

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

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

PRESIDENT AND BOARD OF TRUSTEES

David A. Hulseberg, Village Manager 

January 7, 2009 (B of T) Date: January 15, 2009

Grant Request for 2009 Lilac Time Advertising
Grant Request for 2009 DuPage Invitational Sculpture Show

SUBMITTED BY: Community Promotion & Tourism Committee through the Department of
Community Development 

BACKGROUND/POLICY IMPLICATIONS:

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

The first grant is from the Lombard Park District for advertising for the 2009 Lilac Time Festival. The
Committee recommended approval of an amount of \$12,674.88.

The second grant is from the Lombard Arts Coalition for funding for costs associated with the DuPage
Invitational Sculpture Show. The Committee recommended approval of an amount of \$3,000.

Please place these items on the consent agenda for the January 15, 2009 Board of Trustees meeting.

Fiscal Impact/Funding Source:

Hotel/Motel Tax Fund
Lilac Time Advertising \$12,674.88
DuPage Invitational Sculpture Show \$3,000

Review (as necessary):

Village Attorney X _____

Finance Director X _____

Village Manager X _____

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

SUBJECT: Promotions & Tourism Committee Grant Recommendation

The following are two recommendations for requests from the Community Promotions & Tourism Committee. These requests were presented at the Committee's December 18, 2008 meeting.

1. Grant Request For 2009 Lilac Time Advertising

The Lombard Park District requested a grant for 2009 Lilac Time advertising in the amount of \$12,674.88. The funds will be used to support advertising for Lilac Time outside of 50 miles.

The supporting documentation for the ad space is attached for your review.

RECOMMENDATION:

The Community Promotions & Tourism Committee recommended approval of funding for the Lilac Time advertising in the amount of \$12,674.88.

2. Grant Request For 2009 DuPage Invitational Sculpture Show

The Lombard Arts Coalition requested a grant for ribbon prizes and scholarship awards for the artists. The grant requested is for \$3,000.

The grant request is attached for your review.

RECOMMENDATION:

The Community Promotions & Tourism Committee recommended approval of a grant to the Lombard Arts Coalition in an amount not to exceed \$3,000 for ribbon prizes and scholarship awards for the 2009 DuPage Invitational Sculpture Show.

Please place these items on the consent agenda on the January 15, 2009 agenda of the Board of Trustees. If you have any questions, please feel free to contact me. Thank you.

Attachment

WJH/jmk

Polak, Cindy

From: Kott, Joelyn
Sent: Thursday, September 11, 2008 11:26 AM
To: Polak, Cindy
Subject: FW: Online Form Submittal: Hotel/Motel Tax Grant Application

For the HOT/MOT agenda...

Joelyn Kott

Communications & Marketing Coordinator
 Village of Lombard

(630) 620-5718
www.villageoflombard.org

Think GREEN and avoid printing emails when possible. THANK YOU!

From: support@civicplus.com [mailto:support@civicplus.com]

Sent: Thursday, September 11, 2008 11:21 AM

To: Kott, Joelyn; polakC@villageoflombard.org

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

Lilac Time 2009
5/2/09 - 5/17/09
15,000

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:

Why are you requesting Hotel/Motel Tax funding?

Lilac Time is the <stl:PlaceType
 w:st="on">Village</stl:PlaceType>
 of <stl:PlaceName
 w:st="on">Lombard</stl:PlaceName>'s annual
 celebration of

Amount of funds being requested:

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

9/11/2008

* indicates required fields.

