

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: March 11, 2020 (B of T) Date: March 19, 2020  
TITLE: 2020 Local Tourism Grant Recommendation  
DuPage Convention and Visitors Bureau – Lombard Cycling Classic  
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 approval of funding to the DuPage Convention and Visitors Bureau toward the 2020 Lombard Cycling Classic event. The Committee is recommending approval of a 2020 Local Tourism grant in the amount of up to \$17,000, plus municipal services.

Please place this item on the consent agenda for the March 19, 2020, 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, Assistant Village Manager *NPA*  
**DATE:** March 11, 2020  
**SUBJECT:** **COMMUNITY PROMOTION & TOURISM COMMITTEE RECOMMENDATION  
DuPAGE CONVENTION & VISITORS BUREAU - LOCAL TOURISM GRANT FUNDING  
LOMBARD CYCLING CLASSIC/TOUR DE LILAC – INTELLIGENTSIA CUP SERIES**

The following is a recommendation from the Community Promotion & Tourism Committee for funding through the 2020 Local Tourism Grant Program to the DuPage Convention and Visitors Bureau in connection with Prairie State Cycling Series, LLC, for production of the Lombard Cycling Classic/Tour De Lilac, part of the ten-day Intelligentsia Cup Series.

**GRANT REQUEST: \$7,000 (and \$10,000 in municipal services)**

The DCVB has requested a grant in the amount of \$7,000, and coverage of municipal services (estimated around \$10,000), to be used towards the Lombard Cycling Classic. The grant request from the DCVB and Prairie State Cycling Service, LLC, the grant application and event budget are attached for your review.

**EVENT DETAILS**

The Intelligentsia Cup Series is a 10-day road cycling bike series which features competitive road cycling races each day for 10 consecutive days in different locations throughout the Chicago metro area. The 2020 Intelligentsia Cup series is the second largest road racing series in the country and is now in its ninth edition. The 2020 race series will take place between July 19-28, 2019 and will include locations throughout Chicago including Elmhurst, Glen Ellyn, Chicago, Elgin, Joliet and Niles.

DuPage Convention and Visitors Bureau, in partnership with Prairie State Cycling, is proposing to host the Second Lombard Cycling Classic in Lombard on Tuesday, July 21, 2020. The Lombard race, along with races in neighboring Glen Ellyn and Elmhurst will be billed and promoted as the second annual DuPage Triple Crown.

The Lombard Cycling Classic, on July 21<sup>st</sup> will feature bicycle races at the professional and amateur level with racers from throughout the United States and several foreign countries. The event would include multiple races throughout the day with a vendor and lifestyle expo area. Prairie State Cycling, will stage and operate the event with DuPage Convention and Visitors Bureau serving as the local host agency for local operations obtaining funding, sponsorships, permitting, volunteers, organizing event logistics and communications.

Race events typically run from 10:00 a.m. to 8:30 p.m. on a closed course loop. DCVB and Prairie State Cycling are proposing a preferred course route in downtown Lombard on St. Charles Road, Main Street, Michael McGuire Drive and Elizabeth Street with the expo located on South Park Avenue. With potential construction on Main Street planned for the summer, an alternative route is also proposed in the event that there are construction impacts which would prohibit use of the current route. Communications from DCVB will be made to property owners adjacent to both routes along with information about possible impacts related to the road construction. Final approval of the course route shall be subject to approval of the final Village Special Event Permit Application by Police, Fire, Public Works and Community Development.

The proposed event has potential for generation of local tourism and local business support. The Lombard Cycling Classic is anticipated to feature approximately 500 racers with more than half visiting from outside Illinois. Spectators to the event are projected to be between 1,000-2,000 in the first year with potential to increase in subsequent years. In addition to the amateur and professional races, the event will feature series of kids races that are open to the public.

If approved, a Lombard hotel will be designated as the host hotel for the full Intelligentsia Cup series and is guaranteed to receive 50% of all staff business room nights (estimated at 60+ room nights minimum based upon prior years). While it is anticipated additional room night stays will be generated based upon the host hotel designation and Lombard's central proximity to the multiple race sites, the exact number of hotel room stays is undetermined.

