

VILLAGE OF LOMBARD
REQUEST FOR BOARD OF TRUSTEES ACTION
For Inclusion on Board Agenda

 X

Resolution or Ordinance (Blue) _____ *Waiver of First Requested*
Recommendations of Boards, Commissions & Committees (Green)
Other Business (Pink)

TO: PRESIDENT AND BOARD OF TRUSTEES

FROM: Scott Niehaus, Village Manager

DATE: February 10, 2021 (B of T) Date: February 18, 2021

TITLE: Local Tourism Grant Recommendation
Lombard Chamber of Commerce- Lilac Time Art and Craft Fair

SUBMITTED BY: Nicole Aranas, Assistant Village Manager

BACKGROUND/POLICY IMPLICATIONS:

Attached please find information regarding a recommendation from the Community Promotion and Tourism Committee for approval of funding to the Lombard Area Chamber of Commerce and Industry towards the 2021 Lilac Time Art and Craft Fair. The Committee is recommending approval of a grant of up to \$5,000 in Village Services through the Local Tourism grant program.

Please place this item on the consent agenda for the February 18, 2021, Board of Trustees meeting.

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.



#210047

Memorandum

TO: Scott Niehaus
Village Manager

FROM: Nicole P. Aranas *NPA*
Assistant Village Manager

DATE: February 10, 2021

SUBJECT: Community Promotion & Tourism Committee Recommendation
Lilac Time Art and Craft Fair

The following is a recommendation for funding through the Local Tourism Grant Program for the Lombard Chamber of Commerce in the amount of \$5,000 towards expenses related to the Lilac Time Art & Craft Fair.

Grant Request: \$5,000

The Lombard Chamber of Commerce has requested a grant in the amount of \$5,000 to be used toward costs associated with their annual Lilac Time Art and Craft Fair event, held annually in downtown Lombard. The funding will be used to offset incurred municipal costs including, but not limited to, barricades, public works, fire and police overtime. Due to COVID-19, the Art and Craft Fair was held as an online event in 2020. In 2019, the Lombard Chamber was awarded a grant of up to \$4,000; actual expenses amounted to \$3,805. The 2021 grant request reflects a 25% increase in funding over the 2019 grant.

The event is currently scheduled to take place on May 2, 2021. If COVID-19 mitigations and regulations preclude the Chamber from holding the Art and Craft Fair on May 2, 2021, they Chamber has stated that they will move the event to a date in the fall TBD (September).

The grant application from the Lombard Chamber of Commerce and event budget are attached for your review.

RECOMMENDATION:

The Community Promotion & Tourism Committee recommended a grant in an amount up to \$5,000 to the Lombard Chamber of Commerce, to be used towards the reimbursement of expenses relating to the 2021 Lilac Time Art & Craft Fair.

Please place this item on the February 18, 2021, agenda of the Board of Trustees. If you have any questions, please feel free to contact me. Thank you.

Attachment

VILLAGE OF LOMBARD
LOCAL TOURISM GRANT PROGRAM APPLICATION FORM

GENERAL INFORMATION

Organization:	Lombard Chamber of Commerce		
Name of event:	Lilac Time Art and Craft Fair		
Date of event:	5/2/2021	Event location:	Downtown Lombard
Contact person:	Yvonne Invergo	Title:	President & CEO
Business address:	10 Lilac Lane	City & Zip	Lombard 60148
Telephone:	630-627-5040	Email:	yvonne@lombardchamber.com

PROJECT OVERVIEW

Total cost of the project:	\$8900
Cost of city services requested in this application (if any):	\$5000
Total funding requested in this application:	\$5000
Percent of total project cost being requested:	45%
Anticipated attendance:	3000
Anticipated number of overnight hotel stays:	unknown

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

100+ artisans and crafters set up along St. Charles Rd. between Main St. and Elizabeth Rd. Additionally there are food vendors, sponsors, a free Kid Zone and entertainment. Barricades, Electric hook-ups from Public Works, Police presence during the event and Fire Dept. to inspect weighted tents is needed for this event.

ORGANIZATION

Number of years that the organization has been in existence:	67
Number of years that the project or event has been in existence:	25
Number of years the project has been supported by Village of Lombard funds:	25
How many years does the organization anticipate it will request grant funding?	Every year

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

The Lombard Area Chamber of Commerce and Industry is committed to promote positive development of our community and industries and to enhance the business climate for its members and to stimulate economic growth; to encourage retail, professional service, industrial, cultural and civic growth within the Lombard area. Over the past 23 years, this event has grown in both popularity and size. The process is tweaked each year as needed, and is smooth running and organized. Crafters say that it is the best run show that they are involved with. Each year it brings thousands into our downtown area and Lilacia Park. An excellent committee of dedicated volunteers is credited with helping this event to run smoothly each year.