The Hotel/Motel Tax funding will be used to supplement the DCEO matching grant program for Liliac Time advertisement outside a 50-mile radius of <stl:place w:st="on">Lombard</stl:place>.		Have you requested Hotel/Motel tax funds in the past?		☒ Yes ☐ No
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*				
Kathleen McManis				
Phone*				
(630) 627-1281				
Email*				
kmcmannis@lombardparks.com				
Event/Project/Activity Date of Event/Project/Activity Estimated Attendance:				
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?				
The Liliac Time festival is a two-week event that generates significant increases in visitation and tourism. Advertisement resulting from the DCEO and <stl:place w:st="on"><stl:placeType				
Will any profits generated be returned to the community?				
☒ Yes				
If so, how?				
Admission to <stl:place w:st="on"><stl:placeName w:st="on">Liliac</stl:placeName> <stl:placeType w:st="on">Park</stl:placeType></stl:place> is free. Some programs and events do charge a				

The following form was submitted via your website: Hotel/Motel Tax Grant Application

Date:: 09/11/08

Why are you requesting Hotel/Motel Tax funding?: Lilac Time is the Village of Lombard's annual celebration of its renowned horticultural heritage, which led to its characterization as the "Lilac Village." The focus of the two-week celebration that began in 1930 is Lilacia Park, the world-renowned 8.5 acre horticultural and historic display with approximately 150 varieties of lilacs totaling 1,100 bushes/trees, 2,000 daffodils, 45 varieties of tulips totaling 20,000 plants, and an array of annuals, perennials, trees, shrubs and herbs. Each year, Lilacia Park welcomes thousands of visitors, horticultural enthusiasts, gardeners and those who enjoy a beautiful setting for walks, picnics and other Lilac Time events.

2008 Lilac Time events and activities included:

- . Lilac Time 5K Mutt Strut and Puppy Path.
- . Historical tours of the park conducted by park district staff and volunteers.
- . Horticultural seminars and a Lilac Plant sale.

. Arts & Crafts Fair sponsored by the Village of Lombard Chamber of Commerce.

. Little Lady Lilac Ball.

. Lilacia Park Sketching Tour.

. Free Watercolor Painting in the Park.

. Garden Party and Storytime in the Park.

. Old Fashioned Tea Party and Teddy Bear Tea.

. Pancake Breakfast.

. Wine and Beer Tasting Events.

. Concerts in the Park.

. Mother's Day Brunch.

. Kids Day and Family Entertainment.

. Softball Tournament.

. Historic House Walk.

. Lilac Queen Coronation.

. Lilac Parade.

Lilac Time is held entirely outdoors, which makes the festival dependent on the weather. Approximately

14,000 people attended Lilac Time in 2008. The goal of Lilac Time is to introduce Lilacia Park and Lilac Time activities to people outside DuPage County and the greater Chicagoland area. With the support of the entire Lombard community and participants from various civic and community groups, the event is a success year after year.

The target audience for Lilac Time covers all age groups. There are events for youth, adults and seniors, as well as events targeting gardeners, athletes, teens, music lovers, beer and wine connoisseurs, and history buffs. The strategy is to use a broad and wide-reaching advertising campaign to draw more visitors from areas throughout the Midwest.

Lilac Time 2009 will be held May 2 - 17. The Park District requests financial assistance in the form of a grant from the Village of Lombard Hotel/Motel tax and Illinois Department of Commerce and Economic Opportunity (DCEO) Tourism Marketing Partnership Program (TMPP) to help offset the Lilac Time marketing costs.

Amount of funds being requested: \$12,674.88

Specifically, what will the Hotel/Motel Tax funding be used for? The Hotel/Motel Tax funding will be used to supplement the DCBO matching grant program for Lilac Time advertisement outside a 50-mile radius of Lombard.

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

Name of Organization Requesting Funding: Lombard Park District

Name of Person Submitting Grant Application: Kathleen McManis

Phone: (630) 627-1281

Email: kmcmannis@lombardparks.com

Event/Project/Activity: Lilac Time 2009

Date of Event/Project/Activity: 5/2/09 - 5/17/09

Estimated Attendance: 15,000

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? The Lilac Time festival is a two-week event that generates significant increases in visitation and tourism. Advertisement resulting from the DCBO and Village of Lombard Hotel/Motel Tax grants will market exclusively to potential out-of-town visitors. Out of the 14,000 visitors to Lilac Time 2008, 55% were nonresidents.

