

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: February 21, 2018 (B of T) Date: March 1, 2018

TITLE: Local Tourism Grant Revision  
Firebirds Soccer Club – DuPage County Preseason Invitational

SUBMITTED BY: Nicole Aranas, Assistant Village Manager

BACKGROUND/POLICY IMPLICATIONS:

Attached please find information regarding a recommendation from the Community Promotion and Tourism Committee for an amendment of the 2017 Local Tourism Grant award to the Firebirds Soccer Club towards the DuPage County Preseason Invitational Tournament. On May 18, 2017, the BOT approved a grant of \$10,440 for the event. The soccer club was unable to fully meet its event projections as initially presented. Accordingly, the Community Promotion and Tourism Committee has reviewed their reimbursement request for 2017 and is recommending an amended reimbursement of 50% of expenses. The committee is recommending approval of a reduced grant award to the Firebirds Soccer Club under the 2017 Local Tourism Grant of 50% of total expenses, in an amount not to exceed \$ 6,631.

Please place this item on the consent agenda for the March 1, 2018, Board of Trustees meeting.

Review (as necessary):

Village Attorney X \_\_\_\_\_ Date \_\_\_\_\_  
Finance Director X \_\_\_\_\_ Date \_\_\_\_\_  
Village Manager X \_\_\_\_\_ Date \_\_\_\_\_

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:** February 21, 2018

**SUBJECT:** Community Promotion & Tourism Committee Recommendation  
Firebirds Soccer Club - Amended Award 2017

The following is a recommendation from the Community Promotion & Tourism Committee to amend the grant of funding through the Local Tourism Grant Program for the Firebirds Soccer Club. The Committee is recommending a reduction in the initial grant award from an amount not to exceed \$10,440, to 50% of total expenses for 2017, not to exceed \$6,631, for a three day travel soccer tournament, which occurred August 18-20, 2017.

### INITIAL REQUEST

The Firebirds Soccer Club had an initial 2017 grant request in the amount of \$10,440, to be used towards the inaugural DuPage County Preseason Invitational Tournament. The event was anticipated to include 100-128 teams from the ages of U8-U15, both boys and girls over 14 soccer fields. The club anticipated more than 5,000 people attending this tournament over a weekend with multiple families and teams from the regional area, beyond metro Chicago and out of state.

The inaugural tournament took place but did not meet the initial projections for number of teams, visitors, regional travel and event expense. subsequently, the Community Promotions and Tourism Committee met with the Firebirds to review the revisit the 2017 grant award.

### RECOMMENDATION:

The Community Promotion & Tourism Committee reviewed outcomes of the 2017 tournament event with the applicant and evaluated potential options for amendments to the initial grant award. While the outcomes of the initial event did not meet some of the projected metrics, the Committee was impressed with the continued efforts to establish a regional sporting tournament for the area and seeks to continue to encourage this type of event programming. The Committee recommended a reduction in the initial grant award reflective of the reduced spending by the organization.

Accordingly, the Community Promotion & Tourism Committee recommends that the initial Local Tourism Grant award for 2017 of \$10,440 be reduced to an amount equivalent to 50% of the overall event expenses, not to exceed \$6,631.

Please place this item on the consent agenda of the March 1, 2018, Board of Trustees meeting. If you have any questions, please feel free to contact me. Thank you.

**VILLAGE OF LOMBARD - 2018 LOCAL TOURISM GRANT  
REQUEST FOR ADVANCE OR REIMBURSEMENT**

Please complete the following information and submit along with:

**For reimbursement:** Include receipt and proof of payment such as cancelled checks or bank statement.

**For advance:** Include invoice or payment estimate. Upon payment, grantees must submit paid receipt and proof of payment such as cancelled checks or bank statement.

**Please send requests to:**

Village of Lombard - Attn: Nicole Aranas, Assistant Village Manager  
255 E. Wilson Avenue, Lombard, IL 60148 or aranasn@villageoflombard.org

**Grant Recipient**

**Payee (where to send check, if different)**

**Name & Address:**

**Name & Address:**

Firebirds FC - Attn: Michael Weltin  
301 N. Charlotte Street  
Lombard, IL 60148  
[michaelweltin@ymail.com](mailto:michaelweltin@ymail.com)

Firebirds FC - Attn: Michael Weltin  
301 N. Charlotte Street  
Lombard, IL 60148  
[michaelweltin@ymail.com](mailto:michaelweltin@ymail.com)

**Period covered by this request (date to date)**

August 19-20th 2017

**Type of Payment:**

Select Reimbursement or Advance  
Select Partial or Final

Reimbursement  
Final

a) Total grant awarded/authorized	\$ 10,440.00
b) Grant award payments previously requested	\$ (10,440.00)
c) Current estimated net balance (line a minus line b)	\$ 6,631.00
d) Grant award share now requested (total itemized below)	

Include an itemized description of expenses or requested funds:

<b>Description of Expense</b>	<b>Check/Invoice #</b>	<b>\$ Amount</b>
Awards	8170428	\$ 547.34 ✓
Athletic Trainer		\$ 1,000.00 ✓
Lombard Park District	2017 - Firebirds Tournament	\$ 3,045.00 ✓
TournaMart		\$ 700.00 ✓
Referees		\$ 4,215.00 ✓
IYSA		\$ 500.00 ✓
<b>Total</b>		\$ 10,007.34

e) Net balance of funds remaining (line c minus line d)

\$

(17,071.00)

*I certify to the best of my knowledge and belief the data above are correct and that all outlays were made in accordance with the grant conditions and that payment is due and has not been previously requested.*

Signature/Date

12/10/2017

Carmel Ludwig, Firebirds Tournament  
Chairperson

Name and Title

Telephone

7734917794

E-mail Address

[cmacnamara@csa.canon.com](mailto:cmacnamara@csa.canon.com)

Office Use Only:

Approved Payment Amount

Signature

**Firebirds Local Tourism Grant Options (2017)**

At the request of the Committee, please find below five reimbursement options for payment of 2017 funding towards the Lombard Firebirds Local Tourism Grant.

