

VILLAGE OF LOMBARD
REQUEST FOR BOARD OF TRUSTEES ACTION
For Inclusion on Board Agenda

Resolution or Ordinance (Blue) _____ *Waiver of First Requested*
 X Recommendations of Boards, Commissions & Committees (Green)
Other Business (Pink)

TO: PRESIDENT AND BOARD OF TRUSTEES

FROM: Scott Niehaus, Village Manager

DATE: March 10, 2021 (B of T) Date: March 18, 2021

TITLE: Local Tourism Grant Recommendation
Glenbard East Boosters – Ale Fest

SUBMITTED BY: Nicole Aranas, Assistant Village Manager

BACKGROUND/POLICY IMPLICATIONS:

Attached please find information regarding a recommendation from the Community Promotion and Tourism Committee for approval of funding to the Glenbard East Boosters toward the 2021 Ale Fest event. The Committee is recommending approval of a grant of up to \$10,000 through the Local Tourism grant program.

Please place this item on the consent agenda for the March 18, 2021, Board of Trustees meeting.

Review (as necessary):

Village Attorney X _____	Date _____
Finance Director X _____	Date _____
Village Manager X _____	Date _____

NOTE: All materials must be submitted to and approved by the Village Manager's Office by 12:00 noon, Wednesday, prior to the Agenda Distribution.



#210050
DISTRICT #1

Memorandum

TO: Scott Niehaus
Village Manager

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

DATE: March 10, 2021

SUBJECT: Community Promotion & Tourism Committee Recommendation
Glenbard East Boosters - Ale Fest

The following is a recommendation from the Community Promotion & Tourism Committee for funding through the Local Tourism Grant Program for the Glenbard East Boosters in an amount not to exceed \$10,000 for the 2020 Ale Fest event, a summer food and craft beer fundraiser to be held on June 12, 2021.

Grant Request: \$10,000

The Glenbard East Boosters has requested a grant in the amount of \$10,000 to be used towards the administration of the 2021 Ale Fest Event. The event will be held on Parkside Avenue in downtown Lombard and will feature food trucks and a wide variety of craft beers for sampling. Proceeds of the event will primarily benefit the Glenbard East turf field fund. In 2020, the event was cancelled due to the COVID-19 pandemic with no expenses incurred and no grant funds awarded. The Glenbard East Boosters began this event 7 years ago.

The Glenbard East Boosters were awarded the same amount for their 2020 Local Tourism Grant. Due to COVID-19, the 2020 Ale Fest was cancelled. The event as submitted would not currently be permitted under the Restore Illinois Phase 4 COVID-19 mitigations prohibiting gatherings of more than 50 persons. The Boosters will decide by mid-April whether to hold or cancel the June 12, 2021 event based upon the COVID-19 mitigation measures in place. In the event that the June 2021 event were not able to be held due to COVID-19 restrictions, the Boosters would then consider holding the event in September or October. In this case, a final decision on whether to host an event in 2021 would be made by the end of June.

The grant request from the Glenbard East Boosters and event budget are attached for your review.

RECOMMENDATION:

The Community Promotion & Tourism Committee recommended a grant in an amount up to \$10,000 to the Glenbard East Boosters to be used towards the Ale Fest event.

Please place this item on the consent agenda of the March 18, 2021, agenda of the Board of Trustees. If you have any questions, please feel free to contact me. Thank you.

**VILLAGE OF LOMBARD
LOCAL TOURISM GRANT PROGRAM APPLICATION FORM**

GENERAL INFORMATION

Organization:	Glenbard East High School Boosters		
Name of event:	Lombard Ale Fest		
Date of event:	6/12/2021	Event location:	227 W Parkside Ave
Contact person:	Ellen Bachner	Title:	Chairperson
Business address:	1014 S Main St	City & Zip	Lombard 60148
Telephone:	630-567-0274	Email:	Thebach5@yahoo.com

PROJECT OVERVIEW

Total cost of the project:	\$43,375
Cost of city services requested in this application (if any):	\$1,950
Total funding requested in this application:	\$10,000
Percent of total project cost being requested:	25%
Anticipated attendance:	1,200
Anticipated number of overnight hotel stays:	5

Briefly describe the project for which are funds are being requested:

Craft beer festival/fundraiser dedicated for the turf field at GEHS as well as other local charities that assist with the event.

