

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

GENERAL INFORMATION

Organization:	Stanfords Battery inc. NFP		
Name of event:	Lombard Civil War Reenactment		
Date of event:	7/24-26/2020	Event location:	Four seasons park
Contact person:	Chuck Wozniak	Title:	President
Business address:	441 S Highland Ave.	City & Zip	Lombard IL 60148
Telephone:	630-709-8688	Email:	treasurer@stanfordsbattery.org

PROJECT OVERVIEW

Total cost of the project:	\$16000.00
Cost of city services requested in this application (if any):	\$0
Total funding requested in this application:	\$8000.00
Percent of total project cost being requested:	%50
Anticipated attendance:	3000+
Anticipated number of overnight hotel stays:	20+

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

2020 will be the 9th annual Civil War Reenactment in Lombard. The event started to commemorate the 150th anniversary of the Civil War and Lombard's contribution through Colonel Benjamin Sweet who commanded Camp Douglas the confederate prisoner of war camp in Chicago and after the war lived in Babcock's Grove now Lombard. The Civil War reenactment brings visitors and reenactors from surrounding states. The event will setup on Friday and include multiply living history demonstrations and 2 battles throughout the weekend and a Ball Saturday evening.

ORGANIZATION

Number of years that the organization has been in existence:	25
Number of years that the project or event has been in existence:	9
Number of years the project has been supported by Village of Lombard funds:	8
How many years does the organization anticipate it will request grant funding?	2+

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

Stanford's Battery inc. is a civil war reenacting organization. We have been educating the public for over 20 years with living histories and reenactments and school presentations. Also we have gained 501 c 3 status over five years ago. Along with our other civil war reenactment we run, we have over 10 years of event organization experience.

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 goal of Stanford's battery is to re-create history in a fun and dynamic way. This event brings history alive and reaches a larger audience than we otherwise would be able to. Any proceeds gained from the event are used to enhance Stanford's battery's ability to bring history alive for the public.

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

With sponsorship support we hope to gain more independence. With that being said, we do believe this is the perfect event to bring both tourism and hotel stays.

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:

Last year we received \$6125.00

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

The event will begin on Friday night the 24th of July. The re-enactors will arrive around 10am to register and set-up. Saturday, the day begins at 10am with the confederate and union camps opening to the public. The Civil war hospital, embalmer, live music, food vendors and sutlers will also open. A large battle (with pyrotechnics) happens at 2:30pm. President Lincoln will join us again this year as well as some new hands on activities and other demonstration's thru out the day Saturday night will be a dance for the reenactors and general public. Sunday will be generally the same schedule with the addition of dance lessons for the public in the afternoon.

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

The grant funds will be used to cover entertainment, supplies, logistics and advertisements.

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)?

We will also be advertising at area Civil War events throughout Illinois and surrounding states. We will run newspaper ads in Lombard and surrounding counties.

LOCATION

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

Four Seasons Park, Lombard, IL Main Street and 16th.

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.

Planning has already begun. The Park District has already been contacted for formal permission. Sponsorship meetings will happen in January— March. Entertainment will be secured in January and February and registration forms will also go out. Food vendors will be contacted by March. District 44 will be contacted for the use of Westlake school and parking lot.

IMPACT

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

Many of the reenactors and vendors are from out of state. Many reenactors camp in the park, but some choose to stay in hotels. Last year local reenactors booked at least 12 rooms. Because of the inclement weather which was a 50% increase over 2015. The participants come from Iowa, Indiana, Wisconsin, Kentucky, Tennessee, and Virginia.

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?

Besides local hotel rooms, we will ask local food establishments to sell food at the event. The reenactors also shop locally for supplies. The participants also eat at local restaurants for some of their meals. We advertise outside of the local markets.

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

This is a family friendly event and has a broad audience of anyone who enjoys history or festivals. We anticipate over 3000 people over the 3 days.

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, barricades, etc.). For each cost, confirm whether the costs for such services be reimbursed to the Village or are requested to be covered under this grant.

There are no anticipated costs for the Village of Lombard Police or Public Works for this event. Stanford's battery works closely with the Lombard Park District. Local businesses such as Waste Management have donated in the past and we will be looking for those donations again. Stanford's Mississippi Battery, a local reenacting unit, donates hundreds of hours of service as well as supplying a landscaper with ground restoration. They also supply the technical expertise for pyrotechnics and battle planning. Stanford's also brings three cannons, supplies setup and the entire cleanup for the event. The VFW and sScouts will be asked to manage traffic and parking for the event again this year.

