

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 *dah*  
DATE: April 25, 2011 (B of T) Date: May 5, 2011  
TITLE: Grant Request for 2011 Taste of Lombard  
Grant Request from Elmhurst Symphony Orchestra Association

SUBMITTED BY: Community Promotion & Tourism Committee

BACKGROUND/POLICY IMPLICATIONS:

Please find attached two funding recommendations from the Community Promotion & Tourism Committee:

The first grant is from the Lombard Jaycees requesting \$30,000 for costs associated with the 2011 Taste of Lombard fireworks. The Committee recommended approval in the amount of \$30,000.

The second grant is from the Elmhurst Symphony Orchestra Association, requesting \$15,000 for costs associated with marketing, promotion and a performance at Glenbard East High School. The Committee recommended approval of an amount of \$15,000.

Please place these items on the consent agenda for the May 5, 2011 Board of Trustees meeting.

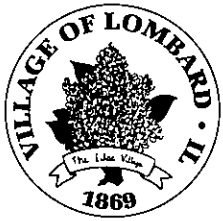
Fiscal Impact/Funding Source:

Hotel/Motel Tax Fund:  
Taste of Lombard - \$30,000  
Elmhurst Symphony Orchestra Assn. - \$15,000

Review (as necessary):

Village Attorney X \_\_\_\_\_ Date \_\_\_\_\_  
Finance Director X \_\_\_\_\_ Date \_\_\_\_\_  
Village Manager X *David A. Hulseberg* \_\_\_\_\_ Date 4/22/11

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:** David A. Hulseberg  
Village Manager

**FROM:** Joelyn Kott *Joelyn*  
Communications Coordinator

**DATE:** April 25, 2011

**SUBJECT: Community Promotion & Tourism Committee Recommendations**

The following are two recommendations for requests from the Community Promotions & Tourism Committee. These requests were presented at the Committee's April 21, 2011 meeting.

**1. Grant Request For 2011 Taste of Lombard**

The Lombard Jaycees requested a grant in the amount of \$30,000 to be used toward costs associated with the annual Fourth of July fireworks.

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

**RECOMMENDATION:**

The Community Promotions & Tourism Committee recommended approval of funding for the Taste of Lombard in the amount of \$30,000.

**2. Grant Request from the Elmhurst Symphony Orchestra Association**

The Elmhurst Symphony Orchestra Association requested a grant in the amount of \$15,000 for costs associated with marketing, promotion, & holding a symphony performance at Glenbard East High School.

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

**RECOMMENDATION:**

The Community Promotions & Tourism Committee recommended approval of a grant for \$15,000 for marketing, promotion, & holding a symphony performance in Lombard.

Please place these items on the consent agenda on the May 5, 2011 agenda of the Board of Trustees. If you have any questions, please feel free to contact me. Thank you.

**Attachments**

**Polak, Cindy**

**From:** support@civicplus.com  
**Sent:** Wednesday, April 06, 2011 1:11 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:

April 6th, 2011

Why are you requesting Hotel/Motel Tax funding?\*

The Lombard Jaycees present a fireworks display on July 4th.

Amount of funds being requested:\*

\$30,000.00

Specifically, what will the Hotel/Motel Tax funding be used for?\*

To cover costs associated with the fireworks on July 4th.

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

Yes

No

A budget of the event or item that is being requested must be attached to the application or the grant application may 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

Name of Person Submitting Grant Application:\*

Adam Eakins

Phone:\*

630-363-1101

Email:\*

4/6/2011

adameakins74@yahoo.com

Event/Project/Activity

Taste of Lombard 2011

Date of Event/Project/Activity

July 4th, 2011

Estimated Attendance:

100,000 including surrounding area

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?

The Taste of Lombard is a family oriented community festival that is run in conjunction with the 4th of July holiday. This event promotes family get togethers & brings in out-of-town relatives & people from surrounding

Will any profits generated be returned to the community?

Yes

No

If so, how?

The Taste of Lombard donates to numerous community groups & organizations throughout the town in upwards of \$20,000 in donations.

\* indicates required fields.

The following form was submitted via your website: Hotel/Motel Tax Grant Application

Date:: April 6th, 2011

Why are you requesting Hotel/Motel Tax funding?: The Lombard Jaycees present a fireworks display on July 4th.

Amount of funds being requested:: \$30,000.00

Specifically, what will the Hotel/Motel Tax funding be used for?: To cover costs associated with the fireworks on July 4th.

