

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: William T. Lichter, Village Manager

DATE: February 19, 2007 (B of T) Date: March 1, 2007

TITLE: Grant Application from the Lilac Parade Festival Committee for the 2007 Lilac Parade

SUBMITTED BY: Community Promotion & Tourism Committee through the Department of Community Development *W. T. Lichter*

BACKGROUND/POLICY IMPLICATIONS:

Please find attached a grant recommendation from the Community Promotion & Tourism Committee from the Lilac Parade Festival Committee.

The grant is to be used for 2007 Lilac Parade. The Committee recommended approval of a grant in an amount not to exceed \$30,000.

(ALL DISTRICTS)

Please place this item on the consent agenda for the March 1, 2007 Board of Trustees meeting.

Fiscal Impact/Funding Source:

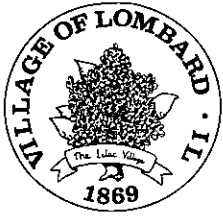
Hotel/Motel Tax Fund

Lilac Parade not to exceed \$30,000

Review (as necessary):

Village Attorney X _____	Date _____
Finance Director X _____	Date _____
Village Manager X <i>W. T. Lichter</i>	Date <i>2/20/07</i>

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: William T. Lichter
Village Manager

FROM: David A. Hulseberg, AICP *DAH*
Director of Community Development

DATE: February 19, 2007

SUBJECT: Promotions & Tourism Committee Grant Recommendation

The following is a recommendation for a grant request from the Lilac Parade Festival Committee for the 2007 Lilac Parade.

Grant Request: \$30,000

The Lombard Lilac Parade Festival Committee requested a grant in the amount of \$30,000 to be used toward costs associated with its annual Lilac Parade.

The grant request is attached for your review.

RECOMMENDATION:

The Community Promotions & Tourism Committee recommended approval of the grant in an amount not to exceed \$30,000 for costs associated with the 2007 Lilac Parade.

Please place this item on the consent agenda on the March 1, 2007 agenda of the Board of Trustees. If you have any questions, please feel free to contact me. Thank you.

Attachment

DAH/jmk

Application Deadline: _____

Date Submitted: _____



APPLICATION FOR HOTEL/MOTEL FUNDS

State law requires that Hotel/Motel funds be spent on tourism; more specifically, things and events which will promote overnight stays in Lombard.

Event/Project/Activity: Lilac Parade Event Date(s) May 20th 2007

Name of Organization or Group Sponsoring Event: Lombard Lilac Parade Festival Committee

Organization Address: P.O. Box 83 Lombard IL

Organization Phone: _____

Contact Person: Gregory A. Gron (Chairperson)
(Please indicate position in the organization)

Address: 355 W. Eugenia

Home Phone: 630-620-8457 Business Phone: _____

1. Is this the first year for your event? Yes _____ No ☒ If not, how many years has this event been held? 51 years

2. What is the estimated attendance? 50k

3. Where will the event be held? Lombard / Main street from Wilson to Maple

4. What specifically would the Hotel/Motel funding be used for? _____

To pay for incurred costs associated with presenting parade and to pay honorariums to entrants.

_____ Total Amount Requested: \$30,000

5. Is this event open to the general public? Yes ☒ No _____

6. Do you intend to apply for a liquor license? Yes _____ No ☒

7. How will this promote tourism/overnight stays in Lombard? This is a wknd long festival filled with activities thru out the village. People come

from all over for event. Patron local establishments, shops and hotels.

8. Will any profits generated be returned to the community? Yes _____ No ☒ If yes, how will this be spent? None generated

Please submit a budget for your event, along with this application, explaining what funding sources will be used no later than December 31.

Revised 12-30-92