ORGANIZATION

Number of years that the organization has been in existence:	40+
Number of years that the project or event has been in existence:	7
Number of years the project has been supported by Village of Lombard funds:	7
How many years does the organization anticipate it will request grant funding?	Until bond is paid off (2023)

1) Describe the organization (include brief history, mission, and ability to carry out this project):

The Glenbard East Boosters have a long history of fundraising. Most recently we have hosted The Red & Black Ball (since 2010). 2020 Would have been the 7th year of Ale Fest however since we were unable to hold the event, 2021 is will be the 7th year for Ale Fest which has become very popular.

2) Please describe how the program and any proceeds from the event support the goals and objectives of the organization, other local groups or initiatives, and the community at large:

To provide financial support for student athletes at Glenbard East in the form of scholarships, equipment, uniforms and coaching.

3) What is the organization's plan to make the project self-sustaining?

The event has a sustained popularity. We project that we can be self-funded when attendance reaches 2500 paid guests. This has not happened as of yet, but hope to reach that as we keep producing a quality event with the help of the Village.

PROJECT DESCRIPTION

- | | | |
|-----------------------------------------------------------------|-----------------------------------------|-----------------------------|
| Is the event open to the general public? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |
| Do you intend to apply for a liquor license for this project? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |
| Will any revenues from this event be returned to the community? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |
| Have you requested grant funding in the past? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |

If yes, provide grant awards for past 5 years:

We have received the full request of \$10,000 in previous years.

1) Provide a full detailed description of the proposed project or event.

If Covid restrictions allow, we are intent upon having a craft beer fundraising event on June 12, 2021. The event is modeled after similar recent events in Wheaton, Lisle and Naperville. The event would consist of 80 craft brewers who would provide tasting samples to paying guests. Food and entertainment will also be provided at this event. Food truck vendors will provide dining options for the guests and local musicians provide live music entertainment. Tickets for the event would be sold in advance and will allow attendees to sample a number of beers within a corralled area. Vendors will not be selling the beer themselves and there will not be any cash transactions for beer sales. Each paying guest will be provided with a punch card for 15 three ounce samples. Volunteers for the event will be stationed at each brewer tent to ensure tickets are punched. The beer is paid for by the Boosters in advance. There will not be packaged goods sold at the event. Ticket sales will be limited to 2500.

2) If your application is accepted, how will the tourism grant funds be used?

To offset expenses, more specifically to pay for the fencing, tents, security (off duty police), marketing and street closure.

3) What modifications to the event or other steps will be taken to increase event attendance over previous years (not applicable to first time events)?

Our plans to organize a quality event with a great reputation have kept our attendance increasing. Many other beer festivals attendance decreased, but our attendance continues to rise. By keeping our event coordinator, we plan to get marketing out early and keep it in the front of people's minds.

LOCATION

Provide the location of the event or project. If a location has not been secured, list the venue(s) being proposed or considered.

227 W. Parkside and portions of Lilacia Park

MILESTONES AND TIMETABLES

Describe the milestones that will mark the progress towards implementing the project and provide a timetable for the completion of each milestone.

Due to Covid restrictions we have not held our first meeting, but we plan to meet soon and have plans finalized by mid May.

IMPACT

1) Please describe how the event or program will promote overnight stays and/or tourism within the Village of Lombard.

We will again work with hotels for the event that offer discounted room rates to Ale Fest guests. The discount will be offered on the event website and other marketing materials.

2) Please describe the economic benefit to local businesses and the Lombard community. How will your event draw more people from outside the local market (50 miles or more) or attract a new visitor audience?

In previous years the number of event attendees from out of Lombard exceeded the number of Lombard residents. Many of these visitors make a day out of it spending time in downtown Lombard staying into the evening to enjoy Cruise Nights.

3) Who is the target audience for your event or project? What is your anticipated attendance?

Adults between the ages of 21 and 65. Our anticipated attendance this year is 500-1200 (hopefully more if allowed due to Covid)

- 4) Please identify and detail the estimated cost of any Village of Lombard services anticipated as part of the event (e.g., Police, Public Works, barricades, etc.). For each cost, confirm whether the costs for such services be reimbursed to the Village or are requested to be covered under this grant.

