

VILLAGE OF LOMBARD
LOCAL TOURISM GRANT – POST EVENT SUMMARY

This post event summary must be completed within 90 days of the event completion. Failure to submit a post-event summary may affect the applicant’s ability to receive future grant funds.

GENERAL INFORMATION

Organization:	Glenbard East Boosters	Name of event:	Lombard Ale Fest
Date of event:	6/13/2015	Event location:	227 W. Parkside Ave
Contact person:	Bob Difino	Title:	Event Chairman
Business address:	1014 S. Main Street	City & Zip:	Lombard 60148
Telephone:	630-484-8033	E-mail address:	Difino8@comcast.net
Estimated attendance:	1710	Estimated hotel stays:	10
Method for estimating attendance:	Ticket count		

- 1) Please summarize the advertising and marketing placed to promote the event. Please attach examples of event marketing pieces and advertisements.

Social media, Lombardian Newspaper, Deb Newman Marketing LLC., 300 lawn signs, banners

- 2) Provide a general assessment of the event. What were the successes of the event? Are there any concerns or recommendations of changes for future events?

The event attendance grew by over 300 attendees. We have some spatial improvements we will make next year.

- 3) How did the actual outcomes of the program or event compare to your original expectations?

Are expectations were met.

Describe your organization’s long term plans for funding this project or event.

For this event to be entirely self-funded we would propose to expand the festival into a two day event. We are discussing this as an option for the 2018 Ale Fest.

SUBMISSION INSTRUCTIONS

Please submit completed form and associated application documents on or before **December 19, 2014** to Nicole Aranas, Assistant Village Manger, by e-mailing aranasn@villageoflombard.org or by using the submit button below.



*Please note that the applicant must save the completed form and have Microsoft Outlook to use the submit button above.

If you do not receive a confirmation receipt of your completed application, please contact Nicole Aranas at 630-620-3085 or aranasn@villageoflombard.org to confirm.