Based on day trip estimates from the Illinois Bureau of Tourism and International Association of Convention and Visitors Bureau the most recent economic impact study on Lilac Time for 2008 concluded that the direct economic impact of the festival was approximately \$1.5 - \$2 million. In addition, most of Lombard hotels enjoyed a nearly 85% average occupancy during the period of Lilac Time 2008.

Will any profits generated be returned to the community?: No

If so, how?: Admission to Lilacia Park is free. Some programs and events do charge a fee to offset the costs of the program or event.

Additional Information:

Form submitted on: 9/11/2008 11:21:14 AM

Submitted from IP Address: 75.149.205.217

Form Address: <http://www.villageoflombard.org/forms.asp?FID=46>

	Designated Market Area	Ad Space Run Date	Circulation	Size of Ad	Cost	Target
		4/10, 4/17 and 4/24 (website) 4/16, 4/23, 4/29 and 4/30 (print)	Daily 40,264 Sat 40,262 Sun 45,243	3.86" x 3" B&W (3 x 1 week in Entertainment (E3) and 1 in Accent on Entertainment); 300 x 250 pixel web ad (3-day run)	\$1,502.00	Entertainment
News Gazette	Champaign, IL					
Herald and Review	Decatur, IL	4/22, 4/24 and 4/26	W 34,500 Fi 38,500 Sun 51,000	3.792x5 (B&W on 4/22 and 4/24, 4-color on 4/26)	\$935.00	Travel/Entertainment
		4/23 - 4/26 and one in each of the weekly (Gibson City Courier, Heyworth Star, Farmer City Journal, LeRoy Journal and the Woodford County Journal) for the week of 4/19 - 4/25	Daily 47,000 Sun 51,500	3.792"x4"	\$1,065.00	Travel/Entertainment/News
The Pantagraph	Bloomington, IL					
		Muscatine Journal (4/20 - 4/25) Bettendorf News (4/23) Thrifty Nickel (4/23) Muscatine Post (4/21) Online (4/19 - 4/25)				
Quad City Times	Quad Cities, IA and IL		Daily 51,500	2x6	\$1,236.00	Travel/Entertainment/News
		Month of April (website), 4/16 - 4/19 (print) and Beginning 4/1 (guide)	Sat 51,500	1.6" x 3.938" B & W print ad and 300 x 250 pixel website ad	\$1,541.77	Summer Fun and Festival Guide, Arts and Entertainment website and main paper advertising
State Journal Register	Springfield, IL					
Rockford Register Star	Rockford, IL	4/29, 4/30 and 5/1	Sun 67,500	4-color, 1/4 page (3 x 9.5")	\$1,280.08	Travel/Entertainment/News
				Race for the Cure 3.79" x 3.75" ad; Home and Garden 3.79" x 6" 4-color ad; 3.79" x 6" B&W ad 3 x 1 week		Race for the Cure and Home and Garden and Peoria Journal Star general ad
Peoria Journal Star	Peoria, IL	4/16, 4/22, 4/24, 4/26 and 5/2 (print)	M-F 53,088 Sat 52,917 Sun 61,982	2x5 Full Color (3 x 1 week) ad; 1/4 page full color in Getaway Guide	\$3,699.63	
Milwaukee Journal Sentinel	Milwaukee, WI	4/12, 4/14 and 4/17 (print) and Guide (starting 5/3)	Daily 60,000 Sun 80,000		\$5,401.32	Weekend/Travel
Indianapolis Star	Indianapolis, IN	4/23 - 4/26 (print)	Daily 66,500 Sat 72,000 Sun 85,000	3.24" x 6" Full Color (\$ x 1 week)	\$4,464.00	Lifestyle, GO-Entertainment, Home and Garden, Entertainment and Travel

