

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 9, 2005 (B of T) Date: February 17, 2005

TITLE: Grant Applications from the Lombard Park District for 2005 Lilac Time Festival Advertising and for a Fourth Party Wagon

SUBMITTED BY: Community Promotion & Tourism Committee through the Department of Community Development *Datt*

BACKGROUND/POLICY IMPLICATIONS:

Please find attached two grant recommendations from the Community Promotion & Tourism Committee from the Lombard Park District.

The first grant is to be used for 2005 Lilac Time Festival advertising. The Committee recommended approval of a grant in an amount not to exceed \$11,000.

The second grant is to be used for the purchase of a fourth party wagon. The Committee recommended approval of an amount not to exceed \$10,000.

(ALL DISTRICTS)

Please place this item on the consent agenda for the February 17, 2005 Board of Trustees meeting.

Fiscal Impact/Funding Source:

Hotel/Motel Tax Fund

Lilac Time Advertising amount not to exceed \$11,000

Party Wagon amount not to exceed \$10,000

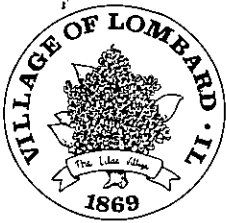
Review (as necessary):

Village Attorney X _____ Date _____

Finance Director X _____ Date _____


Village Manager X *W. T. Lichter* _____ Date *2/9/05*

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.



February 17, 2004

TO: William T. Lichter
Village Manager

FROM: David Hulseberg, AICP 
Director of Community Development

RE: Community Promotions & Tourism Committee Recommendations

The following recommendations were discussed at the most recent meeting of the Community Promotions & Tourism committee.

1. Grant Request: \$10,995

The Lombard Park District requested a grant in the amount of \$10,995 to be used for Lilac Time 2005 advertising.

The grant request and supporting documentation are attached for your review.

RECOMMENDATION:

The Community Promotions & Tourism Committee recommended a grant in the amount not to exceed \$11,000 to the Lombard Park District to be used for costs associated with advertising for the upcoming 2005 Lilac Time.

The second recommendation is also the result of a request from the Lombard Park District for an additional party wagon. Currently there are three party wagons and funding for a fourth one was requested.

Attached is information presented by Mike Fugiel, Executive Director of the Lombard Park District regarding the usage of the party wagons during the past several years.

The Community Promotions & Tourism Committee recommended an expenditure of an amount not to exceed \$10,000 to be used for the purchase of a fourth party wagon.

Please place these items on the consent agenda for the February 17, 2005 agenda of the Board of Trustees. If you have any questions, please feel free to contact me. Thank you.

Attachments

DAH/jmk



227 W. Parkside Avenue, Lombard, Illinois 60148-2592

Phone: 630/627-1281

Fax: 630/627-1286



November 29, 2004

Village of Lombard
Attention: Joelyn Kott or Linda Opland
255 E. Wilson Avenue
Lombard IL 60148

Dear Village of Lombard staff:

Enclosed are the documents requested to complete our Hotel/Motel Funds grant application for the 2005 Lilac Time festival in Lombard, Illinois. Also included are budget spreadsheet and a sample advertisement.

If you require any additional information, please contact me at your earliest convenience.

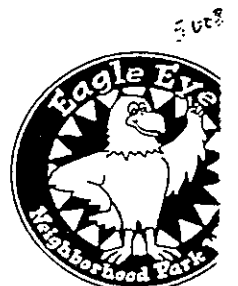
Sincerely,

Lesli Groth
Community Service Manager
Lombard Park District
227 W. Parkside Avenue
Lombard, IL 60148
(630) 953-7300 ext. 17
lgroth@lombardparks.com



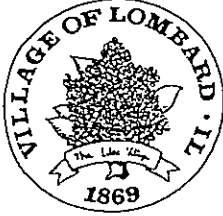
PROVIDING LEISURE OPPORTUNITIES FOR PEOPLE TO ENJOY LIFE

PRINTED ON RECYCLED PAPER



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 Time 2005 Event Date(s) April 30 - May 15

Name of Organization or Group Sponsoring Event: Lombard Park District

Organization Address: 227 W. Parkside Ave - Lombard 6014

Organization Phone: 630/ 627-1281

Contact Person: Lesli Groth - Community Service Manager
(Please indicate position in the organization)

Address: 227 W. Parkside Ave - Lombard IL 60148

Home Phone: — Business Phone: 630/ 953-7300 x.17

1. Is this the first year for your event? Yes No . If not, how many years has this event been held? 77 yrs.

2. What is the estimated attendance? 13,000 - 14,000

3. Where will the event be held? Lilacia Park

4. What specifically would the Hotel/Motel funding be used for? Advertising to draw visitors from all parts of Illinois - as well as surrounding states. Ads will include local hotels/motels in Lombard. Total Amount Requested: \$ 10,995

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? Lilac Time will span 16 days and will visitors totaling 14,000, we expect many out-of-town guests to stay overnight.

