

**VILLAGE OF LOMBARD  
LOCAL TOURISM GRANT PROGRAM APPLICATION FORM**

**GENERAL INFORMATION**

Organization:	Embassy Suites Hotel		
Name of event:	American Bus Association - ABA		
Date of event:	2014	Event location:	Lombard
Contact person:	John D' Astice	Title:	Director of Sales & Marketing
Business address:	707 E Butterfield Road	City & Zip	Lombard, 60148
Telephone:	630-971-4230	Email:	John.d'astice@hilton.com

**PROJECT OVERVIEW**

Total cost of the project:	\$600.00
Cost of city services requested in this application (if any):	\$0
Total funding requested in this application:	\$600.00
Percent of total project cost being requested:	100%
Anticipated attendance:	TBD
Anticipated number of overnight hotel stays:	25 per bus

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

This is for a one year membership into ABA – American Bus Association. Membership provides the Embassy Suites sales team with the contact information of all the major motor coach operators in the US and Canada. It gives Embassy the opportunity to solicit these operators. This is the only way to obtain this information in a concentrated and concise way. Membership creates a bond between the operators and the hotels. There are many motor coaches that use hotels in Elmhurst, Oak Brook, Oak Brook Terrace, Downers Grove, Glen Ellen, Lisle and other local municipalities. They stay in this area when doing tours of Chicago or shopping at Yorktown, Oak Brook or going to Brookfield Zoo, Morton Arboretum or downtown Chicago because of our centralized location and free bus parking. Our goal is to solicit these operators and shift their business from those other hotels to the Embassy in Lombard. The benefits will be considerably more because these non local individuals will be staying at the Embassy Suites, using local restaurants and shopping at Yorktown rather than Oak Brook.

**ORGANIZATION**

Number of years that the organization has been in existence:	27 years
Number of years that the project or event has been in existence:	1st year
Number of years the project has been supported by Village of Lombard funds:	none
How many years does the organization anticipate it will request grant funding?	One, possibly two.

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

The Embassy Suites is an Upscale all suite hotel located in Lombard.

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

The goal is to use the membership to solicit future rooms business currently using hotels outside of Lombard and drawing new business into the Embassy Suites Lombard, thus increasing the occupancy of the hotel which will directly contribute the hotel tax revenue the Embassy provides the village. Based on the actual results achieved, the plan is to be a member as long as we can continue to bring new business into Lombard. If the membership does not generate enough new business over the next 24 months, the membership will not be renewed.

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

If the membership is successful, after the second year the Embassy Suites will pay the entire membership fee into the future. If the membership does not generate a return after two years, the membership will be dropped.

**PROJECT DESCRIPTION**

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

This is a one year membership to join ABA which will provide the Embassy new contacts to solicit during 2014 in order to attract new overnight rooms business into the Hotel and Lombard.

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

The grant will be used to pay for the membership into ABA.

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

Solicitation of motor coach operators is self fulfilling. Once operators know of and have had good experiences with a hotel, they have tendencies to keep returning to that location. Then 3<sup>rd</sup> party references between motor coach operators will continue to keep new operators coming to the hotel and the Lombard area.

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.

Embassy suites Lombard

**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.

The sales team will be soliciting the motor coach tours operators searching for new business.

**IMPACT**

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

The entire goal of the membership into ABA is to drive more overnight business into the hotel. This will be new business to the area and tours that currently use hotels in neighboring communities.

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?

The target audience are all those tour operators currently using hotels in the neighboring communities and those operators using hotels in Schaumburg or downtown. And those operators who are considering driving through the area on their way to another destination.

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

None with this membership.

- 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).

The marketing plan is incorporated into our monthly action plans which include solicitation goals.

### **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).
- Post event summary from past event (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.