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

Our marketing plan includes both local and regional marketing. We will work local with banners for the village. We will have a contest for school children to find civil war cut-outs around the village. We will be advertising throughout Illinois. We will also create a banner that will go to many events outside of the local market, including, Indiana, Wisconsin, Rockford, IL. The banner will also go locally to Bartlett, Naperville, and Lake County.

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:

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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:	Steven Stachowiak		
Title or office held:	Treasurer	Date:	12/7/2019

Signature: _____

**LOCAL TOURISM GRANT PROGRAM
DETAILED BUDGET**

Event: Civil War Reenactment Date: July 24-26, 2020

Organization: Stanford's Battery, Inc. NFP

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	\$	\$	\$
SEE ATTACHED SPREADSHEET			
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)

Estimated value of in-kind contributions (explain)

	ACTUAL	ACTUAL	ANTICIPATED
	\$	\$	

VILLAGE OF LOMBARD

Lombard Civil War Event Expense's

Item	Description	Estimated Expense's 2020	Estimated Donations 2020	Actual & In-Kind Donation 2020	Actual Expense's 2019	Actual Expense's 2018	Actual Expense's 2017	Explanation
Bounty's		\$ 2,000.00			\$ 1,665.00	\$ 750.00	\$ 550.00	transportation/expense costs to groups coming to the event trailering their horse's, artillery and navy
blacksmith		\$ 250.00	\$ 250.00	donated	\$ 315.00	\$ 150.00	\$ 100.00	demonstration/educational purposes
Gun powder	powder	\$ 1,700.00			\$ 1,481.00	\$ 1,545.21	\$ 1,481.16	cost of things goes up/shipping fees
	primers	\$ 300.00			\$ 500.00	\$ 234.00	\$ 222.00	cost of things goes up/shipping fees
	caps							
battle field effects		\$ 600.00	\$ 300.00	part donated	\$ 250.00	\$ 350.00	\$ 380.00	past paper work incorrect some has been donated every year
park repairs		\$ 400.00			\$ 259.10	\$ 155.74	\$ 180.00	cost of things goes up
food / reenactor meal		\$ 2,200.00	\$ 1,500.00	part donated	\$ 522.56	\$ 900.00	\$ 2,700.00	have been short on food / historical society got discounted rate.
drinks		\$ 150.00			\$ 81.75	\$ 150.00	\$ 150.00	NEW FOOD VENDER for meal
ice / water		\$ 200.00			donated	\$ 100.00	\$ 175.00	SAFTY DUE TO HEAT
table chair rental		\$ 200.00	\$ 200.00	donated	donated	donated	\$ 165.00	will get from Lombard park district
insurance		\$ 50.00			\$ 50.00	\$ 50.00	\$ 150.00	
tent rental		\$ 600.00	\$ 600.00		\$ -	\$ 720.00	\$ 720.00	will get from Lombard park district
medical demonstration		\$ 200.00			\$ 200.00			demonstration/educational purposes
embalmer/funeral		\$ 200.00			didn't have			demonstration/educational purposes
harriet tubmann		\$ 400.00			\$ 400.00			
Lincoln		\$ 400.00			\$ 400.00	\$ 400.00	\$ 400.00	presenter
announcer		\$ 350.00	\$ 350.00	part donated	donated	\$ 75.00	\$ 75.00	inform public of events happening thru out the day
ball / dance	music / band	\$ 3,000.00	\$ 1,000.00	part donated	\$ 2,000.00	\$ 1,750.00	\$ 3,000.00	last year was 3000
	dance caller				\$ -	\$ 100.00	\$ 100.00	
advertising	building rental	\$ 200.00	\$ 200.00	donated	\$ -	donated	didn't use facility	for use of school gym
		\$ 800.00			\$ -	\$ 681.50	\$ 1,460.00	new avenues for exposer
fire wood/building material		\$ 1,500.00	\$ 1,500.00	donated	donated	donated	\$ 350.00	fire/battlefield decor