**RECOMMENDATION:**

The Community Promotion & Tourism Committee recommended a grant in an amount up to \$7,000 to the DuPage Convention and Visitors Bureau to be used towards the Second Lombard Cycling Classic. The Committee also recommended coverage of Village services in support of the event, in an amount of \$10,000. The Committee is supportive of sports travel opportunities and seeks to encourage these types of events moving forward.

Please place this item on the consent agenda of the March 19, 2020, Board of Trustees meeting. If you have any questions, please feel free to contact me. Thank you.

**VILLAGE OF LOMBARD  
LOCAL TOURISM GRANT PROGRAM APPLICATION FORM**

**GENERAL INFORMATION**

Organization:	DuPage Convention & Visitors Bureau (DCVB) / DuPage Sports Commission (DSC)		
Name of event:	Lombard Cycling Classic		
Date of event:	July 21, 2020	Event location:	Downtown District
Contact person:	Justin Roach	Title:	Director of Business Development
Business address:	915 Harger Rd. Ste 120	City & Zip	Oak Brook, IL
Telephone:	630-277-3953	Email:	justin@discoverdupage.com

**PROJECT OVERVIEW**

Total cost of the project:	\$ 25,500
Cost of city services requested in this application (if any):	\$10,000
Total funding requested in this application:	\$17,000
Percent of total project cost being requested:	30%
Anticipated attendance:	2,000-2,500
Anticipated number of overnight hotel stays:	150+

Created in 2019, the Lombard Cycling Classic is an all-day professional cycling competition in downtown Lombard featuring athletes from around the country, as well as internationally. This is a very spectator and family-friendly event that includes an expo area, music, and significant direct spending to local businesses and restaurants. The Lombard Cycling Classic is part of the Intelligentsia Cup – a 10 day race series that visits a new Chicagoland community each day for competition. Other DuPage County race locations for the Intelligentsia Cup include established annual races established in both Elmhurst and Glen Ellyn. Visit [www.IntelligentsiaCup.com](http://www.IntelligentsiaCup.com) for more details. As part of the creation of the Lombard Cycling Classic, it partnered with both additional races in DuPage County to form the “DuPage Triple Crown” effectively creating a series within a series featuring its own prizes and promotion.

Briefly describe the project for which are funds are being requested:

**ORGANIZATION**

Number of years that the organization has been in existence:	DuPage CVB – 30 years & Intelligentsia Cup for 8 years
Number of years that the project or event has been in existence:	2020 will be the 2nd year of the Intelligentsia Cup

Number of years the project has been supported by Village of Lombard funds:	1
How many years does the organization anticipate it will request grant funding?	2 Additional Years

1) Describe the organization (include brief history, mission, and ability to carry out this project):

The DuPage Sports Commission was created as a new department within the DuPage Convention & Visitors Bureau to harness the power of sports tourism on behalf of the County's 38 communities and nearly one million residents. As advocates for sports development, our efforts help the region realize the economic, social and community-based benefits of sports. The Lombard Cycling Classic delivered on all aspects of our strategic mission, and if it continues, will become a signature event of the DuPage Sports Commission.

Our experience in supporting sports events, which includes more than 60 events between 2014 and 2017 alone, has welcomed more than 60,000 visitors and \$12.5 million in direct spending to DuPage County. With the support of the Village of Lombard through this grant program, we will continue to grow this event to become financially self-sustaining, and as a community oriented experience that continues to grow in popularity.

2) Please describe how the program and any proceeds from the event support the goals and objectives of the organization, other local groups or initiatives, and the community at large:

In year 2 of this event, it is not expected to be profitable. However, a key focus of 2020 is to substantially increase local sponsorship revenue for the event, thus, reducing the dependence on the Village of Lombard Tourism Grant program in the future. Any revenue or proceeds from the event will be allocated to supporting future DuPage Sports Commission events. In Lombard, this would include, but not limited to, supporting events like the USA Weightlifting Nationals (May 2020), or the United States Bowling Congress 2021 Convention – both held at the Westin Lombard. Both of these events require resources and funding by the DuPage Sports Commission to bring them to Lombard, and DuPage County, and represent approximately 5,000+ overnight visitors representing more than \$1 million in direct spending to the Village of Lombard.

