

**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:	GLEN BIRD EAST BOOSTER CLUB	Name of event:	LOMBARD ALEFEIT
Date of event:	6/14/14	Event location:	PARKSIDE + PARK AVE
Contact person:	MINE KUISE	Title:	COMMITTEE MEMBER
Business address:	1014 S. MAIN ST.	City & Zip:	LOMBARD, IL 60148
Telephone:	630 212 0040	E-mail address:	MFKUISE@GMAIL.COM
Estimated attendance:	1400	Estimated hotel stays:	20
Method for estimating attendance:	PROBOTA ESTIMATE		

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

Click here to enter text. POSTERS, YARD SIGNS, PRESS RELEASES, SIX PACK TAGS

- 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?

Click here to enter text. FOR THE INAUGURAL EVENT WE WERE PLEASED WITH THE 1,400 VISITORS TO LOMBARD

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

Click here to enter text. REVENUES WERE SLIGHTLY LOWER THAN ANTICIPATED AT WE BUDGETED FOR 1800 GUESTS.

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

Click here to enter text. NEXT SEVERAL YEARS TO GET BIGGER & BETTER WITH MORE ADVERTISING

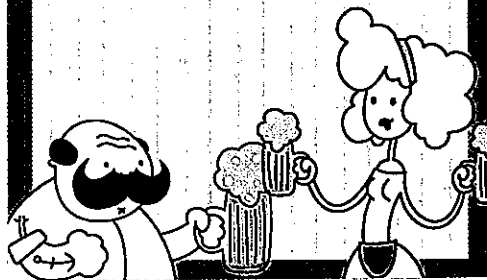
Please submit completed form and associated application documents on or before **December 15, 2013** to Nicole Aranas, Assistant Village Manger by e-mailing aranasn@villageoflombard.org or clicking below.

Submit



Tell me More!

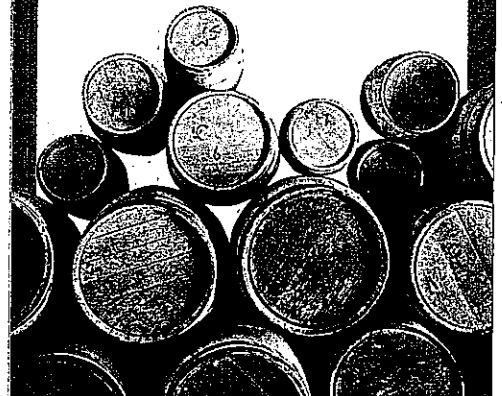
- Over 80 American Craft Beers
- Chicagoland's Favorite Food Trucks
- Live Music
- Commemorative Sample Glass
- General Admission Tickets \$40
- VIP Tickets \$70
- Located in Downtown Lombard
- Walking Distance from the Metra Station
- Must be 21 or Older



Saturday
JUNE 14
two thousand fourteen

1:00-5:00 PM

Downtown Lombard
at Lilacia Park



LombardAleFest.com

 / LombardAleFest

