

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

GENERAL INFORMATION

Organization:	Embassy Suites Hotel		
Name of event:	Midwest Meetings Magazine COOP Advertising		
Date of event:	2014	Event location:	Lombard
Contact person:	John D' Astice	Title:	Director of Sales & Marketing
Business address:	707 E Butterfield Road	City & Zip	Lombard, 60148
Telephone:	630-971-4230	Email:	John.d'astice@hilton.com

PROJECT OVERVIEW

Total cost of the project:	\$6100.00
Cost of city services requested in this application (if any):	\$0
Total funding requested in this application:	\$1500.00
Percent of total project cost being requested:	100%
Anticipated attendance:	TBD
Anticipated number of overnight hotel stays:	TBD

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

This is for a series of advertising in Midwest Meetings Magazine. This is the premier magazine that is subscribed to by meeting planners from across the Midwest. It is used to educate and assist professional meeting planners select locations for their upcoming meetings. The advertising creates significant top of mind awareness for the Embassy Suites Lombard with these planners. It gives Embassy Suites the opportunity to promote our Winter Supersaver Meeting Package. The funds requested are only for a portion of the total advertising campaign. The hotel will pay for all the creative (ads). A copy of the ads will be enclosed.

ORGANIZATION

Number of years that the organization has been in existence:	27 years
Number of years that the project or event has been in existence:	1st year
Number of years the project has been supported by Village of Lombard funds:	none
How many years does the organization anticipate it will request grant funding?	One, possibly two.

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

The Embassy Suites is an Upscale all suite hotel located in Lombard. The hotel specializes and focuses on small meetings. The average lead time to book a meeting is 30 to 150 days. There are meetings that book outside of these parameters, but most are confirmed within this time frame.

2) Please describe the goals and objectives of the organization and how they are supported by this program:

The goal is to use the advertising to create interest for future meeting and rooms business currently using hotels outside of Lombard and drawing new business into the Embassy Suites Lombard, thus increasing the occupancy of the hotel which will directly contribute the hotel tax revenue the Embassy provides the village. Based on the actual results achieved, the advertising will be evaluated and a determination will be made whether or not to do further advertising in the future. If the advertising does not generate enough new business over the next 12 months, the advertising will not be repeated.

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

If the advertising campaign is successful, after the second year the Embassy Suites will pay the entire fee into the future. If the advertising campaign does not generate a return after two years, the advertising will be dropped.

PROJECT DESCRIPTION

- | | | |
|---|---|--|
| Have you requested grant funding in the past? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |
| Is the event open to the general public? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |
| Do you intend to apply for a liquor license for this project? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |
| Will any revenues from this event be returned to the community? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |

1) Provide the details regarding the event or project including a full description of the project and the

This is a co-op advertising campaign with our "sister" hotels: Doubletree Downers Grove, Hilton Suites Oak Brook and Hilton Garden Inn Oak Brook. The entire cost of the advertising campaign is \$6000 plus \$400 for the cost of the creative. The campaign consists of a full page-4 color ad in the inside back cover of winter 2013 edition; a full page listing in the Guide Book; a banner ad on Skyscraper the Midwest Magazine web site and 4 sponsorships in the Midwest magazine email newsletter.

anticipated timeline.

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

The grant will be used to pay for the Embassy Lombard share of the advertising campaign.

3) What modifications to the event or other steps will be taken to increase event attendance over

The Embassy will be using the advertising in our own mailings to various area companies. Using this advertising collateral, the hotel has already confirmed one piece of business for December 2013 that will result in approximately 60 rooms for 3 nights plus food and beverage sales.

previous years (not applicable to first time events)?

LOCATION

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

Embassy suites Lombard

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.

The sales team will be soliciting the local and Midwest meeting planners searching for new business.

IMPACT

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

The entire goal of the advertising campaign is to drive more meetings and overnight business into the hotel. This will be new business to the area and meetings that currently use hotels in neighboring communities.

Village of Lombard.

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

The economic benefit will be increased hotel tax revenues as well as increased sales tax revenues from shopping at Yorktown and visits to all the local restaurants. Most of the attendees come from a distance and most are not local to Lombard.

audience?

