

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: February 25, 2013 (BOT) Date: March 7, 2013
TITLE: Grant Application for 2013 Taste of Lombard
SUBMITTED BY: Village Manager's Office

BACKGROUND/POLICY IMPLICATIONS:

The Community Promotions & Tourism Committee transmits for your consideration a request from the Jaycees for \$35,000 from Hotel/Motel funds for costs associated with the July 4 Taste of Lombard fireworks display.

The Community Promotions & Tourism Committee recommended approval of a grant in an amount not to exceed \$30,000.

Please place this item for consideration on the March 7, 2013 Board of Trustees agenda.

Fiscal Impact/Funding Source:

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.



February 22, 2013

TO: Village President and Board of Trustees

FROM: Joelyn M. Kott
Communications Coordinator

RE: Hotel/Motel Grant Recommendation

The Community Promotions & Tourism Committee met on February 12, 2013 and reviewed hotel/motel tax grant applications. The grant request from the Lombard Jaycees regarding the 2013 July 4th fireworks display and accompanying recommendations are provided below for your consideration.

Grant Request—2013 July 4th Fireworks

A grant request from the Lombard Jaycees was submitted for consideration for funding of the July 4 fireworks display, to be shown during the Taste of Lombard event in Madison Meadow Park.

HISTORY

This is an annual expenditure that the Village has supported in the past. The grant request for 2013 is \$35,000. The grant was approved in 2012 and 2011 for \$30,000. It is a budgeted expense in the Hotel/Motel Tax fund.

STAFF RECOMMENDATION

Finance Director Tim Sexton was asked by the Community Promotions & Tourism Chair Trustee Fitzpatrick to review the grant request based on the grant application and the budget submitted. The grant for the Taste of Lombard is one that goes directly toward the cost of fireworks. Up until a few years ago, the Village used to bear all costs associated with the additional Village services that were needed related to the Taste. However, that policy was changed and the Jaycees now reimburse the Village for the Village costs related to the Taste of Lombard, except for those costs that are directly related to the fireworks. Over the last two years, the Jaycees have reimbursed the Village \$65,545.27 and \$80,249.75 for 2012 and 2011, respectively. The 2012 amount is less due to the poor weather last year. The Jaycees are requesting \$35,000 for fireworks this year. \$30,000 was budgeted for this expense in 2013. Below is the 10 year history of approved grants for the fireworks:

2013 Fireworks Grant Application
Page 2

2012	30,000
2011	30,000
2010	30,000
2009	30,000
2008	35,000
2007	25,000
2006	25,000
2005	25,000
2004	30,000
2003	30,000

Based on this information, staff recommends a grant of \$30,000 for this year.

COMMITTEE RECOMMENDATION

The Community Promotion & Tourism Committee recommends awarding the Lombard Jaycees a grant not to exceed \$30,000 for costs associated with July 4th fireworks.

Please place this item on the consent agenda of the March 7, 2013 Lombard Board of Trustees meeting. Thank you.

Attachment

Polak, Cindy

From: support@civicplus.com
Sent: Monday, January 14, 2013 8:54 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:
01/14/2013

Why are you requesting Hotel/Motel Tax funding?*

Each year the lombard Jaycees' run the Taste of Lombard. This is our 31st year. This event is to showcase our community. Hundreds of hours are volunteered to put this fest together. It's also how many groups within our community raise funds. We run a five day fest that includes restaurants, Business expo, arts and crafts, Bands, family entertainment, and on the Fourth of July we put on a fireworks display.

Amount of funds being requested:*
35,000

Specifically, what will the Hotel/Motel Tax funding be used for?*
To fund the Fourth of July Fireworks at the Taste of Lombard

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

Yes

No

Upload documents here

[]

Uploaded: [2013 ToL budget.pdf](#)

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 Jaycees' Taste of Lombard

Name of Person Submitting Grant Application:*
Adam Eakins

Phone:*
(630)363-1101

Email:*
adameakins74@yahoo.com

Event/Project/Activity

Taste of Lombard 2013

Date of Event/Project/Activity

07/02/2013-07/06/2013

Estimated Attendance:

40,000

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?

This event every year brings people from surrounding communities and states. They come to visit friends and families and also attend our event. It showcases local businesses, Crafters, and Restaurants. It shows we are a strong community and a great place to visit.

Will any profits generated be returned to the community?

Yes

No

If so, how?

Every year we have various community groups attend and volunteer. Each of these groups are given an hourly wage per person for time worked. That amount is in upwards of 30,000 dollars per year. This is a great way for these groups to continue to operate in our community.

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

Taste of Lombard

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

P.O. Box 1147 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: 01/14/2013

Why are you requesting Hotel/Motel Tax funding?: Each year the lombard Jaycees' run the Taste of Lombard. This is our 31st year. This event is to showcase our community. Hundreds of hours are volunteered to put this fest together. It's also how many groups within our community raise funds. We run a five day fest that includes restaurants, Business expo, arts and crafts, Bands, family entertainment, and on the Fourth of July we put on a fireworks display.

Amount of funds being requested: 35,000

Specifically, what will the Hotel/Motel Tax funding be used for?: To fund the Fourth of July Fireworks at the Taste of Lombard

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

Upload documents here: 2013 ToL budget.pdf

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 Jaycees' Taste of Lombard

Name of Person Submitting Grant Application: Adam Eakins

Phone: (630)363-1101

Email: adameakins74@yahoo.com

Event/Project/Activity: Taste of Lombard 2013

Date of Event/Project/Activity: 07/02/2013-07/06/2013

Estimated Attendance: 40,000

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? : This event every year brings people from surrounding communities and states. They come to visit friends and families and also attend our event. It showcases local businesses, Crafters, and Restaurants. It shows we are a strong community and a great place to visit.

