

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: Scott Niehaus, Village Manager

DATE: March 11, 2024 (B of T) Date: March 21, 2024

TITLE: Local Tourism Grant Recommendation
Lombard Historical Society – Annie-versary

SUBMITTED BY: Nicole Aranas, Deputy 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 Historical Society towards the Annie-versary celebration. The Committee is recommending approval of a grant of up to \$22,000 through the Local Tourism grant program.

Please place this item on the consent agenda for the March 21, 2024, 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.



#240054

Memorandum

TO: Scott Niehaus
Village Manager

FROM: Nicole P. Aranas
Deputy Village Manager

DATE: March 11, 2024

SUBJECT: Community Promotion & Tourism Committee Recommendation
Lombard Historical Society – Annie-versary

The following is a recommendation from the Community Promotion & Tourism Committee for funding through the Local Tourism Grant Program for the Lombard Historical Society in the amount of \$22,000 from Hotel/Motel funds to cover the expenses of the Annie-versary celebration. The event will take place from April 24th through December 22, 2024.

Grant Request: \$22,000

The Lombard Historical Society has requested a grant in the amount of \$22,000 to be used toward the Annie-versary. The grant funds will cover the cost of marketing, promotional materials, banner installation, Aileen Quinn's visit, and the celebration.

The grant request from the Lombard Historical Society and event budget are attached for your review.

RECOMMENDATION:

The Community Promotion & Tourism Committee recommend a grant in an amount up to \$22,000 to the Lombard Historical Society.

Please place this item on the consent agenda of the March 21, 2024, agenda of the Board of Trustees. If you have any questions, please feel free to contact me. Thank you.

**VILLAGE OF LOMBARD
LOCAL TOURISM GRANT PROGRAM 2024 APPLICATION FORM**

GENERAL INFORMATION

Organization:	Lombard Historical Society		
Name of event:	Leapin Lizards! A Hundred Years of Little Orphan Annie Exhibition & Activities		
Date of event:	April 24-December 22, 2024	Event location:	23 W Maple Street
Contact person:	Alison Costanzo	Title:	Executive Director
Business address:	23 W Maple Street	City & Zip	Lombard, 60148
Telephone:	630.629.1885	Email:	director@lombardhistory.org

PROJECT OVERVIEW

Total cost of the project:	\$40,000
Cost of city services requested in this application (if any):	\$0
Total funding requested in this application:	\$22,000
Percent of total project cost being requested:	55%
Anticipated attendance:	3500
Anticipated number of overnight hotel stays:	Many

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

In 2024, the Lombard Historical Society intends to commemorate the centennial anniversary of the inception of the cherished comic strip, Little Orphan Annie. From April 24 to December 23, 2024, an exhibition, a series of events, and activities and will be organized to celebrate the enduring legacy of the beloved cartoon character and pay tribute to Harold Gray, the creator behind this pop culture icon.

As mentioned actives will be centered around our exhibition, Leapin Lizards! A Hundred Years of Little Orphan Annie which will showcase the life of Harold Gray, the rich history of Little Orphan Annie through a collection of original artworks, artifacts, and more. This event is expected to draw a diverse audience, including comic enthusiasts, families, art lovers, and history buffs, from Lombard and beyond.

ORGANIZATION

Number of years that the organization has been in existence:	53
Number of years that the project or event has been in existence:	First Year
Number of years the project has been supported by Village of Lombard funds:	First Time
How many years does the organization anticipate it will request grant funding?	1

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

Established in the wake of Lombard's centennial celebration in 1969, the Lombard Historical Society (LHS) is dedicated. The mission is to preserve, promote, present and protect the history of Lombard. With a team comprising two full-time employees, one part-time employee, and over 50 committed volunteers, LHS is devoted to preserving and promoting the rich heritage of the community. Additionally, LHS also will be hiring an intern with a museum to assist with the exhibition and activities.

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:

The objective of this exhibition, along with various activities, is to garner acknowledgment for the enduring legacy of the beloved cartoon character Little Orphan Annie and its creator, Harold Gray. Additionally, the aim is to draw visitors from both the local community and beyond, thereby supporting and promoting Lombard and the association with Little Orphan Annie and Harold Gray.

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

This is a one-time event but funds generated will go back to support the Lombard Historical Society and our efforts to foster an understanding and appreciation for our community's history.

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:

Sheldon Peck Exhibition 2019

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

See attached.

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

The grant funds will be used to pay for marketing, promotional material, banner installation, insurance, security, Aileen Quinn's visit, the Annie-Versary Celebration.

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)?

N/A

LOCATION

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

23 W Maple Street, Carriage House.

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.