Stanford's Battery Budget

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Porta toilets	\$ 100.00	\$ 100.00	donated	donated	donated	\$ 150.00	food for horses			
Park district staff	\$ 800.00	\$ 800.00	donated	donated	donated	\$ 800.00				
Park district advertising	\$ 1,200.00				\$ 708.75	\$ 250.00	to pay staff, dependent overnight with park district rules			
lombard party wagon	\$ 330.00				donated					
log cabin rental	\$ 162.00	\$ 162.00	donated	donated	donated					
village of Lombard fees					wavied					
lombard park district fees					wavied					
registration supplies	\$ 100.00				donated	\$ 500.00	\$ 240.00	office materials		
water troft and water spickets	\$ 100.00	\$ 100.00	donated	donated	donated					
Grant/Lee	\$ 600.00				didn't have	didn't have	donated	demonstration/educational purposes		
PA system	\$ 100.00	\$ 100.00	donated	donated	donated			demonstration/educational purposes		
kids drill	\$ 100.00	\$ 100.00	donated	donated	donated			demonstration/educational purposes		
infantry demo	\$ 100.00	\$ 100.00	donated	donated	donated			demonstration/educational purposes		
artillary demo	\$ 100.00	\$ 100.00	donated	donated	donated			demonstration/educational purposes		
cavalry demo	\$ 100.00				\$ 150.00	\$ 100.00	\$ 100.00	demonstration/educational purposes		
historical society staff	\$ -				\$ -	\$ 800.00	\$ 800.00	demonstration/educational purposes		
TOTAL EXPENSES	\$ 19,992.00	\$ 7,462.00			\$ 7,562.94	\$ 9,011.45	\$ 14,698.16			
REVENUE	Estimated amount				revenue 2018	revenue 2017				
Registration Fee Suttlers/Vendors	\$ 100.00				\$ 250.00	\$ 165.00				
Cash Donations: Event	\$ 1,200.00				\$ 2,414.00	\$ 2,731.25				
Private Donatins	\$ 1,000.00				other 255.5	other 460.62				
Total Estimated REVENUE	\$ 2,300.00				\$ 2,919.50	\$ 3,356.87				
AMOUNT SEEKING FROM GRANT \$8000					total reveue					
<i>Have sought other donations else where and have been met with rejection</i>										

**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:	Stanford's Battery	Name of event:	Lombard Civil War Reenactment
Date of event:	7/27-28	Event location:	Four Season's Park
Contact person:	Steve Stachowiak	Title:	Treasurer
Business address:	441 S. Highland	City & Zip:	Lombard 60148
Telephone:	630-750-7202	E-mail address:	treasurer@stanfordsbattery.org
Estimated attendance:	2500	Estimated hotel stays:	14 stays in Lombard
Method for estimating attendance:	Estimation in relation to previous year		

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

Banners placed on Finley and Main Street in Park. Banners on truck for 4 days in Rockford to advertise to 4000 families. Lombardian ran free stories this year. Social media posts were shared dozens of times

- 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?

Overall, the event was very successful. We saw an increase in visitors over our last year. There was an increased effort this year to decrease cannon noise to the neighbors and received no complaints after the event. Parking was a problem this year due to the construction at the school and parking lot.

- 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?

Reenactors numbers were up for the event from last year donations were down from the previous year. We planned on using the school for the meal and ball, but were unable to due to the construction. The event ran well without the Lombard Historical Society

- 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.

We were able to stay within budget and gather some donations for future educational programs. This subsidizes the school programs including Westlake School in Lombard which we do programs at annually

	ck#	paid	amount paid	Amount Donated	Amount estimated	invoice
Pan Welcome/Harriet Tubman	1051		\$400			
Kevin Wood/lincoln	1053		\$200			
CLA	1054		\$100			
Battery G	1036		\$200			
2nd KY	1057		\$50			
Kevin Kright Calvery	1058		\$100			
Navy / land boat	1052		\$300			
blacksmith	1059		\$315			
black powder		cash	\$1,481			
primers		card	\$500			x
scnitzel platz/meal		cash	\$400			x
scnitzel platz/meal				\$1,465		x
waste management porto jons				\$800.00		
Restaurant depot		card	\$122.56			x
Menards/building supplies		card	\$49.44			x
Ace hardware/marking paint		card	\$19.44			x
Sams Club/ water, tea, lomanade		card	\$81.75			x
home depot sod ground fx		card	\$90.46			x
GFS		card	\$168.64			x
Brigade band	1035		\$2,000	\$2,000		
Insurance	1060		\$25.90			x
Jerry kolwski/announcer				\$400		
Ground fx kurt	1037		\$250			
Jon Austin					\$200	
10th medical					\$200	
wood				\$450		
hay				\$200		
lombard park district staff	1038		\$708.75			x
lombard park district advertiving				\$330.00		
lombard log cabin rental				\$1,248.00		
lombard park district party wagon						
Park repairs						
water troft rental				\$100		
Kids drill				\$200.00		
Sound system rental				\$100		
infantry demo						
calvery demo						
artiliary demo						
village of lombard fees				wavied		
lombard park district fees				wavied		