

ORDINANCE NO. 6874

**AN ORDINANCE AMENDING TITLE 3, CHAPTER 36 OF THE LOMBARD VILLAGE CODE
IN REGARD TO THE ESTABLISHMENT OF A LOCAL TOURISM GRANT PROGRAM**

WHEREAS, the Village of Lombard seeks to promote Lombard as a travel destination to potential visitors and increase overnight stays within the Village of Lombard; and,

WHEREAS, local tourism positively impacts the vitality of Lombard, contributes to the economic growth of the local travel industry, supports the local economy and enhances the marketing of the Village of Lombard to outside visitors;

NOW, THEREFORE BE IT ORDAINED BY THE President and Board of Trustees of the Village of Lombard, DuPage County, Illinois, as follows:

SECTION 1: That Title 3, Chapter 36 of the Lombard Village Code is hereby amended by adding new Sections 36.80 through 36.83, which shall read in their entirety, as follows:

“LOCAL TOURISM GRANT PROGRAM

§ 36.80 ESTABLISHED

There shall be established in the Village of Lombard a Local Tourism Grant Program (the “Local Tourism Grant Program”) which shall be administered through the office of the Village Manager, with recommendations from the Community Promotion and Tourism Committee, in accordance with the standards set forth in Sections 36.80 through 36.83 of this Code.

§ 36.81 FUNDING

Each year, the Village shall, pursuant to the approved Village budget, allocate a certain amount from the Hotel/Motel Tax Fund to be expended in the form of grants to organizations or entities who meet the eligibility standards for promoting tourism and conventions within, or otherwise attracting overnight nonresident visitors to the Village of Lombard.

§ 36.82 APPLICATIONS FOR GRANTS

(A) Any organization or entity that desires to receive funding under the Local Tourism Grant Program may apply by completing an application supplied by the Village. An application shall be eligible for acceptance if received by the applicable due dates established on an annual basis, and if the application meets the following eligibility criteria:

- (1) The event to be funded or some portion thereof, must occur within the limits of the Village of Lombard, or otherwise attract overnight nonresident visitors to the Village;

- (2) The event must contribute to the Local Tourism Grant Program intent of promoting tourism and conventions within, or otherwise attracting overnight nonresident visitors to the Village of Lombard, thereby generating increased lodging and tourism revenues within the Village; and,
 - (3) The application, event and proposed grantee meet the guidelines for the Local Tourism Grant Program, and the grantee agrees to comply with any post-event provisions of the guidelines, with said guidelines to be approved by the Lombard Board of Trustees from time to time, upon recommendation from the Community Promotion and Tourism Committee.
- (B) Applications shall, at a minimum, contain the following information, as required by the Community Promotion and Tourism Committee: a detailed description of the proposed event, an estimate of the event costs, general information regarding the event applicant, and information on the impact of the proposed event upon tourism and conventions within, and/or the attraction of overnight nonresident visitors to the Village of Lombard as well as the event on the local economy.
- (C) Applications shall be reviewed by the Village's Community Promotion and Tourism Committee, who shall make a recommendation to the Lombard Board of Trustees relative to the approval of the funding requests set forth in the applications.

§ 36.83 GRANT APPROVAL

Recipients of Local Tourism Grants shall be chosen from eligible applicants based on the characteristics of the event as described in the grant application and materials submitted therewith. Grants awarded under this Local Tourism Grant Program require approval by the Lombard Board of Trustees.”

SECTION 2: That the Village of Lombard Guidelines for the Local Tourism Grant Program, attached hereto as Exhibit A and made part hereof, are hereby approved.

SECTION 3: That the Village of Lombard Local Tourism Grant Program Application Form, attached hereto as Exhibit B and made part hereof, is hereby approved.

SECTION 4: That this Ordinance shall be in full force and effect from and after its passage, approval and publication in pamphlet form as provided by law.

Passed on first reading this _____ day of _____, 2013.