3) What is the organization's plan to make the project self-sustaining?

2019 proved this event model can be successful and attract a high volume of local spectators. With this successful proof of concept, the Lombard Cycling Classic is better positioned to generate sponsorship revenue to become self-sufficient in the future. Our sponsorship strategy includes a portfolio of sponsorship opportunities with an event that will be presented and discussed with local and regional businesses.

**PROJECT DESCRIPTION**

- Is the event open to the general public?  Yes  No  
Do you intend to apply for a liquor license for this project?  Yes  No  
Will any revenues from this event be returned to the community?  Yes  No  
Have you requested grant funding in the past?  Yes  No

If yes, provide grant awards for past 5 years:

Yes. In 2019 we requested and received \$7,000 plus Village Services to support the event.

1) Provide a full detailed description of the proposed project or event.

The Lombard Cycling Classic is a full day of "criterium" style road racing on a closed loop racecourse (approximately 1 mile in circumference) in downtown Lombard. The start/finish line is strategically positioned near several bars/restaurants (specifically Babcock's Grove House) to drive local spending and create a better community environment. The race day runs from 10am – 830pm with approximately 10 different categories of races ranging from amateur to professional. Additionally there is a community kids "race" for kids 8 and under. In 2019, we had approximately 35 kids race down a stretch of St. Charles Rd "just like the pro's." The Lombard Cycling Classic takes place rain or shine, but will suspend or cancel with severe and dangerous weather.

2) If your application is accepted, how will the tourism grant funds be used?

The grant funds will be 100% used towards a race fee to the Intelligentsia Cup Series to be part of their series. In return, the Intelligentsia Cup provides race operations and recruits competitors for the event.

3) What modifications to the event or other steps will be taken to increase event attendance over

The DuPage Sports Commission will lead efforts for enhanced promotion and communication to nearby residents to encourage participation in the kid's race, as well as spectator attendance. This will include posters to be shared throughout the community, as well as better digital assets for social media and promotion. Lastly, we will build closer partnerships with nearby park districts and youth camps who might be interested in experience the race as an outing.

previous years (not applicable to first time events)?

**LOCATION**

Provide the location of the event or project. If a location has not been secured, list the venue(s) being proposed or considered.

The 2019 racecourse is the preferred location. However, we understand road construction may impact this as a viable option. If it does, the DuPage Sports Commission will work with Village staff to create a similar course in the downtown area.

### **MILESTONES AND TIMETABLES**

Describe the milestones that will mark the progress towards implementing the project and provide a timetable for the completion of each milestone.

1. Confirm award of Tourism Grant Funds to enable the race to return (January/February).
2. A. Review all necessary event permits in partnership with Village staff and relevant departments (police, fire, etc.) in April 2020, and submit needed materials for approval by June 1, 2020.  
  
B. Begin outreach to community businesses and residents to build awareness for the race, and sponsorship purposes (February through July).
3. Resident and Business notice of event impacts of detours, etc. (July 1 -- 15)

### **IMPACT**

- 1) Please describe how the event or program will promote overnight stays and/or tourism within the

A hotel in Lombard will be designated as the "host hotel" of the 2019 Intelligentsia Cup series which will guarantee a minimum of 95 booked hotel room nights. Hotel accommodations will be promoted through the Intelligentsia Cup website and digital assets to competitors and visiting spectators.

Village of Lombard.

- 2) Please describe the economic benefit to local businesses and the Lombard community. How will your event draw more people from outside the local market (50 miles or more) or attract a new visitor

In partnership with the Intelligentsia Cup, the 2019 Lombard Cycling Classic attracted 471 competitors and their guests, from 40 states and 20 countries. 2019 also marked the largest competitor participation rates for the Intelligentsia Cup, making it the largest event series of its kind in the country. We will continue to work with the Intelligentsia Cup to promote this event to a world-wide audience of cyclists to continue the growth of the series, and Lombard Cycling Classic.

audience?

- 3) Who is the target audience for your event or project? What is your anticipated attendance?

The target audience consists of amateur male and females who are serious bike racers. The series presents a high level of competition to our racers. For amateur as well as professional bicycle racers, some of the best competition in the country can be found at the Intelligentsia Cup and our reputation nationally reflects that.