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

4/6/2011

Name of Organization Requesting Funding:: Lombard Jaycees

Name of Person Submitting Grant Application:: Adam Eakins

Phone:: 630-363-1101

Email:: adameakins74@yahoo.com

Event/Project/Activity: Taste of Lombard 2011

Date of Event/Project/Activity: July 4th, 2011

Estimated Attendance:: 100,000 including surrounding areas around the festival

Is the event open to the general public?: Yes

Do you intend to apply for a liquor license for this event/project/activity?: Yes

How does this promote tourism/overnight stays in Lombard? : The Taste of Lombard is a family oriented community fesitval that is run in conjunction with the 4th of July holiday. This event promotes family get togethers & brings in out-of-town relatives & people from surrounding communities to see what our beautiful town has to offer.

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

If so, how?: The Taste of Lombard donates to numerous community groups & organizations throughout the town in upwards of \$20,000 in donations.

Additional Information:

Form submitted on: 4/6/2011 1:10:40 PM

Submitted from IP Address: 98.223.122.182

Referrer Page: No referrer - Direct link

Form Address: <http://www.villageoflombard.org/forms.aspx?FID=46>



<b>INCOME:</b>						<b>Sub-totals</b>
<b>Gross Receipts</b>						
	<b>Number</b>	<b>Value</b>				
	Projected	Projected			<b>Projected Total</b>	
\$3 Admission						
\$5.00 / 16oz Glass - Alt. Beverages			Projected cups 6,325		Projected Total	\$31,625.00
\$5.00 / 16oz Glass - Beer			Projected cups 27,638		Projected Total	\$138,190.00
Ice					Not Selling	\$0.00
Pop			Removed	No Pop Sales		0.00
ATM Machines						\$1,200.00
<b>Arts &amp; Crafts</b>					<b>Projected Total</b>	\$3,000
Bingo					<b>Projected Total</b>	\$3,200
Business Tent					<b>Projected Total</b>	\$8,000
Carnival (net)					<b>Projected Total</b>	\$30,000
Miller/Uclid (net)					<b>Projected Total</b>	\$10,000
Restaurants	<b>Number</b>	<b>Value</b>				
Security Deposits	28	\$250.00				\$7,000.00
Fees	28	\$1,500.00				\$42,000.00
Additional Electricity						\$500.00
					Projected Total	\$49,500.00
<b>Park Security Deposit Return</b>						
Deposit Return						\$5,000.00
<b>Pre-Event Start-Up Funds</b>						
Funds						\$24,000.00
Income						
Grants						
Fireworks						\$30,000.00
<b>Total Income</b>						\$335,715
<b>EXPENSES:</b>						
<b>Alcoholic Beverages</b>						
Alternative Beverages						\$13,000.00
Beer						\$26,000.00
Liquor License						\$100.00
Supplies						\$150.00







7/2/2011 : 5:00 pm - 11:00 pm	10	6	Village Service	
7/3/2011 : 12:00 pm - 5:00 pm	10	5	Village Service	
7/3/2011 : 5:00 pm - 11:00 pm	10	6	Village Service	
7/4/2011 : 12:00 pm - 5:00 pm	10	5	Village Service	
7/4/2011 : 5:00 pm - 11:00 pm	10	6	Village Service	
increased by 3 for ticket booths				Total
<b>On-Site First Aid, Fire Department</b>	<b>Number of Personnel</b>	<b>Number of Hours</b>	<b>Pay Rate / Hour</b>	
6/30/2011 - 4:30 pm - 11:00 pm	2	7	Village Service	
7/1/2011 : 4:30 pm - 11:30 pm	2	7	Village Service	
7/2/2011 : 4:30 pm - 11:30 pm	2	7	Village Service	
7/3/2011 : 11:30 am - 5:00 pm	2	5.5	Village Service	
7/3/2011 : 5:00 pm - 11:30 pm	2	6.5	Village Service	
7/4/2011 : 11:30 am - 5:00 pm	2	5.5	Village Service	
7/4/2011 : 5:00 pm - 11:30 pm	2	6.5	Village Service	
<b>Perimeter Show Fence Install</b>				
27-Jun			Village Service	
28-Jun			Village Service	
30-Jun			Village Service	
<b>No Parking Signs Install</b>				
27-Jun			Village Service	
28-Jun			Village Service	
29-Jun			Village Service	
<b>Insurance</b>				
<b>Liability</b>				\$22,000.00
<b>Dram Shop</b>				\$3,300.00
<b>Event</b>				\$6,000.00
<b>Main Stage Entertainment</b>				
<b>Entertainers</b>				\$35,000.00
<b>Production/Stage</b>				\$20,000.00
<b>Supplies</b>				\$200.00
<b>Lombard Idol</b>				\$2,000.00
<b>Publicity</b>				
<b>Advertising</b>				\$9,000.00
<b>Printing</b>				\$1,100.00
<b>Website</b>				\$100.00
<b>Restaurants</b>			<b>Deposit Return</b>	\$7,000