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

The target audience is all those meeting planners in the Midwest currently using hotels in the neighboring communities and those using hotels in Schaumburg or downtown.

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

The Embassy Suites Lombard, Hilton Suites Oak Brook, Hilton Garden Inn and Doubletree Downers Grove, all managed by Hilton have jointly combined our resources to undertake this advertising campaign.

- 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).

The marketing plan is incorporated into our monthly action plans which include solicitation goals.

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:

Click here to enter text.

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:	John D'Astice		
Title or office held:	Director of Sales & Marketing	Date:	December 12, 2013

Signature: _____

**LOCAL TOURISM GRANT PROGRAM
DETAILED BUDGET**

Event: _____ Date: _____

Organization: _____

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	\$	\$	\$
Total Income	\$	\$	\$

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
	\$	\$	\$
Total Expenses	\$	\$	\$

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)

	ACTUAL	ACTUAL	ANTICIPATED
Estimated value of in-kind contributions (explain)	\$	\$	

**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:		Name of event:	
Date of event:		Event location:	
Contact person:		Title:	
Business address:		City & Zip:	
Telephone:		E-mail address:	
Estimated attendance:		Estimated hotel stays:	
Method for estimating attendance:			

- 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.

- 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.

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

Click here to enter text.

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

SUBMISSION INSTRUCTIONS

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 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.



ARRIVALS

TIME	DESTINATION	GATE	REMARKS
08:20	CHICAGO	S12	CANCELLED
11:15	LOMBARD	V73	ON TIME

WINTER SUPERSAVER 12/01/13 - 3/31/14
 DAILY MEETING PACKAGE AS LOW AS \$69*
 • 20% OFF ADDITIONAL AV EQUIPMENT
 • 5X EVENT PLANNER HHONORS POINTS
 • COMPLETE MEETING PACKAGE AS LOW AS \$158**
 • FREE WIFI IN OVERNIGHT GUEST ROOMS
 • HAVE MEETING IN PROMOTIONAL PERIOD
 AND GET SAME OFFER IN Q4 2014

*Daily meeting package includes continental breakfast, luncheon, PM break and audio visual package consisting of LCD projector, power strip and screen. **Complete meeting package includes overnight accommodation. One night of overnight accommodations equals one day of meeting package. Rates are per person based on single occupancy. Based on minimum of 10 attendees not subject to reduction. Subject to availability. Cannot be combined with other promotional offers and does not apply to business already contracted for time period. Does not include tax or gratuity.



EMBASSY SUITES®

Chicago - Lombard/Oak Brook
 707 East Butterfield Road • Lombard, IL 60148
 630-969-7500
www.chicagolombard.embsuites.com



Midwest Meetings/Guide Book
 302 6th Street West STE A
 Brookings, SD 57006

Invoice

Date	Invoice No.
11/26/13	GB14013

Bill To: Embassy Suites Hotel Chicago-Lombard/Oak Attn: John D'Astice 707 E Butterfield Rd Lombard, IL 60148
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Terms
Net 30

Please note the addition of "STE A" to the mailing address above.
 Thank you.

Item	Description	Quantity	Price Each	Amount
Advertisement	Advertisement in Midwest Meetings Thank You!			
Advertisement	Embassy Suites Hotel Chicago-Lombard/Oak Brook Hiltons of Dupage County Co-op - at the direction of Don Hill		1,500.00	1,500.00
01x-Full pg Guide Book Full Page Website Banner Ad Newsletter	Full page 4-color ad - Winter 2013 Inside Back Cover Full page listing in Guide Book 2013 (Net Rate) Skyscraper on www.MidwestMeetings.com Illinois Destination 6 months Added Value - 4 Sponsorships of Midwest Meetings. Email Newsletter			
		72	337.00	810.00
		72	344.00	690.00
			OK 100	\$1500.00
			Total	\$1,500.00

If you have questions regarding
 this invoice, please contact
 accounting@midwestmeetings.com.
 800-288-8510 Fax: 605-692-9031

****There will be a monthly finance
 charge added on all accounts 60 days
 past due from date of invoice.