

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: February 21, 2018 (B of T) Date: March 1, 2018
TITLE: 2018 Local Tourism Grant Recommendation
Firebirds Soccer Club – DuPage County Preseason Invitational
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 Firebirds Soccer Club toward the 2018 DuPage County Preseason Invitational event. The Committee is recommending approval of a 2018 Local Tourism grant in the amount of up to \$7,950.

Please place this item on the consent agenda for the March 1, 2018, 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.



Memorandum

TO: Scott Niehaus
Village Manager

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

DATE: February 21, 2018

SUBJECT: Community Promotion & Tourism Committee Recommendation
Firebirds Soccer Club

The following is a recommendation from the Community Promotion & Tourism Committee for funding through the 2018 Local Tourism Grant Program for the Firebirds Soccer Club in an amount not to exceed \$7,950, for hosting a three day travel soccer tournament, August 17-19, 2018.

Grant Request: \$7,950

The Firebirds Soccer Club has requested a grant in the amount of \$7,950, to be used towards DuPage County Preseason Invitational Tournament.

The grant request from the Firebirds Soccer Club and event budget are attached for your review.

EVENT DETAILS

In 2017, the Firebirds Organization, a local soccer group, launched a new soccer tournament in Lombard. The outcomes of the initial tournament fell short of the group's anticipated goals and the group returned to committee for a post-event reevaluation of their 2017 Local Tourism Grant. The club has revisited the 2017 event and has made modifications to the marketing strategies and tournament planning. The club will have a full year to plan and market the event. The event would include 100-128 teams from the ages of U8-U15, both boys and girls, over 14 soccer fields. The club anticipates more than 3,000 people attending this tournament over a weekend with multiple families and teams from the regional area, beyond metro Chicago and out of state. The club will be working with DuPage Convention and Visitors Bureau to develop a hotel package and will promote local shopping and dining options.

RECOMMENDATION:

The Community Promotion & Tourism Committee recommended a grant in an amount up to \$7,950 to the Firebirds Soccer Club to be used towards the DuPage County Preseason Invitational Tournament. This is the second recommendation of a Local Tourism Grant towards a local sporting tournament. The Committee is supportive of sports travel opportunities and seeks to encourage these types of events moving forward.

Please place this item on the consent agenda of the March 1, 2018, Board of Trustees meeting. 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:	Firebirds Soccer Club		
Name of event:	DuPage County Preseason Invitational		
Date of event:	8/17/2018	Event location:	Lombard
Contact person:	Carmel MacNamara-Ludwig	Title:	Committee Chairperson
Business address:	POBox 1394	City & Zip	Lombard IL 60148
Telephone:	7734917794	Email:	cmacnamara@csa.canon.com

PROJECT OVERVIEW

Total cost of the project:	\$31,800
Cost of city services requested in this application (if any):	\$none required
Total funding requested in this application:	\$7,950
Percent of total project cost being requested:	25%
Anticipated attendance:	3,072
Anticipated number of overnight hotel stays:	76

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

The Firebird Organization is hosting a U8-U18 soccer tournament in Lombard. Our hope is to expand the enrollment in our organization by inviting towns near and far to visit Lombard and learn more about both our soccer organization and our community. We expect this tournament will bring a large number of people to Lombard all weekend long and are applying for a grant to help fund the tournament.

ORGANIZATION

Number of years that the organization has been in existence:	Established in 1994
Number of years that the project or event has been in existence:	1 year
Number of years the project has been supported by Village of Lombard funds:	1
How many years does the organization anticipate it will request grant funding?	Annually

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

The Firebirds Soccer Club is a competitive travel soccer club offering programs for the youth of Lombard and the surrounding communities. We have teams for both boys and girls from age U8 (under 8) to U19 as well as an Over 35 Men's team. Established in 1994, the Firebirds motto is: Play Hard, Have Fun!

Our mission is to provide a quality environment in a competitive atmosphere for those children and young adults who are willing to dedicate their time and effort to the great game of soccer; we emphasize the integrity of the game, exemplified by the utmost good sportsmanship with the primary purpose to develop all players to the best of their ability.

