

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: David A. Hulseberg, Village Manager
DATE: September 25, 2012 (B of T) Date: October 4, 2012
TITLE: Grant Request for Glenbard East Booster Turf Stadium Project
Grant Request for 2012 Business Expo
SUBMITTED BY: Community Promotion & Tourism Committee

BACKGROUND/POLICY IMPLICATIONS:

Please find attached two grant recommendations from the Community Promotion & Tourism Committee:

The first grant is to be used for costs associated with the promotion and marketing of an upcoming concert fundraiser for the Turf Stadium project. The Committee recommended approval of an amount of \$2,500.

The second grant is to be used for costs associated with advertising and promoting the 2012 Chamber Business Expo. The Committee recommended approval of an amount of \$1,500.

Please place these items on the consent agenda for the October 4, 2012 Board of Trustees meeting.

Fiscal Impact/Funding Source:

Hotel/Motel Tax Fund:
Glenbard East Boosters - \$2,500
Lombard Chamber of Commerce - \$1,500

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.



TO: David A. Hulseberg
Village Manager

FROM: Joelyn M. Kott
Communications Coordinator

DATE: September 21, 2012

SUBJECT: Hotel/Motel Grant Recommendations

The Community Promotions & Tourism Committee met on September 20, 2012 and reviewed two hotel/motel tax grant applications. The grant requests and accompanying recommendations are provided below for your consideration.

1. Grant Request for Glenbard East Booster Turf Stadium Project

A request from the Glenbard East High School Boosters was submitted for consideration to help fund the marketing efforts of an upcoming concert. The concert is a fundraiser for the turf field project. The grant application and supporting documentation is attached as *Exhibit 1* for your review.

HISTORY

This is the first grant request considered from the Glenbard East High School Boosters.

RECOMMENDATION:

The Community Promotion & Tourism Committee recommends awarding the Glenbard East High School Boosters a grant not to exceed \$2,500 to be used for costs associated with marketing the upcoming American English concert at Biester Auditorium on the Glenbard East campus.

2. Grant Request for the Lombard Chamber of Commerce 2012 Business Expo

The Lombard Chamber of Commerce requested a grant in the amount of \$1,500 from Hotel/Motel Tax funds to be used for costs associated with updating banners used to promote the upcoming 2012 Chamber Business Expo. The grant application and supporting documentation is attached as *Exhibit 2* for your review.

HISTORY

The Lombard Chamber of Commerce requested a grant in 2011 for \$5,000 for costs associated with purchasing the banners to be used for promoting the Business Expo. The Village Board approved a grant of \$2,500 for the banners last year.

RECOMMENDATION:

The Community Promotion & Tourism Committee recommends awarding the Lombard Chamber of Commerce a grant not to exceed \$1,500 to be used for updating the banners with a new date to promote the 2012 Chamber Business Expo

Please place these items on the consent agenda of the October 4, 2012 Lombard Board of Trustees meeting. Thank you.

Attachments

Polak, Cindy



From: support@civicplus.com
Sent: Thursday, August 30, 2012 4:35 PM
To: Kott, Joelyn; Polak, Cindy
Subject: Online Form Submittal: Hotel/Motel Tax Grant Application

If you are having problems viewing this HTML email, click to view a [Text version](#).

Hotel/Motel Tax Grant Application

This application is to request funding from the Hotel/Motel tax fund. Applications must be accompanied by a budget that reflects the request by the organization. Applications are reviewed by the Community Promotions & Tourism Committee and are then referred to the Village Board.

Date:
8/30/12

Why are you requesting Hotel/Motel Tax funding?*

The Lombard Area Chamber of Commerce and Insutry is applying for this Grant to help pay for advertising opportunities at Yorktown Mall that will promote our annual Business Expo.

Amount of funds being requested:*
\$1500

Specifically, what will the Hotel/Motel Tax funding be used for?*

Yorktown Mall provides an advertising opportunity that includes 50 pole banners that are placed throughout the perimeter of the mall. These banners were purchased last year with Hotel/Motel grant monies. the money requested is to change out the date on the existing 50 banners.

Have you requested Hotel/Motel tax funds in the past?

Yes
 No

A budget of the event or item that is being requested must be attached to the application or the grant application may be not be addressed until the budget is received. If this is a repeat request, the cancelled check(s) from the previous year must have been received by the Village Finance Department or be attached to the application.

Name of Organization Requesting Funding:*
Lombard Area Chamber of Commerce and Industry

Name of Person Submitting Grant Application:*
David Boylan

Phone:*
630-543-1700

Email:*
Servprodave@gmail.com

Event/Project/Activity
Annual Business Expo

Date of Event/Project/Activity

10/18/12

Estimated Attendance:

500-1000

Is the event open to the general public?

Yes

No

Do you intend to apply for a liquor license for this event/project/activity?