Additional Notes, Comments or Explanations:

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### **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:	John D'Astice		
Title or office held:	Director of Sales & Marketing	Date:	December 12, 2013

Signature: \_\_\_\_\_

**LOCAL TOURISM GRANT PROGRAM  
DETAILED BUDGET**

Event: \_\_\_\_\_ Date: \_\_\_\_\_

Organization: \_\_\_\_\_

**INCOME:** Include an itemized list of all actual (past 2 years) and estimated project revenues (entry fees, gate receipts, food/beverage sales, donations, sponsorships, booth rentals, souvenir sales, other revenues)

ITEMIZED REVENUES	ACTUAL	ACTUAL	ANTICIPATED
Lombard Tourism Grant	\$	\$	\$
<b>Total Income</b>	\$	\$	\$

**EXPENSES:** Include an itemized list of all actual and estimated project expenses (advertising, supplies, labor, rentals, insurance, materials, entertainment, other expenses)

ITEMIZED EXPENSES	ACTUAL	ACTUAL	ANTICIPATED
	\$	\$	\$
<b>Total Expenses</b>	\$	\$	\$

**IN-KIND CONTRIBUTIONS:** Include an itemized list of all actual and estimated in-kind contributions. In-kind contributions are non-cash donations, contributions or gifts which can be given a cash value (include Village of Lombard in-kind services, where applicable)

	ACTUAL	ACTUAL	ANTICIPATED
Estimated value of in-kind contributions (explain)	\$	\$	

**VILLAGE OF LOMBARD**  
**LOCAL TOURISM GRANT – POST EVENT SUMMARY**

This post event summary must be completed within 90 days of the event completion. Failure to submit a post-event summary may affect the applicant's ability to receive future grant funds.

**GENERAL INFORMATION**

Organization:		Name of event:	
Date of event:		Event location:	
Contact person:		Title:	
Business address:		City & Zip:	
Telephone:		E-mail address:	
Estimated attendance:		Estimated hotel stays:	
Method for estimating attendance:			

- 1) Please summarize the advertising and marketing placed to promote the event. Please attach examples of event marketing pieces and advertisements.

- 2) Provide a general assessment of the event. What were the successes of the event? Are there any concerns or recommendations of changes for future events?

- 3) How did the actual outcomes of the program or event compare to your original expectations?

Describe your organization's long term plans for funding this project or event.

**SUBMISSION INSTRUCTIONS**

Please submit completed form and associated application documents on or before **December 15, 2013** to Nicole Aranas, Assistant Village Manger, by e-mailing [aranasn@villageoflombard.org](mailto:aranasn@villageoflombard.org) or by using the submit button below.

Submit

\*Please note that the applicant must save the completed form and have Microsoft Outlook to use the submit button above.

If you do not receive a confirmation receipt of your completed application, please contact Nicole Aranas at 630-620-3085 or [aranasn@villageoflombard.org](mailto:aranasn@villageoflombard.org) to confirm.



AMERICAN BUS ASSOCIATION

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800.283.2877 (U.S. & Canada) • Fax 202.842.0850 • abainfo@buses.org • www.buses.org

MEMBERSHIP APPLICATION

Form with fields: Type of Company (Bus Operator, Tour Operator, Travel Industry, Associate), Company Name (Embassy Suites), Contact Name (Helen Eustace), Mailing Address (707 E Butterfield Rd), City (Lombard), State (IL), Zip Code (60148), Phone (630-971-4237), Fax (630-969-9821), E-mail (Helen.eustace@hilton.com), Website (www.chicagolombard.embsuites.com), etc.

Once your application is received, you will be asked to complete a more detailed membership profile on-line.

Payment Information (rates available on reverse): Total Amount Due \$ 600.00. All fees are in U.S. Dollars. There is no initiation fee for joining ABA. ABA's dues are not transferable. Annual renewal rates are available at www.buses.org/join. Coupon Code (if applicable)

Check Enclosed
Credit Card: Visa MasterCard American Express

Card Number Exp. Date Name on Card

By signing this form, I am agreeing to the membership conditions and Code of Ethics available on the American Bus Association website.

Signature Helen Eustace
Printed Name Helen Eustace Date 1/7/13

Documentation Required

- ] Complete Application Form including signature.
-] Initial Investment Payment.
-] Past tour brochures that substantiate the outbound tours and two years in business requirements (Tour Operator Only).
-] Current tour brochure on North American Tours (Tour Operator Only).
-] Copy of current certificate of insurance (Tour Operator Only).