The Firebird organization has the name recognition and reputation that is necessary to attract many teams from near and far to join in. The organization participate in many tournaments and has many years of experience as a participant.

- 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:

1. Fundraising – By Firebirds hosting a tournament, we can earn extra revenue to pay for the necessary equipment and field space so that teams within the Firebird organization can continue to make the most of their practices. A fundraising tourney can also help Firebird teams save up enough money to travel to another tournament in the future.

2. Recognition – Another great reason for hosting soccer travel tours is that they can help make an organization better known throughout the travel soccer community. Planning a soccer event takes a lot of time, energy and thoughtful organization, and the actual event itself takes many hardworking volunteers and overseers. Other teams greatly appreciate those organizations who host tournaments, and most teams are likely to continue to participate in that organization's future events if the tournament is a success. Hosting a tournament can bring respect and recognition to even the smallest soccer organizations.

3. Development – Putting on a travel tournament not only helps a soccer organization and all of the teams within it, but also benefits the local community. Tourneys that take place over a whole weekend can bring attention to a small city or town, and it can help boost its economy. Teams coming from out of town will need a place to stay for the weekend, as well as meals throughout the weekend. This helps both local hotels and restaurants, and it gives the community hosting the event a chance to show off all of their great attributes.

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

The Firebirds are a self-sustaining program, which receives monies through participation fees, concessions, and T-shirt sales.

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.

The event will include 100-128 teams from the ages of U8 – U15 boys and girls. The plan is to have two brackets, a guarantee of three games for each team over the weekend. The games will be two – 25 – 35 minute half’s – intermission of 5 minutes. We will utilize 14 fields. We can provide a specific listing of each field / timing and an overall template upon request.

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

The grants will be used to support the overall soccer tournament expenses listed in our budget as well as to support the increase visibility of the Lombard area and marketing to enhance the local economy.

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)?

Key to positive tournament experience:

- Market what to do with available leisure time to explore the region when games are not being played.
- Convenient lodging for out of town and early/late games as well as attendees looking to make a weekend of it in Lombard.
- Clear, easy to understand registration processes, check in process and tournament communications
- Easy access to the fields and parking
- Excellent field conditions
- Well – trained volunteer and referee staff
- Well – spaced games that allow for travel and rest time
- An appropriate level of competitiveness for teams of a given ability level
- Availability of healthful concessions at all times of day during the tournament
- Merchandise for sale throughout the tournament including t-shirts

Working to ensure that these details are addressed will create loyalty to our tournament, encouraging given travel teams to return year after year. We will be improving all of these items based on the feedback from our 2017 tournament.

LOCATION

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

Firebird Soccer Club has obtained approval from the Lombard Park District to utilize the available parks such as Sunset Knoll, Southland, Four Seasons, Glenbard East, Madison Meadow & Westmore Woods.

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.

September 2017 - Go live on Got Soccer Website for registration
December 2017 – Committee Chair Formations
January 2018 – Meet with DuPage County Tourism to plan for marketing and sponsors
January 2018 - Launch the initial save the date to all Midwest soccer organizations – Discount for early registration
February 2018 – Monthly Tournament Committee Chair Meeting
March 2018 – Monthly Tournament Committee Chair Meeting
April 2018 - Monthly Tournament Committee Chair Meeting
May 2018 - Committee meeting to review progress and address any pending tasks
June 2018- Locking down all competitive quotes and securing final contracts
June 2018 - Committee meeting to review progress and address any pending tasks
July 2018 – Identify attendees – and revenue from fees
July 2018 – Committee meeting to review progress and address any pending tasks
July 2018 – Develop specific vendor plan – timing/location/resources
August 2018 – Committee meeting to review progress and address any pending tasks
August 17th – Registration begins
August 18th Tournament begins

IMPACT

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

Our plan is to engage the DuPage County Convention & Visitors Bureau for guidance on how to market and engage the following:

- Lodging
- Dining
- Shopping
- Attractions
- Events

Our goal is to bring teams from all over the State of Illinois as well as the surrounding Midwest area to Lombard. With the potential of over 3,072 people attending this tournament from all over we anticipate folks looking for lodging to reduce travel time, accommodate early and late games, allow families to spend more time enjoying their free time rather than driving back and forth. Once we determine all of the items we want to highlight, we will be marketing the benefits of staying in Lombard for the weekend on our website as well as throughout the tournament event.