End of January 2024- Joint Press Release will go out from the Village of Lombard, DuPage Convention and Visitors Bureau, and the Lombard Historical Society. Additionally, the LHS Newsletter will go out.

February- December: Social Media Post/Ad will begin: These will be tweaked depending on reach and will run throughout the duration of the Exhibition. Separate event post will also be created for different activities.

March-Press begins to go out to a wider audience through the DCVB 50+ miles. These will be targeted and tweaked depending on results.

April: Exhibition Opening and Meet and Greet

April-December: Visitor tracking will take place to determine where people are coming from.

Additional Tracking will take place through our social media platforms, website, and e-blasts.

IMPACT

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

This event will be marketed to a wide audience that will encourage overnight stays. As this has not been executed before, the exact impact is not known.

- 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?

Little Orphan Annie transcends local recognition and stands as a nationally acclaimed pop culture icon, boasting a substantial and widespread following. On average, visitors who come to the Lombard area specifically, 12% express an interest in visiting a museum, and 9% are keen on exploring a historic site. When coupled with the appeal of shopping and dining, with 31% and 27% expressing interest respectively, these preferences collectively represent a comprehensive list of desired activities that will benefit the local businesses.

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

Fans of Little Orphan Annie: Individuals who have a nostalgic connection to the classic comic strip or have fond memories of Annie and her adventures.

Comic Strip Enthusiasts: Those who appreciate the history and artistry of comic strips, including collectors, enthusiasts, and scholars interested in the evolution of the medium.

Families and Children: The exhibition's family-friendly nature could make it appealing to parents looking for engaging and wholesome activities for their children.

Museum and Exhibition-goers: Those who enjoy visiting museums and exhibitions.

Educational Groups: Schools, colleges, and educational institutions may organize trips to the exhibition.

Local Community Members: Residents of the area interested in local history and community activities.

- 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, Fire, barricades, etc.). For each cost, confirm whether the costs for such services be covered by the host organization and reimbursed to the Village or are whether the services are requested to be covered under this grant. Any services not specifically requested below and approved as part of this grant, will be the responsibility of the applicant organization.

As part of our marketing strategy we will be requesting 14 banners be installed on Main Street and we are requesting the services be covered under the grant.

- 5) Please describe any collaborative arrangements developed or anticipated with other organizations to

We are working with the DuPage County Convention and Visitors Bureau to market the event and bring in a national market and the Village of Lombard.

fund or otherwise implement the project (including in-kind donations).

- 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 are in the process of working on the marketing piece that will go in the DCVB visitor guide and future marketing by the DCVB which will be targeted and be outside the 50+ mile radius. There will be a joint press release that goes out in January and additional press releases will go on in regards to different activities throughout the year. We will also be utilizing our website and social media platforms.

- 7) Funding for the Local Tourism Grant Program for 2024 is constrained. What have you done to reduce the amount of funds your organization is requesting under this grant? If you do not receive the full funding you requested for 2024, how will your organization adjust? What modifications can/will you make to your budget or event if full grant funding is not made available?

LHS is working on securing sponsorships for the exhibition and other activities. We can scale back certain aspects of the exhibition printing and continue to work on in kind contributions.

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:

We are still waiting on having our 2022 Audit completed by Sheldon Fox who has been shorthanded and moved offices. We are looking for a new Auditor but we are finding it difficult.

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:	Alison Costanzo		
Title or office held:	Executive Director	Date:	12/15/2023

Signature: _____

**LOCAL TOURISM GRANT PROGRAM
DETAILED BUDGET**

Event: Leapin Lizards! A Hundred Years of Little Orphan Annie Exhibition & Activities

Date: April 24-Dec. 23, 2024

Organization: Lombard Historical Society

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	\$	\$	\$22,000
Annie Theme Merchandise and Catalog			\$5,000
Sponsorships			\$7,000
House Walk Tickets @\$50 Per Person			\$10,000
Visitor Door Donations			\$2,000
Total Income	\$	\$	\$46,000

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

ITEMIZED EXPENSES	ACTUAL	ACTUAL	ANTICIPATED
Exhibition Walls	\$	\$	\$5,500
Exhibition Cases			\$4,500
Exhibition Panel Printing			\$3,000
Environmental Monitoring			\$200
Exhibition Use Fees			\$500
Security Cameras			\$300
Flight for Aileen Quinn and Manager and Stay			\$3,000
Insurance			\$1,000
Banners and Banner Installation			\$3,000
Printed Material			\$2,000
Catalog Book Printing			\$2,000
Gallery Book Photography			\$1,500
Little Orphan Annie's Birthday Party			\$1,000
Marketing			\$12,500
Total Expenses	\$	\$	\$40,000

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	ACTUAL	ANTICIPATED
\$	\$	