TOTAL ADVERTISING PROGRAM \$21,124.80
VILLAGE OF LOMBARD HOTEL/MOTEL TAX \$12,674.88 60%
TOTAL STATE GRANT REQUEST \$8,449.92 40%



Lilac Time 2-17

Visit historic Lillacia Park as it enjoys its 79th year of Lilac Time celebration. Enjoy 1,100 lilacs and 20,000 tulips, 2000 daffodils, as well as an array of annuals, perennials, trees, shrubs and herbs in this beautiful park. Participate in a Lilac Time event or program during this 2-week festival including park tours, wine and beer tasting, plant sales, an art & craft fair, tea parties, kids' day, 5K Mutt Strut race, concerts in the park - and much more!



Lilac Park
150 S. Park
Lombard, IL 60148
22 miles west of Chicago!

Free Admission!

Enjoy your stay in Lombard!

Comfort Suites (800) 517-4000
www.comfortsuits.com

Embassy Suites (800) 362-2779
www.embassysuits.com

Extended Stay Deluxe (800) 646-8000
www.extendedstaydeluxe.com

Fairfield Inn (800) 228-2800
www.fairfieldinn.com

Hampton Inn (800) 646-8000
www.hamptoninn.com

Homestead Studio Suites (800) 782-9473
www.homesteadhotels.com

Hyatt Place (800) 833-1516
www.hyattplace.com

Residence Inn by Marriott (800) 331-3131
www.residenceinn.com

The Westin Lombard (630) 719-8000
www.westin.com

Towne Place Suites by Marriott (800) 257-3000
www.townplacesuites.com

Request for Consideration as a Grant Applicant: The DuPage Invitational Sculpture Show

1. What is the overall purpose or mission of the organization? Include a brief history. The Lombard Arts Coalition will be the artistic director branch of the event. Since its inception, the Lombard Arts Coalition has brought art instruction of many disciplines to the community. It has fostered cooperative relationships with many Lombard-based entities, including Lombard Park District, Lombard Towne Centre, Lombard Chamber of Commerce and the National University of Health Sciences. They have also worked with local school districts and agencies such as Community Art Partners. Member and Open Art Shows are an annual occurrence. The Coalition has held free-to-the-public programs of theater and creative workshops.

Together with the Lombard Park District, Lombard Town Centre (via Illinois Main Street) and Lombard Arts Coalition, and the Friends of the DuPage Theatre expect that the DuPage Invitational Sculpture Show will successfully bring much needed recognition to DuPage County sculpture artists, the large sculpture form of art and inspire and reward young people for their pursuit of the arts.

2. What amount is requested? Include brief description of project/program to be funded. • The DuPage Invitational Sculpture Show Committee is requesting \$3,000.00.

• The DuPage Invitational Sculpture Show, the first of its kind in DuPage County, is designed to showcase only DuPage County sculpture artists. Large-format sculpture is an art form in decline and the market for sales of original work is very limited. Many times, DuPage County artists cannot find a successful foothold in neighboring counties for their original work. The DuPage Invitational Sculpture Show intends to provide an avenue for these talented artists on their home turf. This county-wide effort is geared to present new art experiences to not only the public, but municipalities and corporate entities that are potential customers. Sales by the artists will enforce and encourage the proliferation of art—especially with many of these corporate entities adding considerations for public art in their budgets. Scholarships will be awarded to student artists. • Costs associated with the amount are for promotion and mailings, printed material, ribbon prizes and scholarship awards.

3. The purpose of the DuPage Invitational Sculpture Show is as follows:

- To educate the underserved public on a multitude of styles of original sculpture.
- To seek out and celebrate DuPage County candidates for public art programs.
- To provide an opportunity for DuPage County artists to display and sell sculpture.
- To keep DuPage County artists working in DuPage County.
- To educate DuPage municipalities regarding Lombard's Public Art Program.
- To inspire and reward young people for their pursuit of the arts.
- To grant the experience of showing art to outstanding new/student artists.
- To provide an opportunity for middle and high school art students to become involved in a community art project, and be exposed to new art forms.
- To promote visits to Lombard's beautiful and historic botanical gem, Lilacia Park.

during Lombard's annual Lilac Time Festival.

