

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

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

TO: PRESIDENT AND BOARD OF TRUSTEES  
FROM: Scott Niehaus, Village Manager  
DATE: February 16, 2016 (B of T) Date: February 18, 2016  
TITLE: DuPage Convention & Visitors Bureau Incentive Funding Request  
SUBMITTED BY: Nicole Aranas, Assistant Village Manager

BACKGROUND/POLICY IMPLICATIONS:

Attached please find information regarding a request for approval of funding to the DuPage Convention and Visitors Bureau in support of a Westin Lombard incentive for the attraction of a group booking reservation. The request is for approval of an incentive grant of up to \$2,500 in connection with a conference for an annual international conference to take place in December 2016.

Please place this item on the consent agenda for the February 18, 2016 Board of Trustees meeting.

Review (as necessary):

Village Attorney X \_\_\_\_\_ Date \_\_\_\_\_  
Finance Director X \_\_\_\_\_ Date \_\_\_\_\_  
Village Manager X Scott Niehaus \_\_\_\_\_ Date 2/16/16

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.





## Memorandum

**TO:** Scott Niehaus  
Village Manager

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

**DATE:** February 16, 2016

**SUBJECT:** Hotel Motel Tax Funding Request – DuPage Convention & Visitors Bureau

The following is a request for funding through the Hotel Motel Tax Fund of an incentive grant through the DuPage Convention & Visitors Bureau to Westin Lombard in an amount not to exceed \$2,500. The funds would be used towards an incentive to a group booking for a large annual international conference to be held in December 2016.

### **Funding Request: \$2,500**

The DuPage Convention and Visitors Bureau (DuPage CVB) has developed an Incentive Pilot Program to attract and secure large group business to local hotels. The Community Promotion and Tourism Committee has reviewed and is anticipated to recommend approval of local participation in the DuPage CVB program at their February 23<sup>rd</sup> meeting (rescheduled from February 9<sup>th</sup>). While a final recommendation from the Community Promotion and Tourism Committee for formal participation in the DuPage CVB program remains forthcoming, DuPage CVB and the Lombard Westin have identified a potential large group conference for consideration preceding formal adoption of the grant program.

DuPage CVB and Westin Lombard have identified a grant incentive opportunity in the amount of \$2,500 to be used towards the attraction of a large international group conference to be held at the Westin Lombard in December 2016. The annual international organization conference would have more than 1,000 attendees and would generate at least 800 room nights within the Village during a traditionally slow holiday period.

The requested funds would be used to fund portions of an incentive package being offered to the organization to incentivize their location of the conference at the Westin Lombard. The requested funding would be paid only upon completion of the event in December 2016 and only upon fulfillment of the projected room nights. Due to the unanticipated rescheduling of the February 2, 2016 Community Promotion and Tourism Committee meeting, this request was not able to be reviewed by the Committee concurrent with the adoption of the DuPage CVB grant program in time for submission of the group booking incentive proposal. This request is similar in nature to a previous incentive award approved in November 2014 by the Committee and Village Board for a national teaching convention at the Westin Lombard.

Please place this item on the consent agenda of the February 18, 2016 agenda of the Board of Trustees. If you have any questions, please feel free to contact me. Thank you.