

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

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

TO: PRESIDENT AND BOARD OF TRUSTEES

FROM: William T. Lichter, Village Manager

DATE: March 10, 2004 (B of T) Date: March 18, 2004

TITLE: Restaurant Promotions Program

SUBMITTED BY: Department of Community Development *DH/wtt*

BACKGROUND/POLICY IMPLICATIONS:

Please find attached a summary of options associated with a restaurant promotions program to help promote Lombard restaurants to residents and tourists. (DISTRICTS - ALL)

Please place this item on the March 18, 2004 Board of Trustees Agenda for discussion.

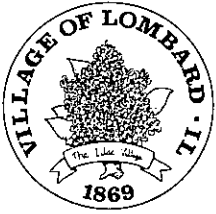
Fiscal Impact/Funding Source:

Hotel/Motel Tax Fund  
\$5,000-\$7,500

Review (as necessary):

Village Attorney X \_\_\_\_\_ Date \_\_\_\_\_  
Finance Director X \_\_\_\_\_ Date \_\_\_\_\_  
Village Manager X *W.T. Lichter* Date *3/10/04*

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.



February 23, 2004

**TO:** Dave Hulseberg  
Director of Community Development

**FROM:** Joelyn M. Kott *JK*  
Communications & Marketing Coordinator

**RE:** Restaurant Promotions

Per your request, the following is a summary of options and costs associated with those options to begin a restaurant promotions program.

Several options were suggested to help promote the restaurants to residents and tourists to Lombard. The following options were explored:

1. Double page ad in Chamber Community Directory
2. Promotional menus on hotel ice tray sheets
3. Mini menus

**Option #1**

**Double page ad in Chamber Community Directory**

Cost: \$2,390

This includes a two page ad in the middle of the Chamber of Commerce Community Directory. The ad, which would be four-color, would reach every household in Lombard as these directories are direct mailed to each home. An additional number of directories is also printed for use by the Chamber throughout the year.

A suggested mock-up of the ad is attached for consideration.

**Option #2**

**Promotional menus on hotel ice tray sheets**

This idea was explored by contacting all nine hotels in Lombard to see if they use these types of tray liners with their ice trays and if they would allow the Village to provide them for this program.

A majority of the hotels do not use these and all of the hotels indicated that their corporate offices would not allow these items to be put in the rooms.

**Option #3**

**Mini Menus**

Cost: See attached quotes.

In researching this program, I estimated about 100 cards per restaurant per month as a starting point. The quotes are based on 10,000 menus per year for each of 25 restaurants that would be featured.

Sample cards are attached for your review.

In coming up with the 25 restaurants that staff thought could be featured on the cards, it was suggested that each restaurant kick in \$100 to be included in the program. This would roughly pay for about ½ of the cards per year and would also allow for restaurants that were not included in the initial 25 to be included.

We are still looking into costs for the holders of the cards, which would then be given to the hotels to have at their front desks or somewhere in their lobby area accessible to guests. These seem to be relatively inexpensive and we would need to purchase nine of them, assuming all of the hotels would be partnering with us on this program.

### **RECOMMENDATION**

Staff recommends trying to initiate both options 1 and 3 as listed above. A rough estimate to include both items as presented would be about \$7,500 without financial participation from the restaurants. If we require the restaurants to partner with us financially, we could probably do it for less, approximately \$5,000.

Let me know if you have any questions regarding this proposal. One note: If we are going to go ahead with the double page ad in the center of the Chamber Directory, we will need to reserve that space as soon as possible. It is available right now but it may not be for long.

Thank you.

