

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, 2020 (B of T) Date: March 19, 2020

TITLE: Local Tourism Grant Recommendation
Glenbard East Boosters – Ale Fest

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 Glenbard East Boosters toward the 2020 Ale Fest event. The Committee is recommending approval of a grant of up to \$10,000 through the Local Tourism grant program.

Please place this item on the consent agenda for the March 19, 2020, 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.



#200006
DISTRICT #1

Memorandum

TO: Scott Niehaus
Village Manager

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

DATE: March 11, 2020

SUBJECT: Community Promotion & Tourism Committee Recommendation
Glenbard East Boosters - Ale Fest

The following is a recommendation from the Community Promotion & Tourism Committee for funding through the Local Tourism Grant Program for the Glenbard East Boosters in an amount not to exceed \$10,000 for the 2020 Ale Fest event, a summer food and craft beer fundraiser to be held on June 13, 2020.

Grant Request: \$10,000

The Glenbard East Boosters has requested a grant in the amount of \$10,000 to be used towards the administration of the 2020 Ale Fest Event. The event will be held on Parkside Avenue in downtown Lombard and will feature food trucks and a wide variety of craft beers for sampling. Proceeds of the event will primarily benefit the Glenbard East turf field fund. This is the 6th consecutive year this event will be held.

The grant request from the Glenbard East Boosters and event budget are attached for your review.

RECOMMENDATION:

The Community Promotion & Tourism Committee recommended a grant in an amount up to \$10,000 to the Glenbard East Boosters to be used towards the Ale Fest event.

Please place this item on the consent agenda of the March 19, 2020, 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 APPLICATION FORM**

GENERAL INFORMATION

Organization:	Glenbard East High School Boosters		
Name of event:	Lombard Ale Fest		
Date of event:	6/13/2020	Event location:	227 W. Parkside Ave.
Contact person:	Ellen Bachner/ Tim Glennon	Title:	Co-chairs
Business address:	1014 S. Main St.	City & Zip	Lombard 60148
Telephone:	630-567-0274	Email:	thebach5@yahoo.com

PROJECT OVERVIEW

Total cost of the project:	\$43,375
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:	25%
Anticipated attendance:	1200
Anticipated number of overnight hotel stays:	5

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

Beer festival Fundraiser dedicated for the turf field at GEHS as well as other local charities that assist with the event.

ORGANIZATION

Number of years that the organization has been in existence:	40+
Number of years that the project or event has been in existence:	6
Number of years the project has been supported by Village of Lombard funds:	6
How many years does the organization anticipate it will request grant funding?	Until bond is paid off in 2023

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 sixth 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 has a sustained popularity. We project that we can be self-funded when attendance reaches 2500 paid guests. This has not happened as of yet, but hope to reach that as we keep producing a quality event with the Village's help.

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 13, 2020. 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 music to provide the entertainment. 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 (off duty police), 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)?

Our plans to organize a quality event with a great reputation have kept our attendance increasing. Many other beer festivals decreased patrons but ours continues to rise in attendance. With keeping our event coordinator. We plan to get marketing out earlier in order to keep it front in people's minds.

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 2019 and major planning will continue in January of 2020 and will have all details finalized by May 1.

IMPACT

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

We have will again work with hotels 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 four years, the number of event attendeed 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 65. Our anticipated attendance this year is between 1000-1700.

- 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. We will again ask WGN to advertise for us.

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:	Ellen Bachner		
Title or office held:	Chair Person	Date:	10/21/2019

Signature: 

**LOCAL TOURISM GRANT PROGRAM
DETAILED BUDGET**

Event: Lombard Ale Fest

Date: 11/1/18

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 2019	ACTUAL 2018	ANTICIPATED
Lombard Tourism Grant	\$10000	\$10,000	\$10,000
Ticket sales and sponsors	\$55,720.14	\$57,019	\$50,000
Total Income	\$65,720.14		\$60,000

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

ITEMIZED EXPENSES	ACTUAL 2019	ACTUAL 2018	ANTICIPATED
Fencing and Tents	\$4900	\$5903	\$6700
Beer	\$14,223	\$10465	\$12000
Promoter fee	\$9000	\$7644	\$10,000
Glasses	\$2811	\$3336	\$3000
Tablecloths and Balloons and mistrs, generator	\$472	\$125	500
Signage	\$2321	\$1925	\$1800
Printing	\$0	\$75	-
Community Group donations	\$2250	\$2000	\$2250
Police	\$1300	\$900	\$1300
Insurance and licensing	\$900	\$555	\$425
Volunteer Shirts and bags	\$900	\$1014	\$1000
Ice/Water/Soda	\$552	\$342	\$1800
Music	\$1250	\$2000	\$1200
Plaques	\$0	\$313	\$500
Commuter parking/road closure	\$1100	\$465	\$900
Advertising	\$795	\$495	\$1000
Total	\$42,874	\$37557.00	\$44075

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 2019	ACTUAL 2018	ANTICIPATED
\$2000	\$2,000	\$2,000
Port o Johns	Port o Johns	Port o Johns

**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:	06/08/20019	Event location:	Park & Parkside Ave
Contact person:	Tim Glennon	Title:	Chairmen
Business address:	1014 S. Main St.	City & Zip:	Lombard 60148
Telephone:	630-564-5382	E-mail address:	Tglennon_99@yahoo.com
Estimated attendance:	1100	Estimated hotel stays:	8-12
Method for estimating attendance:	Ticket sales and volunteers		

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

Lawn signs/ Posters / Press release / WGN ad reads / Website / email blast / social media

- 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?

Event was attended very well with good local musicians and 80 craft beers from 40 local brewers. We anticipate the same results and organizational strategy for next year's event. We feel we added a local boost to the downtown businesses the day of.

- 3) How did the actual outcomes of the program or event compare to your original expectations? How did the event compare to the proposal and concept as initially presented to the Village?

Our outcome was as expected our local businesses seemed to appreciate the Ale fest foot traffic.

- 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.

Our Budget was in line with our expense expectations. Proceeds will go to help GBE Athletics and also, Lombard Historical Society

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

Same as in past years we will anticipate that this Fest will continue to be supported by the GBE Boosters.

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.