

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: March 27, 2018 (B of T) Date: April 5, 2018

TITLE: Local Tourism Grant Recommendation
Lombard Historical Society – Civil War Reenactment

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 Lombard Historical Society towards the 2018 Civil War Reenactment event. The Committee is recommending approval of a grant of up to \$8,500 through the Local Tourism grant program.

Please place this item on the consent agenda for the April 5, 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
Assistant Village Manager

DATE: March 27, 2018

SUBJECT: Community Promotion & Tourism Committee Recommendation
Lombard Historical Society - Civil War Reenactment

The following is a recommendation from the Community Promotion & Tourism Committee for funding through the Local Tourism Grant Program for the Lombard Historical Society in an amount not to exceed \$8,500 for the 2018 Civil War Reenactment. The reenactment is scheduled to take place July 28 and 29, 2018.

Grant Request: \$8,500

The Lombard Historical Society (LHS) has requested a grant in the amount of \$8,500 to be used towards the administration of the 2018 Civil War Reenactment. This is the 8th year the LHS has hosted this event.

The grant request from the Lombard Historical Society and event budget are attached for your review.

RECOMMENDATION:

The Community Promotion & Tourism Committee recommended a grant in an amount up to \$8,500 to the Lombard Historical Society to be used towards the 2018 Civil War Reenactment.

Please place this item on the consent agenda of the April 5, 2018, 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 APPLICATION FORM**

GENERAL INFORMATION

Organization:	Lombard Historical Society/Stanford's Mississippi Battery		
Name of event:	Lombard's Civil War Reenactment		
Date of event:	July 20,21,22, 2018 <i>27+28</i>	Event location:	Four Seasons Park, Lombard
Contact person:	Sarah Richardt/ Steve Stachowiak	Title:	Executive Director
Business address:	23 W. Maple Street	City & Zip	Lombard, IL 60148
Telephone:	630-629-1885	Email:	director@lombardhistory.org

PROJECT OVERVIEW

Total cost of the project:	\$11,400 17,000
Cost of city services requested in this application (if any):	\$0.00
Total funding requested in this application:	\$8,600 \$8500
Percent of total project cost being requested:	50%
Anticipated attendance:	3000
Anticipated number of overnight hotel stays:	14+

Briefly describe the project for which funds are being requested:

2018 will be the 8th annual Civil War reenactment in Lombard. The event started as a fall event that commemorated the 150th anniversary of the Civil War and highlighted Lombard's contribution through Colonel Benjamin Sweet. Col. Sweet lived in Babcock's Grove and was the commander of Camp Douglas, a confederate prisoner of war camp located in Chicago. This Civil War reenactment brings visitors and reenactors from many surrounding states. The event includes a Friday night trivia in the park, 4 battles throughout the weekend, living history interpreters, and a ball.

ORGANIZATION

Number of years that the organization has been in existence:	47
Number of years that the project or event has been in existence:	7
Number of years the project has been supported by Village of Lombard funds:	6
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):

The Lombard Historical Society was formed after Lombard's centennial in 1969. The mission is to preserve, promote, present and protect the history of Lombard. The society has 1 full time employees, and 3-part time employees. Stanford's Missippin Battery is a civil war reenacting organization. They have been educating the public for over 30 years and have been a 501 c 3 organization for four years

The goal of LHS is to present history in a fun and dynamic way. This event brings history alive and reaches a larger audience than we otherwise would be able to. Proceeds from the event are used to fund other education programs at LHS.

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

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 begin on Friday night the 20th of July. The re-enactors will arrive around 4pm to register and set-up. We plan on having a trivia in the park on Friday night. 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. At 11:30 am there will be a small skirmish and 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. 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)?

This year we will advertise in the Kane-DuPage Regional Museum Association's program Passport to Adventure, our ad will be in over 15,000 books distributed over Kane and DuPage Counties. 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 including Will and Winnebago.

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.

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 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 with other organizations to fund or otherwise implement the project (include in-kind donations).

There are no anticipated costs for the Village of Lombard Police or Public Works for this event. LHS works closely with the Lombard Park District and the Helen Plum Library. Local businesses such as The Care of Trees and 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 will be asked to manage traffic and parking for the event again this year.

- 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).