Attachments

# Now, you need not look past your own backyard for a good meal.

Champp's Americana  
Fountain Square †

Lone Star Steakhouse &  
Saloon  
569 E. Roosevelt Road ●

Magnum's  
777 E. Butterfield Road †

Omega Restaurant  
2300 S. Highland Avenue

O'Neills Pub  
230 E. St. Charles Road

Otto's Bar & Grill  
433 W. Crescent

Old Country Buffet  
551 E. Roosevelt Road

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Lone Star Steakhouse &  
Saloon  
569 E. Roosevelt Road

Magnum's  
777 E. Butterfield Road

Omega Restaurant  
2300 S. Highland Avenue

O'Neills Pub  
230 E. St. Charles Road

## Dine Lombard. You'll be glad you did.

Otto's Bar & Grill  
433 W. Crescent

Old Country Buffet  
551 E. Roosevelt Road

Champp's Americana  
Fountain Square

Lone Star Steakhouse &  
Saloon  
569 E. Roosevelt Road

Magnum's  
777 E. Butterfield Road

● Each symbol could have a key.

**Taste The Ribs That Made Us Famous!** Just grab plenty of napkins and sink your teeth into our world famous, award winning grilled ribs. Also taste our delicious chicken, steaks, seafood, salads and more!

*Children's menu, take-out, and banquet facilities available.*

**Cuisine:** American  
**Hours:** 11 AM - 11 PM weekdays  
 11 AM - 12 AM weekends

**Credit Cards:** All Major Cards  
**\$ & Dress:** Moderate & Casual  
**Address & Telephone #'s:**  
 8560 International Dr. / 248-0094  
 (1 mile North of Convention Center)

3415 W. Vine Street / 870-9299  
 ( Kissimmee - US 192)

7015 S Semoran Blvd. / 857-7244  
 (Orlando International Airport Area)

300 S. State Rd. 434 / 865-7722  
 (Altamonte Springs on 434)

11674 University Blvd. / 207-3010  
 (UCF Area-Northeast Orlando)

12167 Apopka Vineland Rd.  
 239-8040 (Lake Buena Vista)

© MiniMenus 4/03 (407) 234-8701

# TONY ROMA'S

**FAMOUS FOR RIBS**®

**6 great locations  
 with 1 tasty offer!**

**Free Appetizer**

One per party with purchase of entree.  
 Not valid with any other offer.  
 Excludes sampler.

### Appetizers

Red Hot Buffalo Wings  
 Mozzarella Sticks  
 Potato Skins  
 Half Onion Loaf

### Soup & Salads

Baked Potato Soup  
 Santa Fe Salad  
 Grilled Chicken Salad

### Sandwiches & Burgers

Carolina  
 Pulled Chicken Sandwich  
 Buffalo Chicken Sandwich  
 World Famous  
 Barbeque Sandwich  
 (Beef or Pork)  
 Roma Burger

### Signature Steaks

USDA Choice Top Sirloin  
 USDA Choice New York Strip  
 USDA Choice Filet Mignon

### World Famous Ribs

Original Baby Backs  
 St. Louis Style  
 Bountiful Beef

### Chicken

Barbeque Chicken  
 Stacked Chicken Tejas  
 Chicken Tenderloin Platter

### Seafood

Carolina Honeys™ BBQ Salmon  
 Fried or Grilled Shrimp

Welcome to the Islands...The greatest culinary crossroads in the world, with all the bold and unique flavors of the Caribbean! In addition to our regular menu, our chefs are pleased to offer one or two specials each day for an interesting change of pace. Enjoy your favorite tropical drinks from our famous bar.

**Award Winning Caribbean  
 & American Food**

**Live Island Music  
 on the Patio**

Monday-Thursday 4-Midnight  
 Friday 4 p.m.-1 a.m.  
 Saturday 12 Noon-1 a.m.  
 Sunday 12 Noon-Midnight

MiniMenus 3/03 (407) 234-8701



IT'S WHAT'S UP AT SUNDOWNS<sup>SM</sup>

LAKE BUENA VISTA  
 8735 Vineland Rd  
 (407) 938-9010

8849 INTERNATIONAL Drive  
 (407) 248-2499

ALTAMONTE SPRINGS  
 499 E. Altamonte Spgs.  
 (407) 831-2929

### Samplers

Conch & Shrimp Fritters  
 Ahi Tuna Ceviche  
 Jamaican Grilled Chicken Wings  
 Fire-Roasted Jerk Shrimp  
 Coconut Prawns  
 Creole Baked Goat Cheese