- 4) Please identify and detail the estimated cost of any Village of Lombard services anticipated as part of the event (e.g., Police, Public Works, barricades, etc.). For each cost, confirm whether the costs for such services be reimbursed to the Village or are requested to be covered under this grant.

The DuPage Sports Commission will again work closely with Village staff to estimate the cost of all necessary services to be included in this grant amount request.

- 5) Please describe any collaborative arrangements developed or anticipated with other organizations to

Last year the Lombard Cycling Classic partnered with Lombard Toyota, as well as a handful of other local businesses, providing them complimentary engagement opportunities

fund or otherwise implement the project (including in-kind donations).

- 6) Please describe your marketing plan. Detail the strategies your organization will use to promote the event or project (e.g., advertising, public relations, marketing, print materials, promotional pieces).

- maintaining a robust and current website
- issuing numerous and timely press releases
- planning and managing a sophisticated social media campaign with the Intelligentsia Cup and Lombard community partner organizations
- issuing "e-blast" communications to our racers and other constituents from time to time
- placing some but not extensive traditional media (we think the benefit of traditional media is declining)
- coordinate media stories
- promotional posters and signage
- coordinating marketing efforts with the local partners and municipality

#### **FINANCES**

- Please include a detailed itemized budget for your entire event on the attached budget form (2 years of past actuals and estimates for upcoming event).
- Attach a copy of the most recently completed agency audit and Federal Form 990. If these documents are not available, please explain why they are not available.

#### **CHECKLIST**

- Completed Local Tourism Grant Program Application Form.
- Completed detailed budget form.
- Promotional materials from past events (not applicable to first time events).
- Post event summary from past event (not applicable to first time events).
- Copy of the most recently completed agency audit or explanation of why it is not available.
- Copy of the most recent Federal Form 990 for the agency or explanation of why it is not available.

Additional Notes, Comments or Explanations:



**CERTIFICATION**

The undersigned certifies that to the best of his or her knowledge and belief that data in this application are true and correct, the application has been duly authorized by the organization and any funds received under this grant will be used for the purposes described in this application.

Name:			
Title or office held:		Date:	

Signature: \_\_\_\_\_

**LOCAL TOURISM GRANT PROGRAM  
DETAILED BUDGET**

Event: Lombard Cycling Classic Date: July 23, 2019

Organization: DuPage Convention & Visitors Bureau | DuPage Sports Commission

**INCOME:** Include an itemized list of all actual (past 2 years) and estimated project revenues (entry fees, gate receipts, food/beverage sales, donations, sponsorships, booth rentals, souvenir sales, other revenues)

ITEMIZED REVENUES	ACTUAL	ACTUAL 2019	ANTICIPATED
Lombard Tourism Grant	\$	\$7,000	\$7,000
Village Services		\$10,000	\$10,000
Sponsorship Income		\$500	\$5,000
Alcohol Sales			\$2,000
<b>Total Income</b>	<b>\$</b>	<b>\$17,500</b>	<b>\$24,000</b>

**EXPENSES:** Include an itemized list of all actual and estimated project expenses (advertising, supplies, labor, rentals, insurance, materials, entertainment, other expenses)

ITEMIZED EXPENSES	ACTUAL	ACTUAL 2019	ANTICIPATED
Race Fee	\$	\$7,000	\$7,000
General Supplies		\$1,000	\$1,000
Sanitation Services (Porta Johns)		\$1,500	\$1,500
Printed Promo Materials		\$4,000	\$5,000
Social Media Promotion		\$100	\$500
Volunteer/Staff		\$700	\$500
Village Services		\$10,000	\$10,000
<b>Total Expenses</b>	<b>\$</b>	<b>\$24,300</b>	<b>\$25,500</b>

**IN-KIND CONTRIBUTIONS:** Include an itemized list of all actual and estimated in-kind contributions. In-kind contributions are non-cash donations, contributions or gifts which can be given a cash value (include Village of Lombard in-kind services, where applicable)

	ACTUAL	ACTUAL	ANTICIPATED
Estimated value of in-kind	\$	\$	