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:

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:	Sarah Richardt		
Title or office held:	Executive Director	Date:	12/11/2017

Signature:  _____

ITEMIZED EXPENSES	ACTUAL 2015	ACTUAL 2016	ANTICIPATED 2017
	\$	\$	\$
entertainment	2319	2025	2450
supplies	3079.70	2781	2940
advertisement	1540	595.50	2240
logistics	3346	3272.50	3770
In Kind expenses		6066	6325
Total Expenses	\$10,284.70	\$14,740	\$17725

**LOCAL TOURISM GRANT PROGRAM
DETAILED BUDGET**

Event: Lombard's Civil War Reenactment Date: July 22 – 24, 2016

Organization: Lombard Historical Society

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 2015	Actual 2016	ANTICIPATED 2017
Lombard Tourism Grant	\$8804.20	7774	\$8600
Cash Donations	3775.09	2414	3000
Spot fees	595	250	500
Sponsorships	0	0	2200
Gift Shop/Pop/Water Sales	468	256	700
In Kind	Not measured	6066	6325
Total Income	\$13642.29	\$16760	\$21325

EXPENSES: Include an itemized list of all actual and estimated project expenses (advertising, supplies, labor, rentals, insurance, materials, entertainment, other 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 2015	ACTUAL 2016	ANTICIPATED
\$1400	\$6066	\$6325
Some supplies mostly wood and straw. Cut outs around town for advertising and mileage for advertising trailer.. Port a potties from Waste Management.	Straw, Hay, First Brigade Band, Park Staff, Fire wood, flyer printing, banner, Portable toilets , t-shirts, reenactor meal, ice	Straw, Hay, First Brigade Band, Park Staff, Fire wood, flyer printing, banner, Portable toilets, t-shirts, reenactor meal, ice, lunch

Civil War Reenactment Expenses

	2014	2014	2015	2015	2016	2016	2016	2017	2017	2018
	Budget	actual	Budget	Actual	Budget	Actual	value	budget	actual	actual
Entertainment										
Announcer Jerome Kowalski	150		150	150	150	175	175	175	75	
Civil War Photographer					200	0	0	0	0	
Embalmer Jon Austin	0		200	200	200	200	150	150	150	
Medical Unit					150	0	0	150	0	
Blacksmith					100	0	0	100	0	
Norm Camp, Children's Drill	0		150	150	150	150	100	100	0	
Lincoln, Max Daniels or Kevin Wright	800		400	400	400	400	300	300	100	
Plank Road	150		150	150	150	100	150	150	100	
Ball Caller and dance instruction	100		100	250	250	250	200	200	100	
Movie (trivia night)	350		324	301	100	0	0	100	50	
Civil War Scholar talk	150		150	150	0	0	0	200	225	
Park District staff	133		78	468	450	0	450	250	0	
1st Brigade Band					750	750	1250	750	1250	
Sub Total	1833	1502	2100	2319	3050	2025	2625	2950	2950	3000

Supplies

Gun Powder	1300	1200.94	1500	1573	1600	1725	1600	1600	1481.16	
Straw /Hay	280	280	100	40	40	0	150	0	150	
Wood	350	350	350	0	0	0	350	0	350	
Safety (signage)	150	90	150	0	0	0	200	0	200	
Onsite Paramedics			500	0	0	0	0	0	100	
Event Communication System (Walkie Talkies)			275	233.7	0	0	0	0	0	
Field reconstruction	470	70	150	296	350	126	150	150	0	
Battle effects	300	300	350	407	400	380	400	400	0	
Transportation Battery G and Navy	300	500	500	530	550	550	550	550	0	
Sub Total	3150	2790.94	3875	3079.7	2940	2781	2700	2700	1500	

Advertisement

Banner sign	80	79.5	80	80	80	100.5	125	125	0	
Direct Mailers	0	0	0	0	0	0	0	0	0	
Newspaper ads	500	350	1000	1000	1200	239	500	500	586.5	
Directional signage	150	88	200	200	0	0	100	100	0	

poster/sign printing	80	50	50	50	50	50	50	50	90
passport page and Kiwanis booklet	85	85	85	130	130	130	45	90	90
Flyer printing (neighborhood)	50	50	50	50	50	50	0	50	50
parade/trailer banner	80	79.5	80	80	80	80	0	100.5	0
Soldier cut-outs	140	100	100	28	0	0	0	0	0
School flyers	58	300	300	0	0	0	0	100	100
design	200	250	250	250	0	0	0	150	150
trailer advertising mileage	400	450	450	0	0	0	0	65	65
business cards		75	0	60	50	50	65	65	66.66
Spring Preview Event					50	50	68		
Sub Total	1823	1957	2645	1540	1640	595.5		1460	1500