Road Closure \$450; Police \$1,500

- 5) Please describe any collaborative arrangements developed or anticipated with other organizations to fund or otherwise implement the project (including in-kind donations).

none

- 6) Please describe your marketing plan. Detail the strategies your organization will use to promote the event or project (e.g., advertising, public relations, marketing, print materials, promotional pieces).

Social media will be the primary marketing tool. We will also be placing ads in local newspapers, purchasing lawn signs, banners and posters. We will ask WGN to advertise for us as well.

- 7) Funding for the Local Tourism Grant Program for 2021 is constrained. The Committee anticipates the possibility of reduced funding over prior year grant awards. What have you done to reduce the amount of funds your organization is requesting under this grant? If you do not receive the full funding you requested for 2021, how will your organization adjust? What modifications can/will you make to your budget or event if full grant funding is not made available?

As stated above, the event is a fund raiser for the Glenbard East Boosters. Any decrease in funds granted or raised will most likely result in a decrease in the funds given back to the student athletes.

FINANCES

- Please include a detailed itemized budget for your entire event on the attached budget form (2 years of past actuals and estimates for upcoming event).
- Attach a copy of the most recently completed agency audit and Federal Form 990. If these documents are not available, please explain why they are not available.

CHECKLIST

- Completed Local Tourism Grant Program Application Form.
- Completed detailed budget form.
- Promotional materials from past events (not applicable to first time events).
- Post event summary from past event (not applicable to first time events).
- Copy of the most recently completed agency audit or explanation of why it is not available.
- Copy of the most recent Federal Form 990 for the agency or explanation of why it is not available.

Additional Notes, Comments or Explanations:

The Boosters have not had an audit as we have only been a not-for-profit since 2012 and our yearly budget is under the requirement for MFP audits.

CERTIFICATION

The undersigned certifies that to the best of his or her knowledge and belief that data in this application are true and correct, the application has been duly authorized by the organization and any funds received under this grant will be used for the purposes described in this application.

Name:	Ellen Bachner		
Title or office held:	Chair Person	Date:	2/17/2021

Signature: Ellen Bachner

**LOCAL TOURISM GRANT PROGRAM
DETAILED BUDGET**

Event: Lombard Ale Fest

Date: 02/17/2021

Organization: Glenbard East High School Boosters

INCOME: Include an itemized list of all actual (past 2 years) and estimated project revenues (entry fees, gate receipts, food/beverage sales, donations, sponsorships, booth rentals, souvenir sales, other revenues)

ITEMIZED REVENUES	ACTUAL 2020	ACTUAL 2019	ANTICIPATED
Lombard Tourism Grant	\$0	\$10,000.00	\$10,000
Ticket Sales and sponsors	\$0	\$55,708.90	\$50,000
Total Income	\$	\$65,708.90	\$60,000

EXPENSES: Include an itemized list of all actual and estimated project expenses (advertising, supplies, labor, rentals, insurance, materials, entertainment, other expenses)

ITEMIZED EXPENSES	ACTUAL 2020	ACTUAL 2019	ANTICIPATED
Fencing and Tents	\$0	\$4,900	\$5,000
Beer	\$0	\$14,223	\$14,000
Promoter Fee	\$0	\$9,000	\$9,000
Glasses	\$0	\$2,811	\$2,000
Decorations - Generator	\$0	\$472	\$400
Signage	\$0	\$2,321	\$2,000
Printing	\$0	\$0	\$100
Community Group Donations	\$0	\$2,250	\$2,000
Police	\$0	\$1,300	\$1,300
Insurance & Licensing	\$0	\$900	\$1,200
Volunteer Shirts & Bags	\$0	\$900	\$1,000
Ice/Water/Soda	\$0	\$552	\$500
Music	\$0	\$1,250	\$1,250
Commuter Parking/Rod Closure	\$0	\$1,100	\$1,000
Advertising	\$0	\$795	\$750
Total Expenses	\$	\$42,874	\$41,500

IN-KIND CONTRIBUTIONS: Include an itemized list of all actual and estimated in-kind contributions. In-kind contributions are non-cash donations, contributions or gifts which can be given a cash value (include Village of Lombard in-kind services, where applicable)

	ACTUAL	ACTUAL 2019	ANTICIPATED
Estimated value of in-kind contributions (explain)	\$0	\$2,000	\$2,000
		Porta potties	Porta potties