Yes

No

How does this promote tourism/overnight stays in Lombard?

Our Expo displays the best that our community has to offer. From restaurants, hotels, entertainment to retail and beyond. It is the showcase of what Lombard provides to visitors and guest of our community.

Will any profits generated be returned to the community?

Yes

No

If the grant is approved, who should the check be made out to?

Lombard Area Chamber of Commerce and Industry

Please list the address where the check should be mailed to:

10 Lilace Lane Lombard, IL 60148

The following form was submitted via your website: Hotel/Motel Tax Grant Application

This application is to request funding from the Hotel/Motel tax fund. Applications must be accompanied by a budget that reflects the request by the organization. Applications are reviewed by the Community Promotions & Tourism Committee and are then referred to the Village Board.:

Date: 8/30/12

Why are you requesting Hotel/Motel Tax funding?: The Lombard Area Chamber of Commerce and Insutry is applying for this Grant to help pay for advertising opportunities at Yorktown Mall that will promote our annual Business Expo.

Amount of funds being requested: \$1500

Specifically, what will the Hotel/Motel Tax funding be used for?: Yorktown Mall provides an advertising opportunity that includes 50 pole banners that are placed throughout the perimeter of the mall. These banners were purchased last year with Hotel/Motel grant monies. the money requestedis to change out the date on the existing 50 banners.

Have you requested Hotel/Motel tax funds in the past?: Yes

A budget of the event or item that is being requested must be attached to the application or the grant application

may be not be addressed until the budget is received. If this is a repeat request, the cancelled check(s) from the previous year must have been received by the Village Finance Department or be attached to the application.:

Name of Organization Requesting Funding: Lombard Area Chamber of Commerce and Industry

Name of Person Submitting Grant Application: David Boylan

Phone: 630-543-1700

Email: Servprodave@gmail.com

Event/Project/Activity: Annual Business Expo

Date of Event/Project/Activity: 10/18/12

Estimated Attendance: 500-1000

Is the event open to the general public?: Yes

Do you intend to apply for a liquor license for this event/project/activity?: No

How does this promote tourism/overnight stays in Lombard? : Our Expo displays the best that our community has to offer. From restaurants, hotels, entertainment to retail and beyond. It is the showcase of what Lombard provides to visitors and guest of our community.

Will any profits generated be returned to the community?: No

If the grant is approved, who should the check be made out to?: Lombard Area Chamber of Commerce and Industry

Please list the address where the check should be mailed to: 10 Lilace Lane Lombard, IL 60148

Additional Information:

Form Submitted on: 8/30/2012 4:34:30 PM

Submitted from IP Address: 71.201.133.124

Referrer Page: <http://www.villageoflombard.org/FormCenter/HotelMotel-Grant-Request-11/HotelMotel-Tax-Grant-Application-79>

Form Address: <https://www.villageoflombard.org/FormCenter/HotelMotel-Grant-Request-11/HotelMotel-Tax-Grant-Application-79>

2011 Business Expo RECAP as of 11/1/2011

INCOME

7 @ 187.50 (Gold Members)	1312.50
4 @ 225.00 (Silver Members)	900.00
14 @ 250.00	3500.00
1 @ 330.00 (Silver Member Double Booth)	330.00
7 @ 150.00 (Non-Profit)	1050.00
10 @ 30.00 (Electric access)	300.00
Grant from Village of Lombard	2500.00

TOTAL INCOME 9892.50

EXPENSES

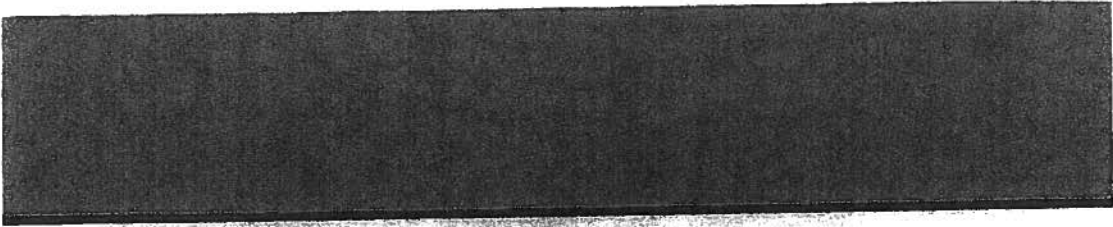
Yorktown Center (15% of \$7092.50) booth income)	1063.88
Yorktown Center – 50 Banner Flags	2500.00
Printed Programs – The Inkwell	270.00
Postage (application mailed)	117.20
Table and Chair rental	1030.68

SERVICE IN KIND TRADE

11 @ 250.00 – Restaurants, VOL, Advertising (2750.00)

TOTAL EXPENSE 4981.76

TOTAL PROFIT 4910.74



BUSINESS EXPO

OCTOBER 18

