

VILLAGE OF LOMBARD
LOCAL TOURISM GRANT PROGRAM APPLICATION FORM

GENERAL INFORMATION

Organization:	Glenbard East High School Boosters		
Name of event:	Lombard Ale Fest		
Date of event:	6/10/2015	Event location:	227 W. Parkside Ave.
Contact person:	Tim Glennon/Sarah Richardt	Title:	Co-chairs
Business address:	1014 S. Main St.	City & Zip	Lombard 60148
Telephone:	630-248-0180	Email:	director@lombardhistory.org

PROJECT OVERVIEW

Total cost of the project:	\$53,500
Cost of city services requested in this application (if any):	\$1,950.00
Total funding requested in this application:	\$10,000.00
Percent of total project cost being requested:	18%
Anticipated attendance:	2000
Anticipated number of overnight hotel stays:	20

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

Fundraiser dedicated for the turf field at GEHS.

ORGANIZATION

Number of years that the organization has been in existence:	40+
Number of years that the project or event has been in existence:	3
Number of years the project has been supported by Village of Lombard funds:	3
How many years does the organization anticipate it will request grant funding?	Until 2019

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

The Glenbard East Boosters have a long history of fundraising. Most recently we have hosted the Red and Black Ball (since 2010) as well as concerts. This will be the fourth year for Ale Fest which has become very popular.

objectives of the organization, other local groups or initiatives, and the community at large:

To provide financial support for student athletes at Glenbard East in the form of scholarships, equipment, uniforms and coaching.

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

The event's popularity is growing. We project that we can be self-funded when attendance reaches 2500 paid guests. It is expected we will achieve that goal by 2019.

PROJECT DESCRIPTION

- Have you requested grant funding in the past? Yes No
- 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

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

With that being said, we are intent upon having a craft beer fundraising event on June 10, 2017. The event is modeled after similar recent events in Wheaton, Lisle and Naperville. The event would consist of 80 craft brewers who would provide tasting samples to paying guests. Food and entertainment will also be provided at this event. Food truck vendors will provide dining options for the guests and a live radio feed to provide the entertainment as well as marketing. Tickets for the event would be sold in advance and will allow attendees to sample a number of beers within a corralled area. Vendors will not be selling the beer themselves and there will not be any cash transactions for beer. Each paying guest will be provided with a punch card for 15 three ounce samples. Volunteers for the event will be stationed at each brewer tent to ensure tickets are punched. The beer is paid for by the Boosters in advance. There will not be packaged goods sold at the event. Ticket sales will be limited to 2,500.

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

To offset expenses, more specifically to pay for the fencing, tents, security, marketing and street closure.

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)?

Expanded marketing including inviting a radio station to host a live feed and market to a larger area.

LOCATION

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

227 W. Parkside and portions of Lilacia Park

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.

We held our first meeting in October of 2016 and major planning will continue in January of 2017 and will have all details finalized by May 15th.

IMPACT

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

We have Hotel sponsors for the event that offer discounted room rates to Ale Fest guests. This discount will be offered on the event website and other marketing materials.

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?

In the last three years, the number of event attendees from out of Lombard exceeded the number of Lombard resident guests. Many of these visitors, then spent time in downtown Lombard for Cruise nights.

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

Adults between the ages of 21 and 60. Our anticipated attendance this year is between 2000 and 2200.

4) Please identify and detail the cost of any Village of Lombard services anticipated as part of the event (e.g., Police, Public Works, etc.) and whether such costs will be reimbursed or funded under this grant. Please describe any collaborative arrangements developed or anticipated with other organizations to fund or otherwise implement the project (including in-kind donations).

Road closure \$450; Police \$1,500

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).

Social media will be the primary marketing tool. We will also be placing ads in local newspapers, purchasing lawn signs, banners and posters.

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.

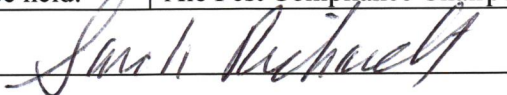
Additional Notes, Comments or Explanations:

The Boosters have not had an audit since we have only been a not-for-profit since 2012 and our yearly budget is under the requirement for NFP audits.

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:	Sarah Richardt		
Title or office held:	Ale Fest Compliance Chairperson	Date:	12/1/16

Signature: 

**LOCAL TOURISM GRANT PROGRAM
DETAILED BUDGET**

Event: Lombard Ale Fest

Date: 12/1/16

Organization Glenbard East Boosters

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 2015	ACTUAL 2016	ANTICIPATED
Lombard Tourism Grant	\$10000	\$10,000	\$10,000
Ticket sales and sponsors	\$67,169	\$62,066	\$70,000
Total Income	\$77169	\$72066	\$80,000

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

ITEMIZED EXPENSES	ACTUAL 2015	ACTUAL 2016	ANTICIPATED
Fencing and Tents	\$6,410	\$6553	\$6700
Beer	\$15,032	\$15769.63	\$16000
Promoter fee	\$15,407	\$11635	\$15000
Glasses	\$3,311	\$2146.00	\$3000
Tablecloths and Balloons and misters	\$184	\$425	\$500
Signage	\$800	\$912	\$900
Printing	\$449	\$449	\$450
Community Group donations	\$1,200	\$2250	\$2250
Police	\$1,500	\$1,500	\$1500
Insurance	\$532	\$425	\$425
Volunteer Shirts and bags	\$1,364	\$3846.71	\$1800
Ice/Water/Soda	\$1,066	\$1818.36	\$1800
Music	\$2,200	\$1200	\$1000
Plaques	\$240	\$286.44	\$275
Commuter parking/road closure	\$900	\$900	\$900
Advertising	\$1,750	\$900	\$1000
Total	\$52,345	\$51014	\$53,500

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) to confirm.

	ACTUAL 2015	ACTUAL 2016	ANTICIPATED
	\$2000	\$2,000	\$2,000
	Port o Johns	Port o Johns	Port o Johns



SATURDAY JUNE 11TH

1-5PM DOWNTOWN LOMBARD/METRA STATION

**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:	Glenbard East Boosters	Name of event:	Lombard Ale Fest
Date of event:	6/11/2016	Event location:	Lilacia Park
Contact person:	Bob Difino	Title:	Chairman
Business address:	1014 S. Main St	City & Zip:	Lombard 60148
Telephone:	630-484-8033	E-mail address:	Difino8@att.net
Estimated attendance:	1550	Estimated hotel stays:	10
Method for estimating attendance:	Electronic data		

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

Social media, Lombardian, lawn signs, banners press release media alert, radio (WGN)

- 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?

Link to survey results <https://www.surveymonkey.com/results/SM-Y36VLPDT/>

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

The event met our expectations and achieved the planned financial results.

- 4) Summarize how the program performed from a budgetary standpoint and describe how the program and any proceeds from the event were supportive of the organization, other local groups, initiatives or the community at large.

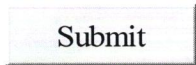
We increased sponsor support by 500 percent over the prior year. The event came in under budget.

- 5) Describe your organization’s long term plans for funding this project or event.

Continue to grow sponsors and work with Lou Dog events to expand our marketing reach.

SUBMISSION INSTRUCTIONS

Please submit the completed form **within 90 days of the event completion** to Nicole Aranas, Assistant Village Manger, by e-mailing aranasn@villageoflombard.org or by using the submit button below.



*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 to confirm.