Will any profits generated be returned to the community?: Yes

If so, how?: Every year we have various community groups attend and volunteer. Each of these groups are given an hourly wage per person for time worked. That amount is in upwards of 30,000 dollars per year. This is a great way for these groups to continue to operate in our community.

If the grant is approved, who should the check be made out to?: Taste of Lombard

Please list the address where the check should be mailed to: P.O. Box 1147 Lombard, IL 60148

Additional Information:

Form Submitted on: 1/14/2013 8:54:24 PM

Submitted from IP Address: 99.191.128.121

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

INCOME:	Number	Value	Sub-totals	Totals
\$5.00 / 16oz Glass - Alt. Beverages				\$30,000.00
\$5.00 / 16oz Glass - Beer				\$118,175.00
Ice			2,000.00	\$2,000.00
Arts & Crafts				\$6,000.00
Business Tent				\$8,000.00
Carnival (net)				\$30,000.00
Miller/Uclid (net)				\$10,000.00
Restaurants				
Security Deposits	28	\$250.00	\$7,000.00	\$7,000.00
Fees	28	\$1,500.00	\$42,000.00	\$42,000.00
Park Security Deposit Return				
Deposit Return				
Pre-Event Start-Up Funds				\$5,000.00
Funds				\$25,000.00
Village Fireworks Grant				\$35,000.00
Total Income				\$328,175.00
EXPENSES:				
Alcoholic Beverages				\$39,300.00
Alternative Beverages				\$13,000.00
Beer				\$26,000.00
State Liquor License				\$50.00
Village Liquor License				\$50.00
Supplies				\$200.00
Arts & Crafts				\$150.00
Postage/supplies			\$150.00	\$150.00
Business Tent				\$150.00

Increase due to vendors selling pop \$500

Postage/supplies	\$150.00
Carnival	
Postage/Supplies	\$150.00
	\$150.00
Committee Expenses	
Committee meetings	\$200.00
Operating meals	\$500.00
Office supplies	\$250.00
Park District deposit	\$5,000.00
Park District Bill	\$3,000.00
Internet Access	\$100.00
Telephones	\$100.00
Postage	\$300.00
Storage	\$2,500.00
Shirts/badges/other apparel	\$2,000.00
Community Organizations	
Group donations	\$20,000.00
Construction	
Office trailer	\$1,200.00
Equipment rental	\$2,000.00
Golf carts	\$2,250.00
Portable toilets	\$14,500.00
Tents/tables/chairs rental	\$27,500.00
Ticket Booths	\$1,125.00
Wastewater bucket rental/Trailer storage	\$500.00
Insect Spraying	\$500.00
Lumber	\$700.00
Set up meals	\$600.00
Gas	\$1,000.00
Corporate Sponsors	
Banners	\$500.00
Fundraising costs	\$200.00
Electricity	
Certified electrician	\$3,000.00
	\$700.00
	\$24,500.00
	\$20,000.00
	\$51,875.00
	\$150.00
	\$13,950.00

Equipment upgrade									
Generators									\$1,000.00
Supplies									\$12,500.00
Diesel Fuel									\$1,000.00
									\$7,000.00
Family Entertainment									\$250.00
Supplies/Prizes									
Finance									\$550.00
Postage									\$250.00
Supplies									\$300.00
Fireworks									\$40,900.00
Fireworks for show Village Grant									\$35,000.00
Fireworks for show Taste Contribution									\$5,000.00
Truck rental									\$500.00
Set up meals									\$200.00
Supplies									\$200.00
General Operations									\$2,350.00
Cleaning supplies									\$1,500.00
Miscellaneous									\$500.00
Tickets and Handstamps									\$350.00
Village Services									

	Number of Officers	Number of Hours	Pay Rate / Hour
Police Security			Village Service
7/3/2010 : 5:00pm - 11:30pm			Village Service
7/4/2010 : 12:00pm - 11:30pm			Village Service
7/5/2010 : 5:00pm - 11:30pm			Village Service
7/6/2010 : 5:00pm - 11:30pm			Village Service
7/7/2010 : 12:00pm - 11:30pm			Village Service
On-Site First Aid, Fire Department	Number of Personal	Number of Hours	Pay Rate / Hour
7/3/2010 : 5:00pm - 11:30pm			Village Service
7/4/2010 : 12:00pm - 11:30pm			Village Service
7/5/2010 : 5:00pm - 11:30pm			Village Service
7/6/2010 : 5:00pm - 11:30pm			Village Service
7/7/2010 : 12:00pm - 11:30pm			Village Service

Category	Item	Amount	Total
Insurance	Perimeter Show Fence Install		
	No Parking Signs Install		
Main Stage Entertainment	Liability	\$22,000.00	\$25,300.00
	Dram Shop	\$3,300.00	
Publicity	Entertainers	\$35,000.00	\$55,500.00
	Production/Stage	\$20,000.00	
	Supplies	\$500.00	
Restaurants	Advertising	\$9,000.00	\$10,200.00
	Printing	\$1,100.00	
	Website	\$100.00	
Security	Auro Tallow	\$350.00	\$750.00
	Postage	\$300.00	
	Supplies	\$100.00	
Pop and Ice	Ear Buds	\$200.00	\$5,100.00
	Ice water Supplies	\$4,000.00	
Tear Down	Site clean up	\$1,000.00	\$200.00
	Tear down meals	\$100.00	
	Park repairs	\$200.00	
Total Expenses			\$292,075.00

GROSS INCOME:		
Total Income	\$328,175.00	\$36,100.00
Total Expenses	\$292,075.00	

2014 Taste Of Lombard Start up Funds	\$25,000.00
2013 Taste of Lombard return to chapter	\$11,100.00

NET PROFIT: \$0.00