

**Polak, Cindy**

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**From:** support@civicplus.com  
**Sent:** Friday, December 02, 2011 10:25 AM  
**To:** Kott, Joelyn; Polak, Cindy  
**Subject:** Online Form Submittal: Hotel/Motel Tax Grant Application

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## 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:  
12/2/2011

Why are you requesting Hotel/Motel Tax funding?\*

To advertise Lilac Time 2012 in areas outside a 50-mile radius of Lombard.

Amount of funds being requested:\*

\$11,815.00

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

The Lombard Park District is requesting Hotel/Motel Tax funding for Lilac Time 2012 advertisements to be placed outside a 50-mile radius, which will promote tourism, including day trips and overnight stays in Lombard.

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

(X) 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 Park District

Name of Person Submitting Grant Application:\*

Jill Hastings

Phone:\*

(630) 953-7300

Email:\*

jhastings@lombardparks.com

Event/Project/Activity

Lilac Time 2012

Date of Event/Project/Activity

May 5-20, 2012

Estimated Attendance:

18,500

Is the event open to the general public?

(X) Yes ( ) No

Do you intend to apply for a liquor license for this event/project/activity?

(X) Yes ( ) No

How does this promote tourism/overnight stays in Lombard?

Lilac Time 2012 advertisements include information about Lombard hotels/motels to encourage overnight stays in Lombard.

Approximately 49% of the visitors to Lilac Time 2011 were non-residents. In addition, most of Lombard hotels enjoyed a nearly 79% average occupancy during the period of Lilac Time 2011. Based on day trip estimates from the Illinois Office of Tourism, the most recent economic impact study on day visits for 2010 concluded that the direct economic impact of the festival was approximately \$1.3 million.

Will any profits generated be returned to the community?

(X) Yes ( ) No

If so, how?

Lilac Time profits are used to improve Lilacia Park amenities, programs, and events.

If the grant is approved, who should the check be made out to? Lombard Park District

Please list the address where the check should be mailed to: 227 W. Parkside Ave., Lombard, IL 60148

\* indicates required fields.

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

Date:: 12/2/2011

Why are you requesting Hotel/Motel Tax funding?: To advertise Lilac Time 2012 in areas outside a 50-mile radius of Lombard.

Amount of funds being requested:: \$11,815.00

Specifically, what will the Hotel/Motel Tax funding be used for?: The Lombard Park District is requesting Hotel/Motel Tax funding for Lilac Time 2012 advertisements to be placed outside a 50-mile radius, which will promote tourism, including day trips and overnight stays in Lombard.

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

Name of Organization Requesting Funding:: Lombard Park District

Name of Person Submitting Grant Application:: Jill Hastings

Phone:: (630) 953-7300

Email:: jhastings@lombardparks.com

Event/Project/Activity: Lilac Time 2012

Date of Event/Project/Activity: May 5-20, 2012

Estimated Attendance:: 18,500

Is the event open to the general public?: Yes

Do you intend to apply for a liquor license for this event/project/activity?: Yes

How does this promote tourism/overnight stays in Lombard? : Lilac Time 2012 advertisements include information about Lombard hotels/motels to encourage overnight stays in Lombard. Approximately 49% of the visitors to Lilac Time 2011 were non-residents. In addition, most of Lombard hotels enjoyed a nearly 79% average occupancy during the period of Lilac Time 2011. Based on day trip estimates from the Illinois Office of Tourism, the most recent economic impact study on day visits for 2010 concluded that the direct economic impact of the festival was approximately \$1.3 million.

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If so, how?: Lilac Time profits are used to improve Lilacia Park amenities, programs, and events.

If the grant is approved, who should the check be made out to?: Lombard Park District

Please list the address where the check should be mailed to:: 227 W. Parkside Ave., Lombard, IL 60148

**Additional Information:**

Form submitted on: 12/2/2011 10:24 AM

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