



MEMORANDUM

TO: Community Promotions & Tourism Committee
FROM: Nicole P. Aranas, Assistant Village Manager
DATE: March 2, 2018
SUBJECT: Private Sponsorship of Public Events

The Community Promotion and Tourism Committee is asked to evaluate the potential for the Village to adopt a policy permitting the sponsorship of public events by private businesses and prepare a recommendation for consideration by the Finance and Administration Committee and Village Board of Trustees.

BACKGROUND

The Village of Lombard currently does not permit private sponsorship of public events and programs. Other public entities engaged in the practice of organizing and operating public events and programs have created sponsorship opportunities for private businesses which can assist in underwriting the operational costs of local events.

In developing their final recommendations regarding special events in Lombard, the Lombard Pride Committee completed a survey of area special events hosted by private groups, not-for-profits and local governmental entities. The following events from that list and other area programs hosted by local governmental entities (municipalities or park districts) offer opportunities for private sponsorship:

- Village of Addison: Addison by the Slice Pizza Bake Off;
- City of Orland Park: Taste of Orland Park;
- Wheaton Park District: Taste of Wheaton;
- Village of Bolingbrook: Bolingbrook Jubilee;
- Hanover Township/Hoffman Estates Park District: Northwest Fourth Fest.
- City of Wood Dale: Prairie Fest;
- Village of Tinley Park: Irish Parade;
- City of Elgin: Short Film Festival;
- Village of Downers Grove: 4th of July Parade & Fireworks;
- Village of Lisle: Memorial Day parade and ceremonies;
- Lombard Park District programs and events

Village of Lombard events that could be potential candidates for possible private sponsorship opportunities might include:

- Cruise Nights;
- 4th of July Fireworks;

- Memorial Day;
- National Night Out;
- Senior Fair;
- Veteran's Day Program

We do not currently have a figure on exactly how much additional dollars can be raised through private sponsorship opportunities for Village events. Sponsorships for Cruise Night bands totaling \$500 or \$1,000 each week would reduce Village expenditures by \$5,500-\$11,000. Sponsorship opportunities for Fourth of July fireworks in the first year could be a few thousand dollars. It is reasonable to anticipate that Village sponsorship opportunities could conservatively generate \$10,000-\$15,000 or more in the first year.

RECOMMENDATION OPTIONS

The Community Promotions and Tourism Committee is asked to evaluate and consider the potential for considering private sponsorship of public events and recommend one of the following options:

- A) Continue status quo of not permitting private sponsorship of public events;**
- B) Direct staff to develop a draft policy on private sponsorship of public events for consideration and discussion at a subsequent meeting.**

Should you have any additional questions or concerns, please do not hesitate to contact me.