### Soups & Salads

Bahamian Conch Chowder  
 Cuban Black Bean Soup  
 Grilled Chicken Caesar Salad  
 Grilled Fresh Ahi Tuna Salad

### Wood-Fired Pizzas

Portobello & Goat Cheese Pizza  
 Jerk Chicken Pizza  
 Margherita Pizza

### Pastas

Alan's Calypso Shrimp Pasta  
 Pan-Seared Salmon Pasta  
 Island Seafood Pasta

### Island Favorites

Jumbo Sea Scallops  
 with Island Chimichurri  
 West Indies Ribs  
 Pan-Seared Pork Tenderloin  
 Bahamian Kabobs

### Beef & Pork

Center-Cut Filet Mignon  
 Cheryl's Char-Grilled Sirloin  
 Ropa Vieja

### Seafood

Seared Fresh Ahi Tuna  
 Paella San Juan  
 Fish in a Bag  
 Tropical Tiger Prawns

### Chicken

Trinidad Chicken Curry  
 Jamaican-Grilled Chicken Breast  
 Bahamian Chicken Kabobs  
 Kid's Meals Available

The Crab House is the place to go for quality seafood, Live Maine Lobster, fresh crab, choice cut steaks, prime rib and so much more!

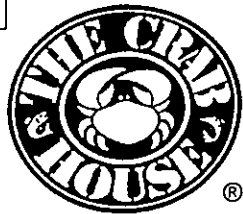
**Cuisine:** Fresh Seafood & Steaks  
**Hours:** 11:30 a.m.-11 p.m.  
**Address:** LAKE BUENA VISTA  
 8496 Palm Parkway  
 (407) 239-1888

**INTERNATIONAL AREA**  
 8291 International Drive  
 (407) 352-6140

All Major Credit Cards Accepted  
 Casual Dress / Moderate Price  
 Ample Parking

Referred By:

MiniMenus 3/03 (407) 234-8701



A South Florida tradition since 1975

**FREE APPETIZER**

\*Present this card for a Free Chef's Appetizer of the Day with purchase of an adult entree. Not valid with any other offer.

8291 International Drive  
 (407) 352-6140

8496 Palm Parkway  
 (407) 239-1888

MM03

**APPETIZERS**

Crab-stuffed Mushrooms  
 Oysters Rockefeller  
 Shrimp Cocktail  
 Bahamian Conch Fritters

**SOUPS**

New England Clam Chowder  
 Bahamian Conch Chowder

**CRAB HOUSE FRESH CATCH**

Grouper, Mahi-Mahi, Snapper, Tuna, Swordfish, Salmon & more!  
 Variety changes with the season.

**CRABHOUSE SPECIALS**

Prime Rib & Snow Crab  
 Crab House Broiled Platter  
 Lobster Combination  
 Shrimp prepared the way you like it.  
 Live Maine Lobster  
 Fresh Florida Stone Crabs  
 (In Season)

**THE CRAB CENTER**

Our World Famous Garlic Crabs  
 Maryland-Style Steamed Crabs  
 Maryland Crab Cakes  
 Soft Shell Crab  
 Alaskan King Crab  
 Dungeness Crab

**OUR FAMOUS CHILLED ALL YOU CAN EAT FRESH SEAFOOD SALAD BAR**

Featuring freshly shucked oysters, cold steamed shrimp, mussels, crab, ceviche and an array of fresh vegetables and salads.

**DESSERTS**

Key Lime Pie,  
 Banana's Foster, and more!



Kid Friendly  
 Delightful Children's Menu  
 Crayons, Favors & Fun!

It's a Jungle in Here! Dine in the most realistic indoor rain forest ever created. Complete your journey in our Retail Village which is overflowing with souvenirs of your adventure.

Menu items subject to change.  
 Children's menu available.

**GROUP SALES: (407) 933-2800**  
**DISNEY'S ANIMAL KINGDOM\***  
 Theme Park

Breakfast, Lunch, & Dinner Served.  
 Call for hours and reservations.

