

VILLAGE OF LOMBARD
REQUEST FOR BOARD OF TRUSTEES ACTION

For Inclusion on Board Agenda

Resolution or Ordinance (Blue) _____
Recommendations of Boards, Commissions & Committees (Green) _____
Waiver of First Requested
Other Business (Pink) _____

TO: PRESIDENT AND BOARD OF TRUSTEES

FROM: William T. Lichter, Village Manager

DATE: January 29, 2008 (B of T) Date: February 7, 2008

TITLE: Grant Application from the Lilac Parade Festival Committee for the 2008 Lilac Parade

SUBMITTED BY: Community Promotion & Tourism Committee through the Department of Community Development *Bob*

BACKGROUND/POLICY IMPLICATIONS:

Please find attached a grant recommendation from the Community Promotion & Tourism Committee from the Lilac Parade Festival Committee.

The grant is to be used for 2008 Lilac Parade. The Committee recommended approval of a grant in an amount not to exceed \$30,000. (ALL DISTRICTS)

Please place this item on the consent agenda for the February 7, 2008 Board of Trustees meeting.

Fiscal Impact/Funding Source:
Hotel/Motel Tax Fund
Lilac Parade not to exceed \$30,000

Review (as necessary):

Village Attorney X	_____	Date	_____
Finance Director X	_____	Date	_____
Village Manager X	<i>W. T. Lichter</i>	Date	<i>1/29/08</i>

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.



MEMORANDUM

TO: William T. Lichter
Village Manager

FROM: David A. Hulseberg, AICP
Director of Community Development

DATE: January 29, 2008

SUBJECT: Promotions & Tourism Committee Grant Recommendation

The following is a recommendation for a grant request from the Lilac Parade Festival Committee for the 2008 Lilac Parade.

Grant Request: \$30,000

The Lombard Lilac Parade Festival Committee requested a grant in the amount of \$30,000 to be used toward costs associated with its annual Lilac Parade.

The grant request is attached for your review.

RECOMMENDATION:

The Community Promotions & Tourism Committee recommended approval of the grant in an amount not to exceed \$30,000 for costs associated with the 2008 Lilac Parade.

Please place this item on the consent agenda on the February 7, 2008 agenda of the Board of Trustees. If you have any questions, please feel free to contact me. Thank you.

Attachment

DAH/jmk

Polak, Cindy

From: Support@civicplus.com
Sent: Tuesday, January 15, 2008 8:23 AM
To: Kott, Joelyn; polakC@villageoflombard.org
Subject: Online Form Submittal: Hotel/Motel Tax Grant Application

Hotel/Motel Tax Grant Application

This application is to request funding from the Hotel/Motel tax fund. Applications must be accompanied by a budget that reflects the request by the organization. Applications are reviewed by the Community Promotions & Tourism Committee and are then referred to the Village Board.

Date:*

01/15/08

Why are you requesting Hotel/Motel Tax funding?*

Hotel/Motel Tax Funding is being requested to

help support the annual Lombard Liliac Festival

Parade on May 18, 2008 with a theme of "Great

Americans". This Parade has earned Local, State

and National recognition for outstanding family

Amount of funds being requested:*

\$30,000

Specifically, what will the Hotel/Motel Tax funding be used for?*

Hotel/Motel Tax Funding will be used to help

support all expenses of the Parade from

Honorariums paid to our Parade participants to

Advertising expenses to promote our Parade to the

expense of providing Awards to the top

Have you requested Hotel/Motel tax funds in the past?*

Yes

No

A budget of the event or item that is being requested must be attached to the application or the grant application may be not be addressed until the budget is received. If this is a repeat request, the cancelled check(s) from the previous year must have been received by the Village Finance Department or be attached to the application.

Name of Organization Requesting Funding:*

Lombard Liliac Festival Parade Committee

Name of Person Submitting Grant Application:*

Gail Clark

Phone:*

630-627-4348

Email:*

gail.e.clark@comcast.net

Event/Project/Activity | Parade

Additional Information:

Form submitted on: 1/15/2008 8:23:25 AM
Submitted from IP Address: 24.14.121.68

Form Address: <http://www.villagelombard.org/forms.asp?FID=46>

* indicates required fields.

Date of Event/Project/Activity	051808
Estimated Attendance:	
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 event/project/activity?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
How does this promote tourism/overnight stays in Lombard?	The Lombard Liliac Festival Parade has earned Local, State and National recognition for outstanding family entertainment. This annual parade brings a large number of visitors and business to our Liliac Village.
Will any profits generated be returned to the community? If so, how?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

Lombard Lilac Festival Parade Committee
 Hotel/Motel Tax Grant Application
 Proposed 2008 Budget

ADMINISTRATIVE

Annual Audit & Reports:

State Filings \$ 10.00

Annual Report \$ 5.00

Not For Profit Charter \$ 15.00

Accounting Services \$ 200.00

Insurance Umbrella Support \$ 1,100.00

Office Supplies \$ 600.00

Post Office Box \$ 40.00

Postage \$ 500.00

Printing \$ 750.00

Storage Locker \$ 1,500.00

Telephone \$ 275.00

Web Site \$ 200.00

COMMITTEE SERVICES

Judges Beverages \$ 50.00

Lilac Ball \$ 1,500.00

Pre-Parade Breakfast \$ 450.00

Critique Dinner Meeting \$ 300.00

GENERAL ADVERTISING

Newspaper Ads \$ 1,500.00

DIRECT PARADE EXPENSES

Awards \$ 700.00

Banners \$ 1,200.00

Flowers \$ 150.00

Golf Carts \$ 2,000.00

Judges \$ 600.00

Participants Honorariums \$ 32,000.00

TOTAL ORGANIZATION EXPENSES

\$ 45,645.00

INCOME

Village of Lombard Grant \$ 30,000.00

Corporate Donations \$ 2,300.00

Private Donations \$ -

Interest \$ 160.00

Prior Year Carryover \$ 13,456.00

TOTAL ORGANIZATION INCOME

\$ 45,916.00

BALANCE TO CARRY FORWARD TO 2009

\$ 271.00