4. What specific need does this project/program address?

There are many needs this show fulfills, including:

- Facilitating public experiences with original art in a vastly underserved population.
- Providing an avenue for artists to display and sell art.
- Supporting an exclusive showcase for emerging student artists.

5. How will this grant be used? Who and how many will directly benefit?

- Costs associated with the amount are ribbon prizes and scholarship awards.
- Outstanding artists and students will benefit directly by the award amount. The public will become aware of the event through our comprehensive public relations campaign.

6. How do you plan to evaluate the progress and success of your project/program?

Describe the strategies and tools that you will use in measuring the outcome.

- The first indicator will be artist participation. The committee's hope is that a minimum of 20 acceptable sculptors turn out for the show with multiple submissions.
- The second indicator will be spectator response. Our goal would be 1,000 spectators visiting the sculpture show, weather permitting. This will be easy to calculate, since Lillacia Park counts guests frequenting the park during Lilac Time each year, through a head count at booths stationed at entrances.

7. What other agencies are you working with on this project/program, if applicable? Describe the partnership or activities.

The DuPage Invitational Sculpture Show Committee was created to bring many community organizations together. Because of this effort and participation, the DuPage Invitational Sculpture Show is indeed a community-driven project

The committee members represent those entities involved:

- Laura Fitzpatrick, District 5 Trustee, Village of Lombard, Chair
- Andy Drais, Village of Lombard Community Relations, Co-Chair
- State Representative Bob and Mrs. Judy Biggins, Honorary Chairs
- Jackie Brzezinski, Lombard Park District Staff
- Jan Mills, Lombard Park District Commissioner
- Deborah Dynako, President, Friends of The DuPage Theatre, Co-Chair
- Jenelle Young, American Cancer Society, Public Relations
- Kim Angland, Marketing Store/Lombard Park District Pool Referendum
- Robert Fritz, Willowbrook High School Art Dept Chair, retired
- Christine Yeager, President Lombard Town Centre
- Lombard Arts Coalition Executive Board (Artistic Directors):
- Mary Placzek, Co-Chair; Nancy Ahlstrom; Eve Reed and Dorothy McIntyre

8. Is this a new, continuing, or one-time project/program?

Although this is a first-time event, the committee is hoping this can become an annual event. We also hope in the future to increase the DuPage Invitational Sculpture Show from one day to two or more days.

9. What are your plans for fully funding and sustaining this project/program?
The planning is in the early stages. We do, however, expect to finance the project through entry fees, sponsorships, grants and in-kind donations.

10. Specify other funding sources or steps you have already taken to get additional funding for this project/program.
We plan to apply to the following agencies for grants:

- Village of Lombard Tourism Grant
- Illinois Arts Council
- DuPage Community Foundation

All of these grants are still in the application phase. We will also look to local corporations and businesses for sponsorship funding.

11. Does your organization serve DuPage County exclusively? If not, what percent of the population served are DuPage residents?
• Artists: Because there is currently no forum for DuPage County-only sculptors, the exhibitors will only be professional and student artists from DuPage County.
• Visitors: This will be open to all of the nearly one million DuPage County residents with no entry fee. Out-of-county visitors are expected to make-up approximately 1% of attendance.