Estimates ..

Lodging: if 5% of the attendees lodge – that's 153 people – average family has 4 people – that's 38 rooms - \$100 a night for two days - \$7,680 revenue

Dining: if 100% of the families eat one meal a day in Lombard during the three day tournament – 5000 people - average meal per person \$7.50 – $3,072 * 7.5 \times 3 \text{ days} = \$69,120$

We are not even touching on the stops for gas, water, Gatorade, gum, snacks, nick knacks ... this all adds up ...

These are conservative estimates.

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?

The Firebird organization has opened up this event on our website to all teams across the Midwest. We will invite teams from all over our state as well as the Midwest area which will exceed 50 mile radius. Many IL teams travel to Wisconsin, Iowa, Minnesota, and Indiana on a regular basis for these types of tournaments. Assuming we have 64 teams attend, we will be welcoming a potential 3,072 people to Lombard over the weekend. We will be marketing our businesses, lodging, shops, dining etc. on our website as well banners ... local food vendors ... handing out flyers on where to go and what to do ...

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

Our target audience is all travel soccer teams in the Midwest area. The ages are U8 to U18 which is a wide range of children.

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).

The only potential need from the Village could be related to parking, however even if we double the size of our tournament based on last year's attendance, we believe we can cover the parking attendants with volunteers.

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).

We are already marketing our tournament on Got Soccer, which is an online provider that allows clubs to search for tournaments, register and find out the details on what our tournament offers. Next we will have information on our website, we will have a tournament page that will include all of the tournament details along with lodging, shopping, dining etc. We will have our local sponsors which will be on banners as well as flyers will be printed with the local information so it is at the fingertips of the attendees. Working with the DuPage County Visitor Bureau will give us the tools we need to market all of the great things our community has to offer! Lastly we have a marketing provider that works state by state so we can incorporate, WI, IN, MN, IA ... etc. into our team recruitment.

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. ***We're not required to have an audit so that's why one is 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. ***We're not required to have an audit so that's why one is not available.***

**LOCAL TOURISM GRANT PROGRAM
DETAILED BUDGET**

Event: DuPage County Preseason Invitational Date: 12-11-2017

Organization: Firebirds Soccer Club

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 2018	ACTUAL 2017	ANTICIPATED
Lombard Tourism Grant	\$	\$6,631	\$7,950
Sponsors	\$	\$2,400	\$2,500
Entry Fees	\$	\$8,645	\$28,800
Food/Beverage Sales	\$	\$0	\$1,500
Spirit Wear	\$	\$1,000	\$2,000
Total Income	\$	\$ 18,676	\$42,750

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

ITEMIZED EXPENSES	ACTUAL 2018	ACTUAL	ANTICIPATED 2018
Trainers	\$	\$1,000	\$2,000
Signage	\$	\$0	\$1,000
Park District	\$	\$3,045	\$5,000
Insurance Cost	\$	\$0	\$3,000
Portable Toilet	\$	\$0	\$0
Metals/Trophy's	\$	\$550	\$1,200
Software	\$	\$1,500	\$1,500
Tents	\$	\$0	\$0
Dining Vendors	\$	\$0	\$0
Safety	\$	\$72	\$1,000
Referees	\$	\$4,995	\$15,000
Marketing	\$	\$1,100	\$1,100
IYSA Sanction	\$	\$1,000	\$1,000
Total Expenses	\$	\$13,262	\$31,800

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_2017	ANTICIPATED 2018
\$	\$2,000	\$2,000
	Donation from all Firebird teams to the DuPage County Basket Brigade	Donation from all Firebird teams to the DuPage County Basket Brigade