First reading waived by action of the Board of Trustees this 3rd day of October, 2013.

Passed on second reading this 3rd day of October 2013, pursuant to a roll call vote as follows:

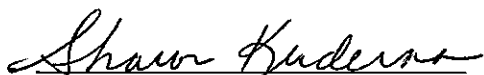
AYES: Trustee Whittington, Fugiel, Foltyniewicz, Breen and Fitzpatrick

NAYS: None

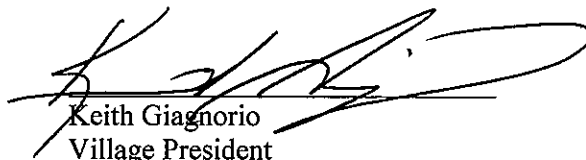
ABSENT: Trustee Ware

APPROVED by me this 3rd day of October, 2013.

ATTEST:



Sharon Kuderna
Village Clerk



Keith Giagnorio
Village President

Published by me in pamphlet form this 4th day of October, 2013.



Sharon Kuderna
Village Clerk

VILLAGE OF LOMBARD
GUIDELINES FOR THE LOCAL TOURISM GRANT PROGRAM

The Village of Lombard has established the Local Tourism Grant Program for the purposes of promoting tourism and conventions within, or otherwise attracting overnight nonresident visitors to the Village of Lombard. This program will provide funding towards programs and events that exhibit positive tourism potential to the Village of Lombard. The provision of these funds will assist qualified organizations with the promotion of tourism activities that directly increase overnight stays and create a positive image and build publicity for the Village of Lombard.

The following guidelines are provided to assist and guide you through your application for a local tourism grant through the Village of Lombard.

PURPOSE

The purpose of The Village of Lombard Local Tourism Grant program is to promote the Village of Lombard as a travel destination to potential visitors and increase overnight stays. In attracting visitors to the Village of Lombard, this program positively impacts the vitality of the Lombard and contributes to the economic growth of the local tourism industry. The Village has provided this program to provide support for local tourism programs, attractions and events that will enhance the marketing of the Village of Lombard to visitors. Increased hotel occupancy and visitor travel into and throughout the Village of Lombard positively impact the economic vibrancy of our community and support our local economy.

ELIGIBLE APPLICANTS

Applicants to the Local Tourism Grant Program must be organizations seeking to produce and promote a clearly defined festival, program or event that promotes tourism and conventions within, or otherwise attracts overnight nonresident visitors to the Village of Lombard.

FUNDING

The Village of Lombard local tourism grant program is a reimbursement grant program. Grant funding will only be issued upon presentation of invoices for goods or services or paid receipts. Applicants must submit for payment or reimbursement through the use of a reimbursement form along with an invoice or proof of payment to receive grant funds.

GRANT GUIDELINES AND REQUIREMENTS

1. The overall budget for a particular event or promotion must accompany the application in the format provided through the grant application.
2. The event or some portion thereof must occur within the limits of the Village of Lombard or otherwise attract overnight non-residents to the Village.
3. Projects should promote Lombard as a destination by promoting local dining, shopping, attractions and lodging. Events shall not promote the use of lodging facilities located outside the Village of Lombard.
4. The Village recommends a maximum funding level for any single funding request not to exceed 50% of the organization's total event funding during any single grant cycle. Any requests for funding in excess of the recommended maximum funding level must be accompanied by an explanation stating the reasons supporting such a request.
5. A representative from the sponsoring group applying for grant funds must attend the application review meeting held by the Village.

6. All grant fund awardees are encouraged to purchase goods and services in the Village of Lombard whenever possible.
7. Events and organizations that have not previously received local tourism grant funds and original and first-time promotions of their kind for the organization are encouraged to apply.

CRITERIA AND EVALUATION PROCEDURE

The Village will consider factors such as the type and scope of the applying organization or project, the applicant's resources, the impact of the project, the timetable, the number of applications received, and the amount requested when evaluating grant applications.

