Pilot Grant Incentive Program 2016**

To remain competitive, the Dupage Convention & Visitors Bureau (CVB) has initiated a Pilot Grant Incentive Program to help DuPage County hotels and meeting facilities with sales incentives or concessions to secure business for DuPage County municipalities.

The Village of Lombard agrees to support Lombard hotels and the DuPage Convention & Visitors Bureau with a commitment up to \$25,000 for FY 2016. At the request of the DuPage CVB, the funding for incentives may be authorized to the DuPage CVB upon review and approval of the proposed incentive by the Village Manager.

No portion of these funds will be released by the Village of Lombard to the DuPage CVB until the room nights created by virtue of the incentive are actualized in the hotel.

Agreed by:

VILLAGE OF LOMBARD

Signed: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_