**2017 Grant Data**

Budgeted Expenses (anticipated): \$31,800

Actual Expenses: \$13,262

Receipts Provided: \$10,067

Ratio Initial Grant Award/Budgeted Expenses: 25%

Ratio Actual Expenses/Budgeted Expenses: 41%

Initial Grant Award: \$10,440

**Reimbursement Options**

Option A:	All	Reimburse entire initial grant award (100%)	\$10,440
Option B:	None	Deny any award to grant recipient (0%)	\$ 0
Option C:	50% of Expenses	Cap award to 50% of actual expenses	\$6,631
Option D:	25% of Expenses	Match ratio of initial grant award/budgeted expenses	\$3,316
Option E:	41% of Grant Award	Match award to ratio of actual expenses to budget	\$2,718

**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:	Firebirds Soccer Club		
Name of event:	DuPage County Preseason Invitational		
Date of event:	August 18 <sup>th</sup> – 20 <sup>th</sup>	Event location:	Lombard
Contact person:	Carmel MacNamara-Ludwig	Title:	Committee Member
Business address:	PO Box 1394	City & Zip	Lombard IL 60148
Telephone:	630-235-0150	Email:	michaelweltin@ymail.com

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

The DuPage County Preseason Invitational was marketed both locally and nationally. We started by posting the event on our website so all club staff and members could spread the word locally. We then set up all registration on Got Soccer which is a national tournament website finder and software system that allows teams to find and sign up for our tournament. Lastly we wanted to not only wait for teams to find us but we hired Touramart.com which pushes out the tournament marketing to all clubs in Illinois and we can pay by state to push to surrounding states. All marking material attached.

of event marketing pieces and advertisements.

- 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?

After months of planning yet having it all be the unknown until it actually happened, the tournament was an overall success. We initially did not have the turnout we hoped for, but were thankful we didn’t as we needed to start small, make it a great experience for the teams that attended and build on it for the future. We had 22 teams participate, 4 teams fill in tournament bracket gaps at no charge - 15 internal teams participate and 7 other teams play friendly matches. This was a great turn out for a first tournament.

The Friday night before the tournament was registration, which turned out great. All teams checked in, received a welcome bag/packet which included all tournament information/fields/parking etc. Our overall management of the tournament using multiple fields turned out great, we had committee/board members in shifts, park district support, food vendors, t-shirt and spirit wear vendors, trainers & field marshals all in attendance. The parking was smooth and we did not have any issues.

As expected, as things happened we all took note of things we could have done better, such as how to make a field/map change more seamless, how to lay out fields and games better for both the people running the tournament and the attendees. We also want to work more heavily with the DuPage Tourism group, they could have helped us a great deal with more notice, and in 2018 they will be engaged from the start.

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

The event was much smaller scale. By the time our registration process was set up and all of the other mechanics of setting up the process, we had 60 days to market the tournament. That was just not enough time to get out throughout the state/Midwest. We expected to have a great deal more teams attend ... but are thankful they did not, any more teams would have been overwhelming for a first tournament.

4) Summarize how the program performed from a budgetary standpoint and describe how the program and any proceeds from the event were supportive of the organization, other local groups, initiatives or the community at large.

Due to the low attendance we were able to eliminate much cost, but at the same time eliminated income from teams registered. We balanced the monies spent to support the tournament with the income we generated. We did not see any profit from this event, instead a break even. We did have great support from the community. We had a list of sponsors who provided coupon books, etc. which we included in the welcome packet. We estimated over 2500 tournament participants traveling and eating/vending throughout Lombard that weekend. We would like to find a better way to log the tournament activity and will work with DuPage Tourism to discuss how to do that. We have spoken with various local entertainment activities that going on during the weekend of our tournament to help turn our event into an end of summer trip.

5) Describe your organization's long term plans for funding this project or event.

Our entry fees will be more comparable to other like tournaments, rather than conservative. We kept entry fees at the low end to ensure we got teams to sign up. We did a nice job just touching the surface of fundraising, but could really work on ramping the fundraising up. We did not ask for donations to support our tournament, this could be an option as well. If we continue to monitor estimated income against our spend, we can really make this a successful function for Firebirds. We also like the idea of bringing more people and visibility to Lombard. We had great feedback on our parks, organization, parking ... etc. If we can continue to grow this tournament, the Village of Lombard's participation will grow and the club and town will benefit greatly!

#### SUBMISSION INSTRUCTIONS

First-time applicants - Please submit completed form and associated application documents on or before **December 19, 2016** to Nicole Aranas, Assistant Village Manger, by e-mailing [aranasn@villageoflombard.org](mailto:aranasn@villageoflombard.org) or by using the submit button below.

Submit

\*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](mailto:aranasn@villageoflombard.org) to confirm.