



## MEMORANDUM

**TO:** Trustee Laura Fitzpatrick, Chairperson  
Economic & Community Development Committee Members

**FROM:** William J. Heniff, AICP, Director of Community Development *WJH*

**DATE:** September 9, 2013

**SUBJECT:** 2013 Spooktacular Event

At last month's ECDC meeting staff noted that Lombard Town Centre (LTC) would be seeking funds for their annual Spooktacular event. The concept proposal was introduced and discussion occurred relative to the nature of the event and the appropriate funding mechanism for the Village. Subsequent to the meeting, Village Counsel recommended that an alternate revenue source other than Tax Increment Financing (TIF) funds should be utilized as the expenditure may not be consistent with State Statute limitations on utilization of such funds. As such, funds associated with the Hotel/Motel fund are being reconsidered.

In an effort to "fast-track" this request in order to meet their timing needs, this item was originally brought to the September 5, 2013 Village Board meeting. Attached is the packet from LTC to the Village Board. However, the Board has requested that the ECDC review the request and offer their thoughts and recommendations regarding the request.

VILLAGE OF LOMBARD  
REQUEST FOR BOARD OF TRUSTEES ACTION  
For Inclusion on Board Agenda

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

TO: PRESIDENT AND BOARD OF TRUSTEES  
FROM: David A. Hulseberg, Village Manager *DAH*  
DATE: September 3, 2013 (B of T) Date: September 5, 2013  
TITLE: Request for Event Funding – Lombard Town Centre Spooktacular Fall Festival  
SUBMITTED BY: Nicole Aranas, Assistant Village Manager

BACKGROUND/POLICY IMPLICATIONS:

Attached please find a grant request from Lombard Town Centre for funding in support of their annual Spooktacular Fall Festival. The grant of \$5,000 is requested to offset certain operational costs towards their annual event to be held on October 13, 2013.

Please place this item on the consent agenda for the September 5, 2013 Board of Trustees meeting.

Review (as necessary):

Village Attorney X _____	Date _____
Finance Director X _____	Date _____
Village Manager X <i>David A. Hulseberg</i>	Date <u>9/5/13</u>


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.



130440

## Memorandum

**TO:** David A. Hulseberg  
Village Manager

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

**DATE:** September 3, 2013

**SUBJECT:** Lombard Town Centre – Spooktacular  
Request for Funding

The following is a request for funding from Lombard Town Centre in support of their annual Spooktacular Fall Festival event, to be held on October 13, 2013.

**Grant Request: \$5,000**

The Lombard Town Centre has requested a grant in the amount of \$5,000 to be used toward costs associated with their annual Spooktacular Fall Festival event, held annually in downtown Lombard. The funding will be used to offset costs including, but not limited to, barricades, waste management, police overtime and an event stage.

The grant request from Lombard Town Centre and event budget for this year and three years prior are attached for your review.

**RECOMMENDATION:**

As the September meeting of the Community Promotions & Tourism Committee falls in conflict with other meetings and has been cancelled, this item has not received a formal recommendation for approval. Accordingly, this item is being directly advanced to the Board of Trustees for formal action without a formal committee recommendation.

Please place this item on the consent agenda on the September 5, 2013 agenda of the Board of Trustees. If you have any questions, please feel free to contact me. Thank you.

Attachment

## **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:**

8/2/2011

**Why are you requesting Hotel/Motel Tax funding?\***

The Lombard Town Centre Spooktacular Fall Festival has grown substantially year after year. This year the festival is hosting Radio Disney which will broadcast live from the event and put on an interactive show with kids of all ages. In addition to the performance, Radio Disney will be promoting the festival on air for one month before the festival. Because of the wider range of promotions, we anticipate a larger crowd in downtown Lombard and need to increase the number of activities in the festival to accommodate the influx of people to the event and keep them in downtown for the duration of the festival. That is the goal of Spooktacular...to bring foot traffic to the downtown and showcase our businesses. While we have found a sponsor for Radio Disney itself and many of the downtown businesses also sponsor the event, we are looking for a grant to help offset some of the out-of-pocket expenses that LTC incurs each year. LTC's funds have been diminished over the past few years and are limited in funds for events such as this.

**Amount of funds being requested:\***

\$5,000.00

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

Zip Line activity and games for the event and the second stage costs. Second stage will be used for local talent shows i.e. Sky Center Martial Arts, The Dance Centre, Glenbard East Science Department Spooky Scientific Show

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

☐ Yes

☒ No

**Upload documents here:**

[      ]

Uploaded: Past 3 years Spook Budget.xlsx

Please login to view the uploaded file.

**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 Town Centre

**Name of Person Submitting Grant Application:\***

Walter Smith

**Phone:\***

630-408-7967

**Email:\***

[wsmithlhc@gmail.com](mailto:wsmithlhc@gmail.com)

**Event/Project/Activity**

**Lombard Town Centre Spooktacular Fall Festival**

**Date of Event/Project/Activity**

10/13/2013

**Estimated Attendance:**

3,500

**Is the event open to the general public?**

☒ Yes

☐ No

**Do you intend to apply for a liquor license for this event/project/activity?**

☐ Yes

☒ No

**How does this promote tourism/overnight stays in Lombard?**

Radio Promotions, newspaper and magazine promotions reach 6 counties in the Chicagoland area and brings families from many different towns to our downtown. No profits are made from the event.

