

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

GENERAL INFORMATION

| | | | |
|-------------------|-------------------------------------|-----------------|---------------------------------|
| Organization: | Glenbard East athletic Boosters | | |
| Name of event: | Lombard Ale and Food Truck festival | | |
| Date of event: | June 14, 2014 | Event location: | Parkside Avenue at Lilacia Park |
| Contact person: | Georgie Ludwig | Title: | President |
| Business address: | 244 East St. Charles Rd | City & Zip | Lombard 60148 |
| Telephone: | 630-697-8091 | Email: | georgieludwig@yahoo.com |

PROJECT OVERVIEW

| | |
|---|-----------|
| Total cost of the project: | \$ 63,000 |
| Cost of city services requested in this application (if any): | \$ 0 |
| Total funding requested in this application: | \$ 5,000 |
| Percent of total project cost being requested: | % 8 |
| Anticipated attendance: | 2,200 |
| Anticipated number of overnight hotel stays: | 20 |

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

This is a five hour event showcasing over 100 craft beers and 50 breweries. Food trucks from a variety of Chicago area restaurants will also be present. 2,000 general admission tickets (\$45) and 200 VIP tickets (75) and unlimited designated driver tickets (\$15) will be sold. Lou Dog Events has been signed on as the promoter and consultant for this event. All proceeds for the event will be designated to the Glenbard East turf field fund.

ORGANIZATION

| | |
|--|--------------|
| Number of years that the organization has been in existence: | 40+ |
| Number of years that the project or event has been in existence: | First Annual |
| Number of years the project has been supported by Village of Lombard funds: | First |
| How many years does the organization anticipate it will request grant funding? | 3 |

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

The Glenbard East Boosters is the fundraising mechanism that provides scholarships, equipment, uniforms and general support to it's students.

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

The program will allow the \$400,000 balance of the turf bond to be satisfied without taking away any of the funding of the typical support the boosters provide to students.

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

The three year agreement with the promoter expires after the 2016 event. It is expected that event coordinators would be able to promote and manage this event without the promoter cost in 2017. It is intended that the Boosters would hand this event over to another community based group in 2017. Possibly the Lombard Town Centre or Chamber of Commerce, so that they could benefit from the proceeds and become more self sustaining, thus eliminating need for taxpayer support..

PROJECT DESCRIPTION

| | | |
|---|---|--|
| Have you requested grant funding in the past? | <input type="checkbox"/> Yes | <input checked="" 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 checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |
| Will any revenues from this event be returned to the community? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |

This is a secured event. Only those with a ticket will be allowed inside the enclosed event area. 120 volunteers will be on hand to ensure a secure event. The village, the Park District and the boosters will all be covered under liability insurance purchased by the Boosters. Ticket holders will be allowed 15, 3 oz samples from any of the 50 brewers. This is a rain or shine event. Tenting will be significant. The gates open at 12:00 noon to VIP ticket holders. General admission ticket holders will be allowed in at 1:00. The event ends at 5:00 p.m. sharp. There will be live entertainment and various other food and coffee booths.

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

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

To pay down the bond for the Glenbard East/Lombard Park District turf field.

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

This is a new event

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. **Parkside Avenue at Lilacia Park**

Click here to enter text.

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.

Web site established December of 2013. Marketing begins in January 2013. Event is held on June 14th, 2013

IMPACT

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

At least three Lombard hotels will be offering discounted rooms and shuttles to the event.

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 event ends at 5:00 p.m. Local businesses will be offered the opportunity to offer specials and place ads in the program guide at no cost. We expect many guests to Lombard that attend this event to stay for Cruise Nights and patronize businesses.

audience?

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

We will sell out all 2,200 tickets. The age group of attendees is largely between 30 and 60.

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

The Lombard Park District and Glenbard District 87 will be offering the use of staff support and tents.

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 event promoter, Lou Dog relies heavily on electronic and social media for event promotion. All of the events they have promoted have sold out, including Lisle, Naperville and Wheaton.

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: | |
| Title or office held: | Date: |

Signature: _____

Estimated value of in-kind contributions (explain)

| ACTUAL | ACTUAL | ANTICIPATED |
|--------|--------|----------------------------|
| \$ | \$ | \$4,500 |
| | | Police, tents and Printing |

**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.