8. Will any profits generated be returned to the community? Yes No If yes, how will this be spent? All profits will benefit this and future community events

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

Hotel/Motel Funds Application - Attachment

2005 ADVERTISING - PRINT MEDIA (Newspapers)

Publication	Market Area	Circulation	Ad Run Dates (Propose)	Size of Ad	Net Rate	Target
Champaign News Gazette	Champaign, IL	43,000	4/13, 4/15, 4/17	2 col.x6"	\$1,092.00	Travel/Entertainment
Herald & Review	Decatur, IL	43,000	4/13, 4/15, 4/17	2 col.x6"	\$1,047.00	Travel/Entertainment
The Pantagraph	Bloomington-Normal, IL	47,000	4/13, 4/15, 4/17	2 col.x6"	\$774.00	Travel/Entertainment
Quad-City Times	Quad Cities, IA and IL	52,274	4/13, 4/15, 4/17	2 col.x6"	\$1,508.00	Travel/Entertainment
State Journal Register	Springfield, IL	59,600	4/13, 4/15, 4/17	2 col.x6"	\$824.00	Travel, Arts/Entertainment
Rockford Register Star	Rockford, IL	85,000	4/13, 4/15, 4/17, 4/19	2 col.x6"	\$1,879.00	Travel, Entertainment, News
Peoria Journal Star	Peoria, IL	88,000	4/13, 4/15, 4/17	2 col.x6"	\$1,130.00	Travel/Entertainment
Milwaukee Journal Sentinel	Milwaukee, WI	253,708	4/11, 4/13, 4/15, 4/17	2 col.x6"	\$5,534.00	Travel/Entertainment
Indianapolis Star	Indianapolis, IN	273,000	4/13, 4/15, 4/17, 4/19	2 col.x6"	\$4,537.00	Travel/Entertainment

TOTAL PRINT MEDIA COST: \$18,325

Total: \$18,325
 40% from Tourism Marketing Program Grant: \$7,330
60% requested from Village of Lombard: \$10,995

Lilac Time 2005

Experience a lilac festival like no other!
View more than 1,200 magnificent
lilacs and 25,000 tulips in historic
Lilacia Park, and enjoy a full schedule
of events for all ages!



April 30 - May 15

Lilacia Park, 150 S. Park Ave.
Lombard, Illinois (22 miles west of Chicago)

- Lilac Parade
- Beer & Wine Tasting
- Family Activities and Kids Day
- Lilac Arts & Crafts
- Mothers Day Brunch
- Historic House Walk
- Lilac Sale
- Lilac Ball
- Golf Tournament
- Historical Tours
- Concerts

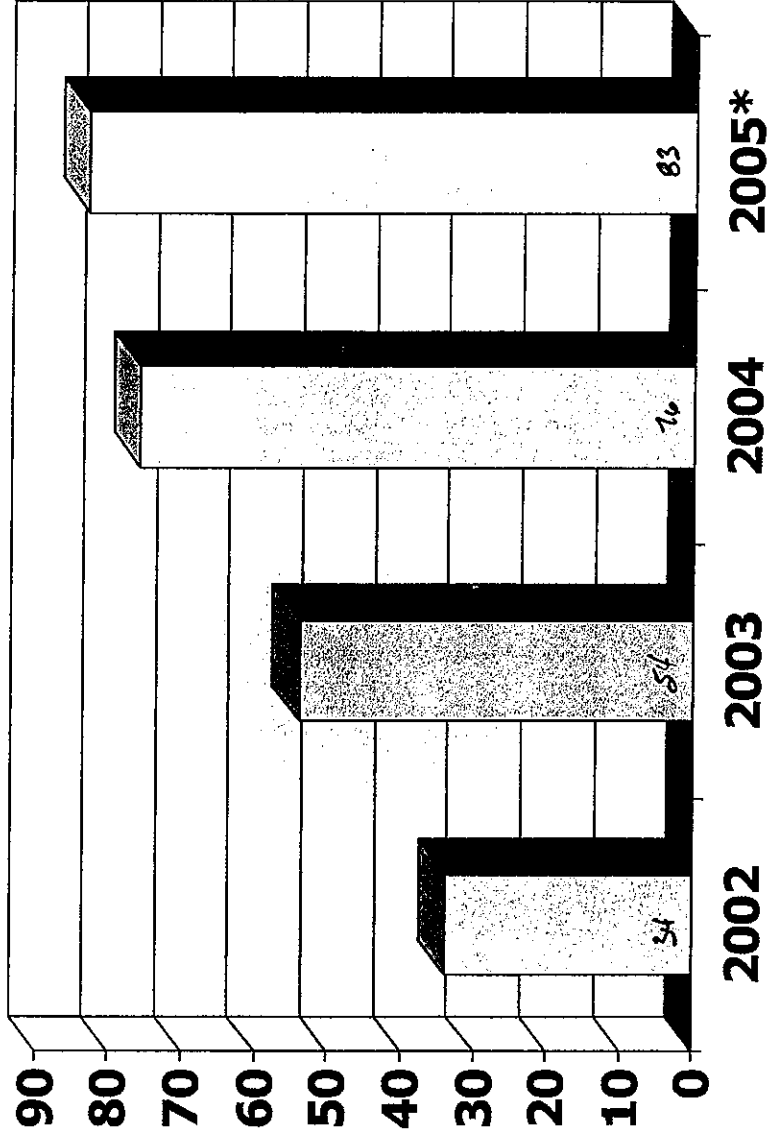
Enjoy Your Stay!

Embassy Suites
(630) 969-7500
Hampton Inn
(630) 916-9000
AmeriSuites
(630) 932-6501
Homestead Village
(630) 928-0202
Residence Inn
(630) 629-7800
StudioPlus
(630) 424-1000
Quality Inn & Suites
(630) 629-1500
Comfort Suites
(630) 268-1300



Visit www.lombardparks.com or call our hotline: (630) 953-6000

Village of Lombard/Lombard Park District Block Party Wagon Rentals



* As of 1/25/05