#240053
DISTRICT #1

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: May 9, 2024 (B of T) Date: May 16, 2024

TITLE: Local Tourism Grant Recommendation
Downtown Lombard Business Alliance – Spooktacular

SUBMITTED BY: Nicole Aranas, Deputy 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 Downtown Lombard Business Alliance towards the 2024 Spooktacular Event. The Committee is recommending approval of a grant of up to $10,000 through the Local Tourism grant program.

Please place this item on the consent agenda for the May 16, 2024, 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.

#240053

Memorandum

TO: Scott Niehaus
Village Manager

FROM: Nicole P. Aranas
Deputy Village Manager

DATE: May 9, 2024

SUBJECT: Community Promotion & Tourism Committee Recommendation
Downtown Lombard Business Alliance - Spooktacular

The following is a recommendation from the Community Promotion & Tourism Committee for funding through the Local Tourism Grant Program for the Downtown Lombard Business Alliance in an amount not to exceed $10,000 for the 2024 Spooktacular event to be co-hosted with the Lombard Chamber of Commerce.

Grant Request: $10,000
The Downtown Lombard Business Alliance has requested a grant in the amount of $10,000 inclusive of Village Services to be used to cover the cost of Public Works, barricades, Police, Fire, Waste Management expenses, and any activities that are not covered by sponsorships. Village services account for an estimated $3,000 of expenses under this grant.

The grant request is being made by the Downtown Lombard Business Alliance, but the event will again be presented in partnership with the Chamber of Commerce. The event will be geared towards families and will feature bounce houses, petting zoos, craft booths, and various activities for children.

The grant request from the Downtown Lombard Business Alliance and event budget are attached for your review.

RECOMMENDATION:
The Community Promotion & Tourism Committee recommended a grant in an amount up to $10,000 to the Downtown Lombard Business Alliance to be used towards the 2024 Spooktacular event.

Please place this item on the consent agenda of the May 16, 2024, agenda of the Board of Trustees. If you have any questions, please feel free to contact me. Thank you.

VILLAGE OF LOMBARD
LOCAL TOURISM GRANT PROGRAM 2024 APPLICATION FORM

GENERAL INFORMATION

Organization:	Downtown Lombard Business Alliance and Lombard Chamber of Commerce and Industry		
Name of event:	Spooktacular		
Date of event:	10/22/2023	Event location:	Downtown Lombard
Contact person:	Dan Whittington	Title:	Partner
Business address:	39 N Elizabeth Street	City & Zip	Lombard IL 60148
Telephone:	6305182457	Email:	Whittington112505@gmail.com

PROJECT OVERVIEW

Total cost of the project:	$20000
Cost of city services requested in this application (if any):	$3000
Total funding requested in this application:	$10000
Percent of total project cost being requested:	50%
Anticipated attendance:	3500
Anticipated number of overnight hotel stays:	0

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

Spooktacular has been happening for years but this will be the third year we have been hosting it. Next year new activities, a second stage and new performances are anticipated. We will be marketing it more to the local schools. Additionally, we will be expanding our sponsorship programs and craft vendors along with having fundraisers. While we're asking for $10,000, we don't anticipate having to use it all.

ORGANIZATION

Number of years that the organization has been in existence:	1
Number of years that the project or event has been in existence:	15
Number of years the project has been supported by Village of Lombard funds:	3
How many years does the organization anticipate it will request grant funding?	2-3

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

DLBA is an organization built to sponsor events in downtown Lombard

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:

By organizing these events and working with the local businesses, we are bringing foot traffic into downtown Lombard and bringing awareness as to what we have in downtown.

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

Proceeds from each year's event, Fundraising and sponsorships

PROJECT DESCRIPTION

Is the event open to the general public?	X☐ Yes	☐ No
Do you intend to apply for a liquor license for this project?	☐ Yes	X☐ No
Will any revenues from this event be returned to the community?	☐ Yes	X☐ No
Have you requested grant funding in the past?	X☐ Yes	☐ No

If yes, provide grant awards for past 5 years:

2022 - $7,000; 2023 - $10,000

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

Spooktacular Fall Festival 12:00-5:00 on St. Charles road. Trick-or-treating through businesses; bounce houses; activities, bands

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

To cover Waste Management and Village costs. And any non-funded activities

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)?

Virtual backpacks to local schools, increased media advertising

LOCATION

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

St. Charles Road from Main Street to Elizabeth

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.

Letters to corporations for sponsorships sent by 2/1/24
Invites to crafters sent by 3/1/24
Fundraisers held before 6/1/24
Site map completed by 6/1/24

IMPACT

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

Increased foot traffic in downtown Lombard

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

Local businesses are very involved in Spookcular. We also hold a scavenger hunt and trick-or-treating through the businesses to bring people in. Businesses hold specials thoughout the day. We advertise the restaurants for lunch

audience?

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

Families with school age children. 3500

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, Fire, barricades, etc.). For each cost, confirm whether the costs for such services be covered by the host organization and reimbursed to the Village or are whether the services are requested to be covered under this grant. Any services not specifically requested below and approved as part of this grant, will be the responsibility of the applicant organization.

Approximately $3000

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

We invite different Lombard organizations to have a booth and participate in the event.

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).

Virtual backpacks to the local schools, social media advertising, local media advertising, printer flyers throughout downtown businesses

7) Funding for the Local Tourism Grant Program for 2024 is constrained. What have you done to reduce the amount of funds your organization is requesting under this grant? If you do not receive the full funding you requested for 2024, how will your organization adjust? What modifications can/will you make to your budget or event if full grant funding is not made available?

Increasing sponsorship requests, increasing craft vendor invites, fundraising. If we do not receive funding, we will have to scale back the event

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:

DLBA is a partnership and we were just formed this year. So no Federal Form 990 is required and audit is not completed as yet.
Post event summary was given to Nicole Aranas as requested.

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: _____

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)

	ACTUAL _____	ACTUAL _____	ANTICIPATED
Estimated value of in-kind contributions (explain)	$	$	

2023 Spookcular Budget

Funding Source	Amount	Expense	Amount	Totals
Village Grant *	$10,000.00			
		Waste Management	$2,800.00	
		Pro Waste	$620.00	
		Activities Vendor	$9,255.00	
		Petting Zoo	$1,025.00	
		2nd Stage	$2,000.00	
		Bands	$1,000.00	
		Village - Barricades	$750.00	
		Police Overtime	$1,000.00	
		Candy	$500.00	
		Costume Contest Prizes	$100.00	
		Animal Show	$950.00	
			$20,000.00	
				-$10,000.00
Anticipated Sponsors	$10,000.00			
Anticipated Vendors	$7,500.00			
				$7,500.00
		Profit per Organization		**$3,750.00**

* If our sponsorships and vendors increase, we will use less of the village grant