



MEMORANDUM

TO: Community Promotion and Tourism Committee
FROM: Nicole P. Aranas, Assistant Village Manager *NPA*
DATE: August 6, 2013
SUBJECT: Local Tourism Grant Program

Attached please find draft guidelines and application forms for the Local Tourism Grant Program. The standards and guidelines contained within the documents reflect the committee recommendations from the last Community Promotion and Tourism Committee meeting.

The proposed guidelines identify eligibility, application requirements, evaluation criteria, and a funding schedule for the grant program. The proposed budget form sets forth a format for the provision of revenues and expenditures from the past two operating years as well as the anticipated budget for the upcoming year.

Please note that adoption of specific standards and parameters for the Local Tourism Grant Program must be separately codified as amendments to the Lombard Code of Ordinances. Such amendments would need to be reviewed and approved by the Board of Trustees at a subsequent meeting. Please review the attached documents and advise of any comments, revisions and recommendations.

VILLAGE OF LOMBARD
GUIDELINES FOR THE LOCAL TOURISM GRANT PROGRAM

The Village of Lombard has established the special event grant program for the purposes of funding the marketing of programs and events that exhibit positive tourism potential to the Village of Lombard. The provision of these funds will assist qualified organizations with the promotion of tourism activities that directly increase hotel occupancy and create a positive image and build publicity for the Village of Lombard.

The following guidelines are provided to assist and guide you through your application for a local tourism reimbursement grant through the Village of Lombard.

PURPOSE

The purpose of The Village of Lombard Local Tourism Grant program is to promote the Village of Lombard as a travel destination to potential visitors and increase overnight stays. In attracting visitors to the Village of Lombard, this program positively impacts the vitality of the Lombard and contributes to the economic growth of the local travel industry. The Village has provided this program to provide support for local tourism programs, attractions and events that will enhance the marketing of the Village of Lombard to visitors. Increased hotel occupancy and visitor travel into and throughout the Village Lombard positively impact the economic vibrancy of our community and supports our local economy.

ELIGIBLE APPLICANTS

Applicants to the Local Tourism Grant Program must be organizations seeking to produce and promote a clearly defined tourism –oriented festival, program or event. Further, in order to qualify for a Village of Lombard Local Tourism Grant, the applicant must be a not-for-profit organization or governmental entity.

FUNDING

The Village of Lombard tourism grant program is a reimbursement grant program. Grant funding will be issued through a reimbursement process. Grant monies shall be paid only after the project has been completed and invoiced. Applicants must submit for reimbursement through the use of a reimbursement form along with proof of payment to receive grant funds.

GRANT GUIDELINES AND REQUIREMENTS

1. The overall budget for a particular event or promotion must accompany the application in the format provided through the grant application.
2. The maximum funding level for any single funding request shall not exceed 50% of the organization's total event funding during any single grant cycle.
3. The event or some portion thereof must occur within the limits of the Village of Lombard or otherwise attract overnight non-residents to the Village.
4. Projects should promote Lombard as a destination by promoting local dining, shopping, attractions and lodging. Events shall not promote the use of lodging facilities located outside the Village of Lombard.
5. A representative from the sponsoring group applying for grant funds must attend the application review meeting held by the Village.
6. All grant fund awardees are encouraged to purchase goods and services in the Village of Lombard whenever possible.

CRITERIA AND EVALUATION PROCEDURE

The Village will consider factors such as the type and scope of the applying organization or project, the applicant's resources, the impact of the project, the timetable, the number of applications received, and the amount requested when evaluating grant applications.

Additional considerations regarding the grant award follow below:

- The grant committee may choose to fund a portion of any request based on availability of funds.
- The committee may not want to support event/attraction advertising outside the area for an event/attraction that has shown a decrease in attendance over the past year(s).
- The Village of Lombard reserves the right to make adjustments to projects as necessary to coincide with grant guidelines. If the total amount of requested grant funds exceeds the total amount of funds available, the Village may prioritize grant awards or adjust funding levels.
- Priority will be given to Village events and organizations that have not received local tourism grant funds in the past year(s). Priority may also be given to the projects that are original and first-time promotions of their kind for the particular organization.
- The Local Grant Program is not intended to be a continuous source of funds for a particular attraction or event year after year. Applicants submitting the same qualified projects year after year may receive a lower percentage of funding or possibly no funding at all. Applicants who file projects yearly are encouraged to consider new promotions or new approaches to support or upgrade their event.
- The Local Tourism Grant is geared toward funding projects submitted by governmental entities and non-profit organizations, not private businesses. Organizations may file joint projects.

All events must show the potential to generate overnight hotel stays and should include Village hotel(s) in their promotion. Applications will be assessed considering the following:

1. Ability of the event to attract overnight visitors in past years.
2. Ability of the event to grow over two or more years.
3. Food, beverage and retail expenditures by out of market visitors and the extent to which the event provides economic opportunities for Lombard businesses.
4. Ability of the event to project a positive image of the Village of Lombard and to increase the visibility of Lombard tourism, attractions, and events.

FUNDING SCHEDULE

The Village of Lombard allocates a certain amount of funding towards the tourism grant program. Grant awards will be made once a year. To be considered, an application must be received on or before the application deadline of October 1st of each year. In order to remain eligible for grant funding, proposed activities must not be initiated prior to approval by the Village. [Other scheduling considerations]

INELIGIBLE PROJECTS

A project is considered ineligible if it does not contribute to the overall intent of bringing additional tourists and visitors into the Village of Lombard and general increased lodging and tourism revenues.

POST EVENT SUMMARY

A post-event summary shall be completed on the forms provided by the Village within 90 days of completion of the event. Failure to submit a post-event summary or the submission of an incomplete summary will affect the applicant's ability to receive future grant funding. Post event summaries shall include:

- 1) Estimated attendance and hotel room nights generated and a description of the method used to estimate attendance.
- 2) Summary of advertising placed to promote the event. Include examples of event marketing pieces and advertisements.
- 3) General assessment of the event, which addresses the event's success and any concerns or recommendations for changes.
- 4) Comparison between the expected and actual outcomes of the program.
- 5) Description of the organization's long term plans for funding of this project or event.

VILLAGE OF LOMBARD
LOCAL TOURISM GRANT PROGRAM APPLICATION FORM

GENERAL INFORMATION

Organization: _____

Name of event: _____

Date of event: _____ Event Location: _____

Contact Person: _____ Title: _____

Business Address: _____

Telephone: _____ E-mail: _____

PROJECT OVERVIEW

Total cost of the project: \$ _____

Cost of city services requested in this application (if any): \$ _____

Total funding requested in this application: \$ _____

Percent of total project cost being requested: _____ %

Anticipated attendance: _____

Anticipated number of overnight hotel stays: _____

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

ORGANIZATION

Number of years that the organization has been in existence: _____

Number of years that the project or event has been in existence: _____

Number of years the project has been supported by Village of Lombard funds: _____

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

2) Please describe the goals and objectives of the organization and how they are supported by this program:

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

How many years does the organization anticipate it will request grant funding? _____

PROJECT DESCRIPTION

- | | | |
|---|------------------------------|-----------------------------|
| Have you requested grant funding in the past? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Is the event open to the general public? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Do you intend to apply for a liquor license for this project? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Will any revenues from this event be returned to the community? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

1) Provide the details regarding the event or project including a full description of the project and the anticipated timeline.

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

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

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.

IMPACT

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

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

- 4) Please describe any collaborative arrangements developed with other organizations to fund or otherwise implement the project (include in-kind donations).

- 5) 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).

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).
- 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.

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: _____

Signature: _____

Date: _____

