

**MEMORANDUM**

**TO:** Timothy Sexton  
Acting Village Manager

**FROM:** Nicole P. Aranas  
Assistant Village Manager

**DATE:** September 10, 2013

**SUBJECT:** Local Tourism Grant Program Recommendation  
Community Promotion & Tourism Committee

Attached please find relevant information in regards to a recommendation from the Community Promotion and Tourism Committee for development of a formal Local Tourism Grant Program. The Community Promotion and Tourism Committee currently administers funding for certain programs and events through the Hotel Motel Tax fund with recommendations to the Village Board of Trustees. The Committee is recommending formal adoption of an ordinance officially codifying a grant program and submitting proposed grant guidelines and application forms for Board review. The Village Board has requested a joint workshop with the Community Promotion & Tourism Committee meeting to discuss the proposed grant program in further detail.

The Community Promotion & Tourism Committee has proposed specific eligibility guidelines application requirements, evaluation criteria and funding schedule for the proposed grant program. Program guidelines, proposed application, budget forms and supporting documents developed by the Committee are attached here for review.

Please note that several of the proposed recommendations and guidelines have the potential to affect eligibility of certain current funding recipients if applied. Information regarding funding in past years for community programs and events through the Hotel Motel Tax fund are also attached here for review.

A summary of certain recommended provisions from the proposed Local Tourism Grant Program follows below:

- **Purpose** - Grant program is established to create a funding source for events or programs which promote tourism and conventions, or otherwise increase overnight stays.
- **Eligibility** - Applicants must be a not-for-profit organization or a governmental organization.
- **Funding Mechanism** - Grant is established as a reimbursement program, whereby monies are paid out after the project has been completed.
- **Funding Limits** - Maximum funding level has been limited to 50% of the organization's total event funding.
- **Geographic Restriction** - The event or some portion thereof must occur within the Village limits.

- First-time Events – First-time events will receive priority over repeat annual events.
- Funding Schedule - All grants applications for the annual program must be submitted simultaneously and evaluated comparatively in the year preceding the budget cycle.
- Post Event Summary - A post event summary must be completed after each grant award.

Proposed application requirements recommended for the program include:

- Completion of grant application;
- Submittal of budgeting and financial documents for the current program year and two preceding years;
- Submittal of promotional materials from past events;
- Copy of the most recently completed agency audit;
- Post event summary form (not required for first time events); and,
- Copy of recent federal IRS Form 990 (income tax exempt organization annual return)

Should the Village wish to adopt the Committee recommendations for the proposed Local Tourism Grant, the amendments would need to be incorporated as part of an Ordinance amending the Lombard municipal code. Upon consensus on the above terms pertaining to the Local Tourism Grant program, staff will move forward to prepare an Ordinance amending the municipal code.

Please review the attached documents and advise of any issues or concerns prior to final draft of a municipal code amendment.