C. Attachments

The DuPage County Sculpture Show Board of Directors

Laura Fitzpatrick, Chair: 348 S. Lewis, Lombard, Illinois 60148
Andy Drais, Co-Chair: 350 S. Fairfield Avenue, Lombard, Illinois 60148
Deborah Dynako, Co-Chair: 125 S. Craig Place, Lombard, Illinois 60148
Mary Placzek, Co-Chair: 535 S. Lombard Avenue, Lombard, Illinois 60148

The DuPage County Sculpture Show Management & Pertinent Staff Members

Laura Fitzpatrick, District 5 Trustee, Village of Lombard; Chair
Andy Drais, Village of Lombard Community Relations; Co-Chair
State Representative Bob and Mrs. Judy Biggins; Honorary Chairs
Jackie Brzezinski, Lombard Park District Staff

Jan Mills, Lombard Park District Commissioner
Deborah Dynako, President, Friends of The DuPage Theatre, Co-Chair
Jenelle Young, American Cancer Society; Public Relations
Kim Angland, Marketing Store/Lombard Park District Pool Referendum
Robert Fritz, Willowbrook High School Art Dept Chair, retired
Christine Yeager, President Lombard Town Centre

Lombard Arts Coalition Executive Board (Artistic Directors):
- Mary Placzek, Co-Chair; Nancy Ahlstrom; Eve Reed and Dorothy McIntyre

SCULPTURE SHOW TIMELINE

- June 26 First Meeting- Review Timeline
Set Task Assignments- fill in holes
Analyze Budget Items- Jackie
Set Meeting Calendar- Yeager Photographics
Select Honorary Chairs-Bob Biggins & Judy Biggins
Promotion event during Ill Arts Mo.? -Mini Sculpture at Yeagers (early Oct)
Mary will adjust application with agreed on changes and send to all
- August 25- Members review job assignments
Write Press releases- Plan PR Program- Jenelle, Kim ,
Design Website -link to website from -Cal
Meet with school officials- Meet w Dr. Rosetti w Bob Fritz
Determine College contacts- Laura
Have Entry forms on websites for downloads
Review Budget Costs
- Sept 29- Resend call for Artists Kick off PR
Set Budget- Kim
Marketing Plan- Deb , Jenelle, Kim
Do we want to invite a food vendor- Kim & Andy
- October 27- Collect Data for mailing lists for invitations
Plan printed material - Cal and friends
Order Banners
Begin fundraising for Sponsors - Jenelle package, Kim & Laura
- Nov/Dec- Work Independently / Meet if needed
Call orgs- see if press releases made it to print
Show members attend Xmas parties and promote event
Review monies raised
- January 26- Hire judges
Write more press releases
Continue to Compile E-mail /snail mail list
Decision time- reach out past DuPage?
Apply for grants (check deadlines prior)
- February 23- Sponsorship Party?
Start gathering artist applications
Follow up with schools- 2nd Semester Press Release

March 30 - Collect applications
Review
Start to lay out printed program- Deb & Christine
Finalize invitation/ print
Encourage DMMC to be part of educational process
Organize volunteers for events

April 27- Get Permission for banner placements from VOL
Mail Invitations
Contact artists/ have a meeting?
Layout Park
Review Logistics with Park officials
Rain options
Plan Event Day - Program

May 9 - Show time
Everyone and all art in their places
Strict job descriptions
VIP tent Mayors, Corp - Deb & Kim

The DuPage County Sculpture Show Invitational Budget

Revenues:

Artist Entry Fees (no charge for student program) \$1,500.00

Grants:

DuPage Community Foundation \$5,000.00
Village of Lombard Tourism \$3,000.00
Illinois Arts Council \$1,000.00

Community and Corporate Sponsorships: \$2,000.00

Total Revenues:

\$12,500.00

Expenses:

Advertising \$1,000.00
Graphic Design In Kind
Printing of Promotional Materials \$3,000.00
Invitations/Postage \$1,000.00
Judges \$300.00
Prizes \$2,750.00
Scholarships \$2,000.00
Certificate of Insurance \$550.00
Beautification \$500.00
Banners \$300.00
Hospitality \$1,100.00

Total Expenses:

\$12,500.00