- 2) Please describe how the program and any proceeds from the event support the goals and objectives of the organization, other local groups or initiatives, and the community at large:

This is one of the Chamber's main fund raisers. Proceeds benefit several area non-profit organizations, as well as give us the ability to offer more programs for the Lombard Area Chamber of Commerce members. The community at large benefits from having a number of crafters and vendors come into the downtown area, as well as an outdoor event to enjoy. The downtown area businesses have an opportunity to draw customers from the event.

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

This event will always need the cooperation and services of the Village of Lombard. We don't believe that this event could be self-sustaining – the Lombard Chamber cannot afford to put in the extensive time and effort of staff, without grant assistance from the Village. Planning for this event begins in October, and many staff and volunteer hours are put in from that time, thru the day of the event.

PROJECT DESCRIPTION

Is the event open to the general public?

Yes No

Do you intend to apply for a liquor license for this project?

Yes No

Will any revenues from this event be returned to the community?

Yes No

Have you requested grant funding in the past?

Yes No

If yes, provide grant awards for past 5 years:

Each year since the beginning of this event, the Village has provided the barricade rental, public works personnel and police and fire overtime

1) Provide a full detailed description of the proposed project or event.

Street to be barricaded by 5:00 AM with chalking of the street to begin at that time. 100+ crafters, 5+ food vendors, 5+ independent home party sales and 10+ Kid Zone sponsors, each with their own weighted tents, tables, chairs are set up in the chalked in spaces on St. Charles and Park. Ave. Vendor cars line up on N. Park from Grove to Orchard Terrace. Staggered set up times begin at 6:30 AM. LCPAAA assist with arrival & tear down traffic control. Event opens at 10 AM and ends at 4 PM. The Fun Ones are contracted for arcade games and climbing wall for Kid Zone. Food vendors are located at intersection of Park & St Charles Rd. with spider electric access boxes provided by Public Works. Requests for electric from crafters – provided within the tree vaults with access provided by Public Works. Police personnel on hand for during the day patrol of the event, and Fire Dept. on call for any emergencies that may arise.

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

To cover the costs of Public Works, Fire Dept. and Police Dept. overtime

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)?

This year will be looking into having 3-4 Food trucks on N. Park, south of Grove St. Additional social media advertising Twitter and Facebook– boosted posts (\$\$) on Facebook. Postings in major craft publications and online sources (Midwest Art Fairs and FestivalNet.com) Full page ad in the Lombardian Newspaper – Press releases in Lombardian, Daily Herald and Suburban Life. Calendar posting on Chicago Tribune, and listing in the Lombard Park District Lilac Time brochure. Paid advertising for online event sites (Midwest Art Fairs, WhoFish, Oaklees Family Guide, MyFairsandFestivals.com). This event increases each year based on word-of-mouth advertising. With the pedestrian underpass, we believe that foot traffic increases between Lilacia Park and the craft fair. Website information will be available on all of the Lilac Time activities in Lombard.

LOCATION

Provide the location of the event or project. If a location has not been secured, list the venue(s) being proposed or considered.

St. Charles Rd. and Park Ave. between Main and Elizabeth, Grove and Michael McGuire Dr.

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.

Crafter, food and Vendor applications were made available on our website beginning January 2021 – mass emailing and FB posting to past crafters, and we will be contacting past crafters and vendors again by email in January 2021. Applications accepted thru the end of April. Mapping and assignment of booths is done mid-April 2021 with final mailing of instructions to crafters, food and vendors at that time.

IMPACT

- 1) Please describe how the event or program will promote overnight stays and/or tourism within the Village of Lombard.

We plan to cross promote both the craft fair and visiting Lilacia Park for visitors. This will be on our website and in all Social Media postings, as a part of the 2 weeks of Lilac Time events.

- 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?

Local businesses are highly encouraged to be open that day will have an opportunity to attract attendees into their stores and restaurants. We plan to share the event information by email to other chambers of commerce in Illinois, and on a professional chamber of commerce Facebook page, as well as the Lilac Time Craft Fair FB page.