**Polak, Cindy**

**From:** support@civicplus.com  
**Sent:** Monday, April 11, 2011 4:44 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:

4/8/11

Why are you requesting Hotel/Motel Tax funding?\*

The Elmhurst Symphony has in the past performed at Beister Auditorium in Lombard. Next season we are very excited to be doing a collaboration with the orchestra from Glenbard East High School in the form of a "side by side" for the November

Amount of funds being requested:\*

\$15,000

Specifically, what will the Hotel/Motel Tax funding be used for?\*

The monies will be used to help offset the rental fees for Beister Auditorium and the personel costs for some of the musicians. It would also be used to do special marketing/promotions for this concert as it is not included in our regular

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

Yes  No

A budget of the event or item that is being requested must be attached to the application or the grant application may 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:\*

Elmhurst Symphony Association

Name of Person Submitting Grant Application:\*

Cynthia Bergquist Krainc

Phone:\*

630-941-1660

Email:\*

4/12/2011

boxoffice@elmhurstsymphony.org

Event/Project/Activity

Orchestra Concert - The Planets ar

Date of Event/Project/Activity

Saturday, November 12, 2011, 7:00

Estimated Attendance:

750

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?

The programing for this particular concert is very appealing to all sorts of people. Hopefully, drawing people from out of town, who will be staying overnight at local hotels. The added appeal of having the orchestra members from

Will any profits generated be returned to the community?

Yes

No

If so, how?

\* indicates required fields.

The following form was submitted via your website: Hotel/Motel Tax Grant Application

Date:: 4/8/11

Why are you requesting Hotel/Motel Tax funding?: The Elmhurst Symphony has in the past performed at Beister Auditorium in Lombard. Next season we are very excited to be doing a collaboration with the orchestra from Glenbard East High School in the form of a "side by side" for the November concert performing in the "Star Wars Suite".

Amount of funds being requested:: \$15,000

Specifically, what will the Hotel/Motel Tax funding be used for?: The monies will be

4/12/2011

used to help offset the rental fees for Beister Auditorium and the personnel costs for some of the musicians. It would also be used to do special marketing/promotions for this concert as it is not included in our regular subscription series.

Have you requested Hotel/Motel tax funds in the past?: No

Name of Organization Requesting Funding:: Elmhurst Symphony Association

Name of Person Submitting Grant Application:: Cynthia Bergquist Krainc

Phone:: 630-941-1660

Email:: [boxoffice@elmhurstsymphony.org](mailto:boxoffice@elmhurstsymphony.org)

Event/Project/Activity: Orchestra Concert - The Planets and Star Wars Suite

Date of Event/Project/Activity: Saturday, November 12, 2011, 7:00 pm

Estimated Attendance:: 750

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? : The programing for this particular concert is very appealing to all sorts of people. Hopefully, drawing people from out of town, who will be staying overnight at local hotels. The added appeal of having the orchestra members from Glenbard East High School join us on stage will draw family members from all over. We are trying very hard to have a guest appearance by Glenbard East Alumn, Astronaut Dan Tanni to correspond with a performance of "The Planets" by Gustav Holst. Music Director, Stephen Alltop, has said he would give up his baton for the "Darth Vader March" and teach Dan to conduct the ESO and Glenbard East strings in that piece.

Will any profits generated be returned to the community?: No

If so, how?:

**Additional Information:**

Form submitted on: 4/11/2011 4:43:57 PM

Submitted from IP Address: 99.135.148.182

Referrer Page: No referrer - Direct link

Form Address: <http://www.villageoflombard.org/forms.aspx?FID=46>





## Lombard Concert Budget

Name	Date	Income	Expense	Margin
	11/12/2011			0
musicians			10,000	-10000
rental			2,500	-2500
marketing			3,000	-3000
administration			10,940	-10940
				0
ticket sales				0
450 @ avg. \$25		11,250		11250
				0
				0
				0
				0
				0
				0
				0
				-15190

Correction to the original grant application.  
 The Elmhurst Symphony has requested and received funding from the Hotel/Motel tax funds.  
 I was not aware what fund we have received monies from.