





**MEMORANDUM**

**TO:** William T. Lichter  
Village Manager

**FROM:** David A. Hulseberg, AICP  
Director of Community Development

**DATE:** September 25, 2007

**SUBJECT:** Promotions & Tourism Committee Grant Recommendation

The following is a recommendation for a grant to be awarded to the Lombard Chamber of Commerce & Industry for its upcoming Business Expo, to be held on Wednesday, October 25, 2007.

**Grant Request: \$6,000**

The Lombard Chamber of Commerce requested a grant in the amount of \$6,000 to be used toward costs associated with advertising the event as outlined in the grant application.

The grant request is attached for your review.

**RECOMMENDATION:**

The Community Promotions & Tourism Committee recommended a grant in the amount of \$4,000 to the Lombard Chamber of Commerce to be used for costs associated with advertising the 2007 Chamber Business Expo. Additional funds would be considered once the Chamber provided a budget for the event, specifically detailing on what the funds would be spent.

Please place this item on the consent agenda on the October 4, 2007 agenda of the Board of Trustees. If you have any questions, please feel free to contact me. Thank you.

Attachment

DAH/jmk



State law requires that Hotel/Motel funds be spent on tourism; more specifically, things and events which will promote overnight stays in Lombard.

APPLICATION FOR HOTEL/MOTEL FUNDS

Application Deadline: August 7, 2007 Date Submitted: August 7, 2007

Event/Project/Activity: 2007 Business Expo Event Date(s): October 25, 2007

Name of Organization or Group Sponsoring Event: Lombard Chamber of Commerce

Organization Address: 10 Kilac Home, Lombard, IL

Organization Phone: (630) 627-5040

Contact Person: Margaret Wilcken, Director / Chairperson of Expo Committee 2007 (Please indicate position in the organization)

Address: 613 S. Main Street, Lombard, IL

Home Phone: (630) 916-9870 Business Phone: (630) 627-7010

1. Is this the first year for your event? Yes  No  If not, how many years has this event been held? 10 years

2. What is the estimated attendance? 300 (+)

3. Where will the event be held? Western Lombard Tourism Center

4. What specifically would the Hotel/Motel funding be used for? Lobby for advertising - @ Mailings, posters, media, banners, etc.

Total Amount Requested: \$6,000

5. Is this event open to the general public? Yes  No

6. Do you intend to apply for a liquor license? Yes  No

7. How will this promote tourism/overnight stays in Lombard? It will introduce the business community area wide to our new convention center and hotel as well as all members of Lombard business & residents.

8. Will any profits generated be returned to the community? Yes  No  If yes, how will this be spent? On Programs of fund to the business as to aid in growth.

Please submit a budget for your event, along with this application, explaining what funding sources and availability you envision. Revised 12-30-92 the community as a whole.

will be used no later than December 31.