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

Our event targets every age and gender, from ages 0 – 100+. There is something for everyone at this event. Entertainment & music, Kid Zone, crafts, food and downtown businesses. We anticipate several thousand, and once again will use a clicker system to estimate the number of attendees at the peak time of the event.

- 4) Please identify and detail the estimated cost of any Village of Lombard services anticipated as part of the event (e.g., Police, Public Works, barricades, etc.). For each cost, confirm whether you are requesting the costs for such services will be reimbursed to the Village or will be covered under this grant.

Requesting \$5000 in grant funds or whatever the amount will be to cover the costs of Public Works, Police and Fire. These costs are based on prior years Village costs and yearly increases for this event. LCPAAA will assist with traffic control, another non-profit (TBD) will assist with Kid Zone and another organization (TBD) with garbage control. All will be receiving funds in exchange for their volunteerism

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

We collaborate with the LCPAAA, and 2 other, yet to be identified 501 c3 charitable organizations to help us with our event. In exchange, we donate \$750 to each of those organizations. We also depend upon local businesses to fund the Family Zone for this event as well as the musical entertainment on the stage. The Lombard Park District provides the Party Wagon for tables and chairs, as well as the mobile stage.

- 6) 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).

We do social media advertising Twitter and Facebook– boosted posts (\$\$) on Facebook – We have both a designated event page, as well as the main Chamber page. Postings in major craft publications and online sources (Midwest Art Fairs and FestivalNet.com) Full page ad in the Lombardian Newspaper – Press releases in Lombardian, Daily Herald and Suburban Life. Calendar posting on Chicago Tribune, and listing in the Lombard Park District Lilac Time brochure.

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.

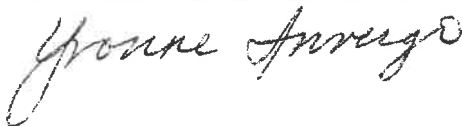
Additional Notes, Comments or Explanations:

Audit – The Lombard Chamber does not do a formal yearly audit. Our taxes are done by an outside agency and our in-house financials are overseen by the Board Treasurer.

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.

	Yvonne Invergo		
Title or office held:	President & CEO	Date:	11/30/2020



Signature:

**LOCAL TOURISM GRANT PROGRAM
DETAILED BUDGET**

Event: Lilac Time Art and Craft Fair

Date: May 2, 2021

Organization: Lombard Chamber of Commerce

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 2018	ACTUAL 2019	ANTICIPATED
Lombard Tourism Grant	\$4038.31	\$3805.28	\$5000.00
Family Zone Sponsors	\$2500.00	\$3000.00	\$3300.00
Midway Platinum Sponsors	\$2500.00	\$3000.00	\$3000.00
Craft Booth Sales	\$12,125.00	\$12,525.00	\$13,500.00
Home Party Booth Sales	\$2035.00	\$1475.00	\$1550.00
Food Vendors	\$800.00	\$700.00	\$1350.00
Credit Card Fees	\$210.00	\$330.00	\$350.00
Electric Fees	\$100.00	\$150.00	\$225.00
Misc. sponsors	\$0.00	\$150.00	\$0.00
Total Income	\$24,308.81	\$25,135.28	\$28,275.00

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

ITEMIZED EXPENSES	ACTUAL 2018	ACTUAL 2019	ANTICIPATED
Postage	\$79.85	\$147.00	\$150.00
Family Zone Rentals	\$1410.00	\$1509.00	\$1600.00
Music/Entertainment	\$500.00	\$500.00	\$600.00
Community Donation-Refuse	\$750.00	\$750.00	\$750.00
Community Donation-Fam Zone	\$0.00	\$0.00	\$750.00
Community Donation LCPAAA	\$750.00	\$750.00	\$750.00
Advertising/Promotion	\$211.76	\$226.50	\$300.00
Radio Rental	\$52.00	\$52.00	\$75.00
Barricade Rental	\$603.10	\$731.70	\$805.00
Police Dept. overtime	\$2301.28	\$1750.00	\$1823.00
Public Works overtime	\$1134.43	\$982.57	\$1058.00
Fire Dept. overtime		\$341.01	\$414.00
Total Expenses	\$7792.42	\$7739.78	\$9072.27

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)

Estimated value of in-kind contributions (explain)

	ACTUAL 2018	ACTUAL 2019	ANTICIPATED
	\$4038.81	\$3805.28	\$4100.00
Tourism Grant	Tourism Grant	Tourism Grant	Tourism Grant

VILLAGE OF LOMBARD