

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: David A. Hulseberg, Village Manager

DATE: September 25, 2012 (B of T) Date: October 4, 2012

TITLE: Grant Request for Glenbard East Booster Turf Stadium Project  
Grant Request for 2012 Business Expo

SUBMITTED BY: Community Promotion & Tourism Committee

BACKGROUND/POLICY IMPLICATIONS:

Please find attached two grant recommendations from the Community Promotion & Tourism Committee:

The first grant is to be used for costs associated with the promotion and marketing of an upcoming concert fundraiser for the Turf Stadium project. The Committee recommended approval of an amount of \$2,500.

The second grant is to be used for costs associated with advertising and promoting the 2012 Chamber Business Expo. The Committee recommended approval of an amount of \$1,500.

Please place these items on the consent agenda for the October 4, 2012 Board of Trustees meeting.

Fiscal Impact/Funding Source:

Hotel/Motel Tax Fund:

Glenbard East Boosters - \$2,500

Lombard Chamber of Commerce - \$1,500

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.



**TO: David A. Hulseberg**  
Village Manager

**FROM: Joelyn M. Kott**  
Communications Coordinator

**DATE: September 21, 2012**

**SUBJECT: Hotel/Motel Grant Recommendations**

The Community Promotions & Tourism Committee met on September 20, 2012 and reviewed two hotel/motel tax grant applications. The grant requests and accompanying recommendations are provided below for your consideration.

**1. Grant Request for Glenbard East Booster Turf Stadium Project**

A request from the Glenbard East High School Boosters was submitted for consideration to help fund the marketing efforts of an upcoming concert. The concert is a fundraiser for the turf field project. The grant application and supporting documentation is attached as *Exhibit 1* for your review.

**HISTORY**

This is the first grant request considered from the Glenbard East High School Boosters.

**RECOMMENDATION:**

The Community Promotion & Tourism Committee recommends awarding the Glenbard East High School Boosters a grant not to exceed \$2,500 to be used for costs associated with marketing the upcoming American English concert at Biester Auditorium on the Glenbard East campus.

**2. Grant Request for the Lombard Chamber of Commerce 2012 Business Expo**

The Lombard Chamber of Commerce requested a grant in the amount of \$1,500 from Hotel/Motel Tax funds to be used for costs associated with updating banners used to promote the upcoming 2012 Chamber Business Expo. The grant application and supporting documentation is attached as *Exhibit 2* for your review.

**HISTORY**

The Lombard Chamber of Commerce requested a grant in 2011 for \$5,000 for costs associated with purchasing the banners to be used for promoting the Business Expo. The Village Board approved a grant of \$2,500 for the banners last year.

**RECOMMENDATION:**

The Community Promotion & Tourism Committee recommends awarding the Lombard Chamber of Commerce a grant not to exceed \$1,500 to be used for updating the banners with a new date to promote the 2012 Chamber Business Expo

Please place these items on the consent agenda of the October 4, 2012 Lombard Board of Trustees meeting. Thank you.

Attachments



**Polak, Cindy**

**From:** support@civicplus.com  
**Sent:** Monday, August 20, 2012 11:29 AM  
**To:** Kott, Joelyn; Polak, Cindy  
**Subject:** Online Form Submittal: Hotel/Motel Tax Grant Application

If you are having problems viewing this HTML email, click to view a [Text version](#).

## 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:**  
August 20, 2012

**Why are you requesting Hotel/Motel Tax funding?\***

To obtain funding assistance to help with the promotion and marketing of the upcoming concert fundraiser for the Glenbard East High School Boosters Turf Stadium project.

**Amount of funds being requested:\***  
\$2,500

**Specifically, what will the Hotel/Motel Tax funding be used for?\***

Printing of marketing materials (\$1,500) and ad placement in Chicago area newspapers (\$1,000).

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

Yes

No

Upload documents here:  
Uploaded: [AE Budget.xls](#)

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:\***

Glenbard east High School Boosters

**Name of Person Submitting Grant Application:\***

Georgie Ludwig (Boosters President) and Robert Difino (Event Chairperson).

**Phone:\***  
630-484-8033

**Email:\***  
difino8@comcast.net and georgieludwig@yahoo.com

**Event/Project/Activity**  
American English concert at Biester Auditorium

Date of Event/Project/Activity

October 13th, 2012

Estimated Attendance:

Up to 1,600 people with a target goal of 1,000.

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?

American English has a strong following in the greater Chicagoland area. The Boosters have partnered with the Westin Hotel and Conference Center. Hotel/ticket packages will be advertised on the sales website.

Will any profits generated be returned to the community?

Yes

No

If so, how?

All proceeds from the event will be used towards the bond payment for the turf stadium at Glenbard East.

If the grant is approved, who should the check be made out to?

Glenbard East Boosters

Please list the address where the check should be mailed to:

1014 S. Main St, 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.:

Date: August 20, 2012

Why are you requesting Hotel/Motel Tax funding?: To obtain funding assistance to help with the promotion and marketing of the upcoming concert fundraiser for the Glenbard East High School Boosters Turf Stadium project.

Amount of funds being requested: \$2,500

Specifically, what will the Hotel/Motel Tax funding be used for?: Printing of marketing materials (\$1,500) and ad placement in Chicago area newspapers (\$1,000).

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

Upload documents here: AE Budget.xls

A budget of the event or item that is being requested must be attached to the application or the grant application may 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: Glenbard east High School Boosters

Name of Person Submitting Grant Application: Georgie Ludwig (Boosters President) and Robert Difino (Event Chairperson).

Phone: 630-484-8033

Email: difino8@comcast.net and georgieludwig@yahoo.com

Event/Project/Activity: American English concert at Biester Auditorium

Date of Event/Project/Activity: October 13th, 2012

Estimated Attendance: Up to 1,600 people with a target goal of 1,000.

Is the event open to the general public?: Yes

Do you intend to apply for a liquor license for this event/project/activity?: No

How does this promote tourism/overnight stays in Lombard? : American English has a strong following in the greater Chicagoland area. The Boosters have partnered with the Westin Hotel and Conference Center. Hotel/ticket packages will be advertised on the sales website.

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

If so, how?: All proceeds from the event will be used towards the bond payment for the turf stadium at Glenbard East.

If the grant is approved, who should the check be made out to?: Glenbard East Boosters

Please list the address where the check should be mailed to: 1014 S. Main St, Lombard, IL 60148

**Additional Information:**

Form Submitted on: 8/20/2012 11:28:48 AM

Submitted from IP Address: 153.2.247.31

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

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

## American English Concert Marketing and Promotion Plan

### Printing

- 4-color tri-fold brochures (10,000) - \$1,000
- 4-color 11X17 posters (300) - \$300
- Large weather proof banners (10) - \$500
- Yard signs (50) - \$300
- Tickets (1,620) - \$500

**Total Printing - \$2,600**

### Print and Electronic Advertising

- Chicago Tribune, Daily Herald - \$1,500
- Local print ads \$750

**Total Advertising - \$2,250**

### Entertainment

- **American English retainer - \$4,500**

### Security

- **Andy Frain - \$500**

**Miscellaneous - \$500**

**Total Investment \$10,350**