

Polak, Cindy

From: support@civicplus.com
Sent: Thursday, December 27, 2012 12:07 PM
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:
12/27/12

Why are you requesting Hotel/Motel Tax funding?*
Lilac Time 2013

Amount of funds being requested:*
\$11,900

Specifically, what will the Hotel/Motel Tax funding be used for?*
To advertise Lilac Time 2013 in areas outside a 50-mile radius of Lombard including cable zones of Milwaukee, Madison, Rockford, Champaign, McHenry County, Peoria, LaSalle-Peru

Have you requested Hotel/Motel tax funds in the past?
 Yes
 No

Upload documents here:
[]
Uploaded: [Lombard Park District Lilac Time Budget.pdf](#)

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 2013

Date of Event/Project/Activity
May 4-20, 2013

Estimated Attendance:
20,000

Is the event open to the general public?

Yes

No

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

Yes

No

How does this promote tourism/overnight stays in Lombard?

Lilac Time 2013 advertisements include information about Lombard hotels and motels to encourage overnight stays in Lombard. The Lilac Time link on www.lombardparks.com will have information about places to stay, things to do, places to eat, all in Lombard. We advertise outside a 50-mile radius with television commercials and online ads because people who live 50-miles outside of a destination are more apt to have an overnight stay. Approximately 51% of the visitors to Lilac Time 2012 were nonresidents. In addition, most hotels enjoyed a nearly 81% average occupancy rate during the period of Lilac Time 2012. 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?

Yes

No

If so, how?

Lilac Time donations 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 Avenue, Lombard, IL 60148

The following form was submitted via your website: 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.:

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Amount of funds being requested: \$11,900

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a 50-mile radius of Lombard including cable zones of Milwaukee, Madison, Rockford, Champaign, McHenry County, Peoria, LaSalle-Peru

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

Upload documents here: Lombard Park District Lilac Time Budget.pdf

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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 2013

Date of Event/Project/Activity: May 4-20, 2013

Estimated Attendance: 20,000

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 2013 advertisements include information about Lombard hotels and motels to encourage overnight stays in Lombard. The Lilac Time link on www.lombardparks.com will have information about places to stay, things to do, places to eat, all in Lombard. We advertise outside a 50-mile radius with television commercials and online ads because people who live 50-miles outside of a destination are more apt to have an overnight stay.

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Will any profits generated be returned to the community?: Yes

If so, how?: Lilac Time donations 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 Avenue, Lombard, IL 60148

Additional Information:

Form Submitted on: 12/27/2012 12:06:33 PM

Submitted from IP Address: 216.130.127.234

Referrer Page: <http://www.villageoflombard.org/FormCenter/HotelMotel-Grant-Request-11-11/HotelMotel-Tax-Grant-Application-79-79>

Form Address: <https://www.villageoflombard.org/FormCenter/HotelMotel-Grant-Request-11/HotelMotel-Tax-Grant-Application-79>

Lilac Time 2013 Grant Projected Advertising Budget

Requested funding from Village of Lombard	\$11,900
<u>Requested funding from DCEO State Grant</u>	<u>\$11,000.70</u>
Project Total	\$22,900.70

Comcast Spotlight	\$12,998.70
Cable and Online Commercials: Joliet, Dekalb, Kankakee, LaPorte County, Lasalle, Peru, Porter County, McHenry County	

Charter Media	\$5,028
Madison, WI, Milwaukee, WI, McHenry County, Rockford Vicinity	

Jaffe Films	\$600
Reformat :30 commercial	