**DOWNTOWN DISNEY\***  
 Marketplace  
 Lunch & Dinner:

**Cuisine:** American  
**Marketplace:** (407) 827-8500  
**Animal Kingdom:** (407) 938-9100  
**Prices:** \$\$  
**Dress:** Resort Casual

3/03

© Disney

**Two Locations!**



A WILD PLACE TO SHOP AND EAT

**DOWNTOWN DISNEY\***  
 Marketplace  
 (407) 827-8500

**DISNEY'S ANIMAL KINGDOM\***  
 Theme Park  
 (407) 938-9100

[www.rainforestcafe.com](http://www.rainforestcafe.com)

**Appetizers**

Rain Forest Pita Quesadillas  
 Tsunami Shrimp Cocktail  
 Coastal Calamari  
 Big Blue Crab Dip  
 Awesome Appetizer

**Salads/Sandwiches**

Buffalo Fried Chicken Salad  
 Seafood Salad  
 Plant Sandwich  
 Rumble in the Jungle  
 Turkey Wrap

**Kid's Menu**

Rain Forest Rascal Burger  
 Jurassic Chicken Tidbits  
 Castaway Kid's Pizza  
 Macaroni & Cheese

**Entrees**

Nile Shrimp en Brochette  
 Caribbean Coconut Shrimp  
 Cyclone Crab Cakes  
 Maine Stuffed Lobster  
 Tree Top Filet Mignon  
 Primal New York Strip  
 Jambalaya

**Desserts**

Sparkling Volcano  
 Key Lime Pie  
 Banana Cheesecake

**Specialty Drinks**

Rain Forest Ricky  
 Jungle Fever  
 Brazilian Freeze  
 Tropical Toucan  
 Rain Storm

Conveniently located on uncluttered side of International drive near the Convention Center, Houlihan's offers classic grill cuisine with new American style. We strive for great food, warm friendly service and a lively atmosphere. From ribs or grilled chicken to New Orleans Jambalaya, Houlihan's is sure to please, but save room for our scrumptious desserts.

Cuisine: American  
 Hours: 11:00 a.m.-10 p.m.  
 Telephone: (407) 363-0043  
 Address: 9150 International Dr.  
 Credit Cards: All major cards

MiniMenus 10/02 (407) 234-8701

# Houlihan's

Food & Spirits

**10% OFF  
 YOUR TOTAL  
 CHECK\***

\*Not valid with any other offer

9150 International Drive  
 (407) 363-0043

APPETIZERS  
 Creamy Spinach Romano Dip  
 Buffalo Wings  
 Oriental Lettuce Wraps  
 Chicken Fingers  
 S'hrooms  
 Cajun Quesadilla

SALADS  
 Caribbean Salad  
 with Shrimp  
 Chinese Grilled Chicken  
 Heartland Chicken Salad  
 Grilled Portobello Caesar

FRESH SOUPS  
 Baked Potato Soup  
 French Onion

PASTA  
 Shrimp Scampi Pasta  
 Tuscan Lemon Chicken  
CLASSIC SANDWICHES  
 Reuben, Croissant Club  
 Brentwood Chicken Sandwich

FROM THE GRILL  
 Filet Mignon  
 Top Sirloin  
 Grilled Chicken Breast  
 Barbecued Baby Back Ribs  
 Grilled Atlantic Salmon  
 with Salsa Cruda

Menu items may change without notice  
 For parties of 15 or more please call: (407) 370-9062

Samba Room is located minutes from International Drive and Lake Buena Vista offering tasty Latin cuisine in a stylish setting. Whether your in the mood for a light lunch, sandwich, a cup of cappuccino, or a sultry evening of dining and dancing, Samba Room is the place! As evening approaches, the restaurant is overcome with spicy aromas, Latin music, and excitement!

Cuisine: Latin Steak & Seafood  
 Serving: Lunch and Dinner  
 Prices: \$\$  
 Dress: Resort casual

PLAN YOUR NEXT BIG EVENT  
 AT SAMBA ROOM  
 (407) 226-0550  
 WE CAN ACCOMMODATE  
 PARTIES OF 20 TO 200.