Additional considerations regarding the grant award follow below:

- The grant committee may choose to fund a portion of any request based on availability of funds.
- The committee may not want to support event/attraction advertising outside the area for an event/attraction that has shown a decrease in attendance over the past year(s).
- The Village of Lombard reserves the right to make adjustments to projects as necessary to coincide with grant guidelines. If the total amount of requested grant funds exceeds the total amount of funds available, the Village may prioritize grant awards or adjust funding levels.
- The Local Grant Program is not intended to be a continuous source of funds for a particular attraction or event year after year. Applicants submitting the same qualified projects year after year may receive a lower percentage of funding or possibly no funding at all. Applicants who file projects yearly are encouraged to consider new promotions or new approaches to support or upgrade their event.
- The Local Tourism Grant is geared toward funding projects submitted by governmental entities and not-for-profit organizations, not private businesses. Organizations may file joint projects.

All events must show the potential to generate overnight hotel stays and should include Village hotel(s) in their promotion. Applications will be assessed considering the following:

1. Ability of the event to attract overnight visitors in past years.
2. Ability of the event to grow over two or more years.
3. Food, beverage and retail expenditures by out of market visitors and the extent to which the event provides economic opportunities for Lombard businesses.
4. Ability of the event to project a positive image of the Village of Lombard and to increase the visibility of Lombard tourism, attractions, and events.

FUNDING SCHEDULE

The Village of Lombard annually allocates a certain amount of funding towards the tourism grant program. Grant awards for returning programs will be made once a year. To be considered for repeat funding, an application for returning programs must be received on or before the annual application deadline established each year. New applicants are encouraged to apply along with returning applicants or as soon thereafter as practicable. In order to remain eligible for grant funding, proposed activities must not be initiated prior to approval by the Village.

INELIGIBLE PROJECTS

A project is considered ineligible if it does not contribute to the overall intent of bringing additional tourists and visitors into the Village of Lombard and general increased lodging and tourism revenues.

POST EVENT SUMMARY

A post-event summary shall be completed on the forms provided by the Village within 90 days of completion of the event. Failure to submit a post-event summary or the submission of an incomplete summary may affect the applicant's ability to receive future grant funding. Post-event summaries shall include:

- 1) Estimated attendance and hotel room nights generated and a description of the method used to estimate attendance.
- 2) Summary of advertising placed to promote the event. Include examples of event marketing pieces and advertisements.
- 3) General assessment of the event, which addresses the success of the event and any concerns or recommendations for changes.
- 4) Comparison between the expected and actual outcomes of the program.
- 5) Description of the organization's long term plans for funding of this project or event.

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

GENERAL INFORMATION

Organization: _____
Name of event: _____
Date of event: _____ Event Location: _____
Contact Person: _____ Title: _____
Business Address: _____
Telephone: _____ E-mail: _____

PROJECT OVERVIEW

Total cost of the project: \$ _____
Cost of city services requested in this application (if any): \$ _____
Total funding requested in this application: \$ _____
Percent of total project cost being requested: _____ %
Anticipated attendance: _____
Anticipated number of overnight hotel stays: _____

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

ORGANIZATION

Number of years that the organization has been in existence: _____
Number of years that the project or event has been in existence: _____
Number of years the project has been supported by Village of Lombard funds: _____

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

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

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

How many years does the organization anticipate it will request grant funding? _____

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 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?

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)?

LOCATION

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

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.

IMPACT

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

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

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

- 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).

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.

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: _____

Signature: _____

Date: _____

**LOCAL TOURISM GRANT PROGRAM
DETAILED BUDGET**

Event: _____ Date: _____

Organization: _____

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	\$	\$	\$
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
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: _____

Telephone: _____ E-mail: _____

Estimated event attendance: _____ Estimated hotel night 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.

- 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?

- 3) How did the actual outcomes of the program or event compare to your original expectations?

Describe your organization's long term plans for funding this project or event.