



Memorandum

TO: Scott Niehaus
Village Manager

FROM: Nicole P. Aranas
Assistant Village Manager

DATE: February 12, 2014

SUBJECT: Community Promotion & Tourism Committee Recommendation
Local Tourism Grant – Lombard Park District Lilac Time Advertising

The following is a recommendation from the Community Promotion & Tourism Committee for funding through the Local Tourism Grant Program for the Lombard Park District in an amount not to exceed \$11,574.50 for Lilac Time Advertising.

Grant Request: \$11,574.50

The Lombard Park District has requested a grant in the amount of \$11,574.50 to be used towards advertising of Lilac Time 2014. The Park District is requesting advertising funds to market Lilac Time outside of a 50-mile radius of Lombard through the use of television commercials, online advertisements and digital billboards.

The requested grant is proposed to be used as the local match to State funding through the Illinois Department of Commerce and Economic Opportunity for the same purpose. In 2013, the Park District was not able to receive state funding for the advertising and did not avail itself of the local Village grant funds.

RECOMMENDATION:

The Community Promotion & Tourism Committee has recommended a Local Tourism Grant to the Park District in an amount up to \$11,574.50 regardless of whether additional grant funds are received through State funding sources. Whereas in prior years, the Park District has not taken Village funds where matching state funds were not made available, the Community Promotion & Tourism Committee recommends an award of funding regardless of the outcome of the Park District State grant request.

The Community Promotion & Tourism Committee further recommended that future requests for funding from the Park District for Lilac Time Advertising be removed from the Local Tourism Grant Program process and reviewed by the Committee as part of the annual budget process. This approach would be consistent with other expenditures for other intergovernmental events and other Lilac Time expenditures (e.g., certain Historical Commission expenditures, Lilac Time Arts & Craft Fair)

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