**Will any profits generated be returned to the community?**

☐ Yes

☒ No

**If the grant is approved, who should the check be made out to?**

Lombard Town Centre

**Please list the address where the check should be mailed to:**

6 S. Park Ave. Lombard

The following form was submitted via your website: 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: 8/2/2011

Why are you requesting Hotel/Motel Tax funding?: The Lombard Town Centre Spooktacular Fall Festival has grown substantially year after year. This year the festival is hosting Radio Disney which will broadcast live from the event and put on an interactive show with kids of all ages. In addition to the performance, Radio Disney will be promoting the festival on air for one month before the festival. Because of the wider range of promotions, we anticipate a larger crowd in downtown Lombard and need to increase the number of activities in the festival to accommodate the influx of people to the event and keep them in downtown for the duration of the festival. That is the goal of Spooktacular...to bring foot traffic to the downtown and showcase our businesses. While we have found a sponsor for Radio Disney itself and many of the downtown businesses also sponsor the event, we are looking for a grant to help offset some of the out-of-pocket expenses that LTC incurs each year. LTC's funds have been diminished over the past few years and are limited in funds for events such as this.

Amount of funds being requested: \$5,000.00

Specifically, what will the Hotel/Motel Tax funding be used for?: Zip Line activity and games for the event and the second stage costs. Second stage will be used for local talent shows i.e. Sky Center Martial Arts, The Dance Centre, Glenbard East Science Department Spooky Scientific Show

Have you requested Hotel/Motel tax funds in the past?: No

Upload documents here: Past 3 years Spook Budget.xlsx

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 Town Centre

Name of Person Submitting Grant Application: Walter Smith

Phone: 630-408-7967

Email: [wsmithlhc@gmail.com](mailto:wsmithlhc@gmail.com)

Event/Project/Activity: Lombard Town Centre Spooktacular Fall Festival

Date of Event/Project/Activity: 10/13/2013

Estimated Attendance: 3,500

Is the event open to the general public?: Yes

Do you intend to apply for a liquor license for this event/project/activity?: No

How does this promote tourism/overnight stays in Lombard? : Radio Promotions, newspaper and magazine promotions reach 6 counties in the Chicagoland area and brings families from many different towns to our downtown. No profits are made from the event.

Will any profits generated be returned to the community?: No

If the grant is approved, who should the check be made out to?: Lombard Town Centre

Please list the address where the check should be mailed to: 6 S. Park Ave. Lombard

Additional Information:

Form Submitted on: 8/2/2013 2:40:46 PM

Submitted from IP Address: 98.212.16.223

Referrer Page: <http://www.villageoflombard.org/FormCenter/HotelMotel-Grant-Request-11/HotelMotel-Tax-Grant-Application-79>

Form Address: <https://www.villageoflombard.org/FormCenter/HotelMotel-Grant-Request-11/HotelMotel-Tax-Grant-Application-79>

# **2010, 2011 and 2013 Spooktacular Budgets**

**2010**

<u>Expenses</u>	<u>Revenue</u>
Revenue from Vendor Booths	\$1,300.00
Sponsorships	\$1,500.00
Petting Zoo	\$775.00
Exotic Pet Show	\$450.00
Climbing Wall and Games	\$2,369.00
Waste Management	\$550.00
Barricades	\$650.00
Promotion Costs	\$850.00
Prizes/Candy	\$200.00
	<u>\$5,844.00</u>
LTC Out-of-Pocket Costs:	\$3,044.00

\* This was the year that the Village asked us to diminish our reserves.

**2011**

<u>Expenses</u>	<u>Revenue</u>
Revenue from Vendor Booths	\$1,800.00
Sponsorships	\$1,000.00
Climbing Wall and Games	\$2,369.00
Waste Management	\$550.00
Barricades	\$800.00
Promotion Costs	\$600.00
Extra Stage	\$600.00
Prizes/Candy	\$200.00
	<u>\$5,119.00</u>
LTC Out-of-Pocket Costs:	\$2,319.00

\*\* After our reserves were diminished, less money was on-hand for Spook and elements of festival had to be cancelled and scaled back.

**2012**

<u>Expenses</u>	<u>Revenue</u>
Revenue from Vendor Booths	\$2,000.00
Sponsorships	\$1,470.00
Climbing Wall and Games	\$2,165.00
Petting Zoo	\$775.00
Exotic Pet Show	\$450.00
Waste Management	\$500.00
Barricades	\$850.00
Promotion Costs	\$750.00
Extra Stage	\$1,300.00
Police Officers	\$420.00
Prizes/Candy	\$200.00
	<u>\$7,410.00</u>
LTC Out-of-Pocket Costs:	\$3,940.00

## **Proposed 2013 Budget**

<u>Expenses</u>	<u>Revenue</u>
Revenue from Vendor Booths	\$1,500.00
Sponsorships	\$3,645.00
5/3 Sponsorship	\$3,700.00
Radio Disney	\$3,700.00
Zip Line and Games	\$5,485.00
Petting Zoo	\$775.00
Exotic Pet Show	\$500.00
Waste Management	\$400.00
Barricades	\$850.00
Promotion Costs	\$800.00
Extra Stage	\$1,300.00
Ipod for Promotion Raffle	\$400.00
Police Officers	\$420.00
Prizes/Candy	\$400.00
	<u>\$15,030.00</u>
LTC Out-of-Pocket Costs:	\$6,185.00

<u>Sponsorships</u>	<u>Cost</u>	<u>Business</u>	<u>Amount</u>
Game/Activity			
Bouncy House	\$350.00		
Quarterback Toss	\$95.00		
Hi Striker	\$115.00		
Hoopla	\$45.00	Park Ave. Cleaners	\$45.00
Ring Toss	\$55.00	Park Ave. Cleaners	\$55.00
Clown Toss	\$45.00		
Fat Cats	\$75.00		
Pop-A-Shot	\$165.00		
Zip Line	\$2,795.00	7-11	\$2,795.00
Zip Line Slide	\$495.00		
Petting Zoo	\$750.00	KinderCare	\$750.00
Pet Show	\$500.00		
	<u>\$5,485.00</u>		<u>\$3,645.00</u>