

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: November 12, 2014 (B of T) Date: November 20, 2014

TITLE: Westin Lombard Grant Funding Request

SUBMITTED BY: Nicole Aranas, Assistant Village Manager *N/A*

BACKGROUND/POLICY IMPLICATIONS:

Attached please find information regarding a recommendation from the Community Promotion and Tourism Committee for approval of funding to the Westin Lombard towards the attraction of a group booking reservation. The Committee is recommending approval of a grant of up to \$500 in connection with matching funding through the DuPage Convention and Visitors Bureau.

Please place this item on the consent agenda for the November 20, 2014 Board of Trustees meeting.

Review (as necessary):

Village Attorney X _____ Date _____
Finance Director X _____ Date _____
Village Manager X *Scott Niehaus* Date 11/12/14

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: November 12, 2014

SUBJECT: Community Promotion & Tourism Committee Recommendation
Hotel Motel Tax Funding Request – Westin Lombard

The following is a recommendation from the Community Promotion & Tourism Committee for funding through the Hotel Motel Tax Fund to the Westin Lombard in an amount not to exceed \$500 in connection with the DuPage Convention and Visitors Bureau. The funds would be used to reimburse the Westin for a portion of an incentive to a national professional association for a national group conference to be held in February 2016.

Funding Request: \$500

The Westin Lombard has requested funding through the Community Promotion & Tourism Committee in the amount of \$500 to be used towards the attraction of a large group conference for a national professional association to be held at the Westin Lombard in February 2016. The professional association conference would have more than 1,500 attendees and would generate at least 550 room nights within the Village.

The requested funds would be used to reimburse Westin Lombard for a portion of an incentive package being offered to the professional association to incentivize their relocation of the conference to the Westin Lombard. The requested funding of \$500 would be matched by the DuPage Convention and Visitors Bureau, for total reimbursement funding of \$1,000 collectively, to be paid upon completion of the event.

RECOMMENDATION:

The Community Promotion & Tourism Committee recommended reimbursement funding in an amount up to \$500 to the Westin Lombard, to be used towards the reimbursement of expenses relating to the attraction of this particular national conference in February 2016. The funding is recommended as a match to \$500 of funding to be provided by the DuPage Convention and Visitors Bureau for the same purposes.

The Committee noted that this particular request meets the purposes of promoting tourism and generating overnight stays within the Village and unanimously recommended approval of the funding request. The Committee further recommended that the Village consider future adoption of a pilot program to fund similar types of incentives to local hotels and meeting planners to attract large group events. Such a policy will be considered by the Committee at a subsequent meeting.

Please place this item on the consent agenda of the November 20, 2014 agenda of the Board of Trustees. If you have any questions, please feel free to contact me. Thank you.