MiniMenus 3/03 (407) 234-8701

# SAMBA ROOM

A CUBAN BAR & LATIN CAFE

7468 West Sand Lake Road  
 Orlando, Florida

For reservations call:  
 (407) 226-0550

SMALL PLATES  
 Griddled Corn Cakes  
 Jerk Chicken  
 Brazilian Fried Mussels  
 Seared Rare Tuna  
 Mango Barbecued Ribs  
 Coconut-crusting Shrimp  
 Latin Chopped Salad  
 Marinated Hearts  
 of Palm and Jicama

SANDWICHES  
 Shredded Beef  
 Sliced Roast Pork  
 Cuban Chicken Sandwich  
 Cuban Pressed Muffaletta

COFFEE  
 Cuban Coffee  
 Strong Black Brazilian  
 Cappuccino  
 Espresso  
 Iced Coffee Concoction

LARGE PLATES  
 Cachaca Smoked Chicken  
 Sautéed Shrimp and Chicken  
 Roast Pork Tenderloin  
 Argentinean Style Skirt Steak  
 Plantain Crusted Mahi-Mahi  
 Sugar Cane Beef Tenderloin  
 Chicken, Sausage, Mussels,  
 and Shrimp  
 Grilled, Mashed  
 and Crisp Vegetables  
 Grilled Chilean Sea Bass  
 Whole Red Snapper

SIDE DISHES  
 Sweet Ripe Plantains  
 Black Beans and White Rice

DESSERTS  
 Sweet Cake with "Trés Leches"  
 Ancho Chile-Chocolate  
 Flourless Cake  
 Green Apple-Banana Cobbler

Ink Well - Carol

10,000 pieces - \$5,977.80

20,000 pieces - \$11,401.80



# The Printing System

*Your direct connection to  
print and distribution*

Quote Date: 2/17/2004      Quote Number: 741

JoElyn Kott  
Village of Lombard  
255 E. Wilson  
Lombard                      IL    60148

Dear JoElyn Kott

We are pleased to present our proposal for producing the printing projects that we discussed according to our interpretation of your specs as outlined below. No understanding exists other than appears itemized in detail.

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Description	Mini Menus-10,000 each of 25 lots
Quantity	250,000
Size	3.5 x 4 flat - Score down the center for folding
Pages/Panels:	1
Colors	1/1 Black
Stock	80# Bright White Cover
Art	Disk Supplied
Proof	Digital Proof
Packaging:	25,000 per lot is \$10,949.00 No Collating
Price	\$5,185.00

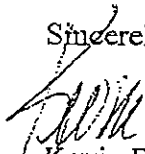
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***Note: Standard Trade customs allow for a Final Quantity of Plus or Minus 10%. Please allow for this in your specs and purchase order***

Our mission is to exceed client expectations by providing the highest-quality product possible in a timely manner. We create long-lasting, prosperous relationships with our client partners in order to help them reach their goals and objectives.

I look forward to working with you on this and future projects. If you have any questions or need further information, please give me a call at 847-466-1051.

Sincerely,



Kevin Farm  
Account Executive

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10 N. Martingale Road, Suite 400-Schaumburg, IL 60173  
Phone: (847) 466-1051 Fax: (847) 466-1101  
[www.theprintingsystem.com](http://www.theprintingsystem.com)

## ***FAX TRANSMISSION***

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***FROM: Kevin Farm  
The Printing System***

***TO: JoElyn Kott  
Village of Lombard  
630-629-2374***

***DATE: Thursday, February 19, 2004***

***PAGES: 2***

***SUBJECT: Mini Menu Bid Proposal***



920 Ridge Avenue • Suite C2  
Lombard, Illinois 60148  
Phone: 630 495-7845  
Fax: 630 495-2534

Attn Joelyn Kott

Title: Mini Menu

Size: 3.5 x 4

Quantity: 10,000      20,000      each of 25

Prepress: CTP and dylux proof from customer file.

Stock: 80# Opaque Smooth Cover

Presswork: 1/1 Black

Finishing: Score and trim to size

Packing: Convenient Cartons

Quantity      250,000      500,000

Cost:            \$2975            \$4695

Thanks for the opportunity to submit this bid.

Rick Smolke