Other

Waste Management (port a potty)	535	600	0	300	0	0	0	800	0
Drinks for sale	80	192.29	300	161	175	106.76	0	150	26.5
Ice Cream		160.19	160	0	0	0	0	0	0
Emporium	300	0	300	165	300	287.59	0	350	400
tents	815	520	1040	845	845	570	0	850	600
tables and chair rental		97	100	230	0	0	0	200	165
reenactor meal	600	600	800	850	850	900	0	900	900
Insurance	150	0	100	0	0	0	0	0	150
Staff overtime	250	500	500	1180	800	850	0	1000	800
Civil War Coordinator	2500	2000	0	0	0	0	0	0	0
Office supplies		194.11	200	69	100	102.95	0	150	120
Registration Supplies			144	0	0	0	0	25	0
Dance	500	100	200	200	200	0	0	200	250
Stamps		160	0	0	0	0	0	0	0
costume repair		7.03	20	20	20	0	0	0	0
sign posts		13.11	25	36	40	0	0	25	0
popcorn		25	25	40	40	0	0	25	0
staff shirts		47.83	50	0	0	0	0	50	0
reenactor supplies						160		200	
Volunteer lunch									
Ice and water for safety								150	0
Sub Total	5730	5216.56	3964	3346	3670	3272.3		6225.5	4100
TOTAL	12536	11466.5	12584	10285	11300	8673.8		6520.9	14135.82

LHS paid	900	1310	10000						
In Kind/donated Value	6065	6520.9							
Village Grant Approved receipts	7879	9360							
Total	14844	17190.9							

% of Village Grant

53%

50%

Civil War Reimbursements/Revenues

	2014 actual	2015 budget	2016 bud	2016 act.
Village Grant Reimbursement (a percentage of the expenses)	5999	10045.5	8550	7879
Vendor Fees (food trucks and Sutlers)		300	500	250
Cash Donations	3717.43	3500	3500	2414
Gift Shop/Pop & Water/Ice Cream	709	700	500	255.5
Cash Sponsorship Goal	10425.43	14545.5	13050	10798.5
Total			2200	0
			15000	
			8600	
			500	165
			3000	2731.25
			700	460.62
			12800	

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:	Lombard Historical Society	Name of event:	Civil War Reenactment
Date of event:	7/23/2017	Event location:	Four Seasons Park
Contact person:	Sarah Richardt	Title:	Executive Director
Business address:	23 W. Maple St.	City & Zip:	Lombard 60148
Telephone:	630-629-1885	E-mail address:	director@lombardhistory.org
Estimated attendance:	2000	Estimated hotel stays:	12
Method for estimating attendance:	Crowd counts at movie, Sat/Sun skirmish and battle		

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

We advertised in the local newspaper (*The Lombardian*) as well as at other events such as Naperville, Wauconda, and Rockford. We also submitted the event to online calendars, and advertised through our social media. Local partners/community groups were given information (posters, rack cards, etc.) and we handed out information at all LHS events. Cut-outs of soldiers were placed around Lombard with business card size information to take. Also, a cannon and soldier cutout was placed at the Lombard Ale Fest.

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 both donations and visitors over our historically low 2016. There was an increased effort this year to decrease cannon noise to the neighbors and received no complaints after the event. The ball that was held inside this year at Glenn Westlake Middle School was very successful. I do believe our numbers were down in the area of young spectators due to the Germanfest being held the same weekend.

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

I was disappointed in the amount of donations to the event, but the enthusiasm is always there for this event.

4. Describe your organization’s long-term plans for funding this project or event.

As this event is an educational program and free to the public (donations are at-will), that pulls in thousands of people, it is crucial that we are able to fund it at an appropriate level. We are very grateful to the village’s support of this event. Going forward we will continue to work with our vendors and donors to provide in-kind donations and sponsorships, reducing the overall cost.

RALLY CITIZENS! RALLY!!



LOMBARD HISTORICAL SOCIETY AND STANFORD'S BATTERY
PRESENT

LOMBARD'S CIVIL WAR REENACTMENT

JULY

FOUR SEASONS

22 & 23

PARK IN

10AM TO 4PM

LOMBARD

(JULY 21: TRIVIA NIGHT! 7PM)

**\$5 SUGGESTED
DONATION**

MORE INFO

lombardhistory.org
or call 630.629.1885

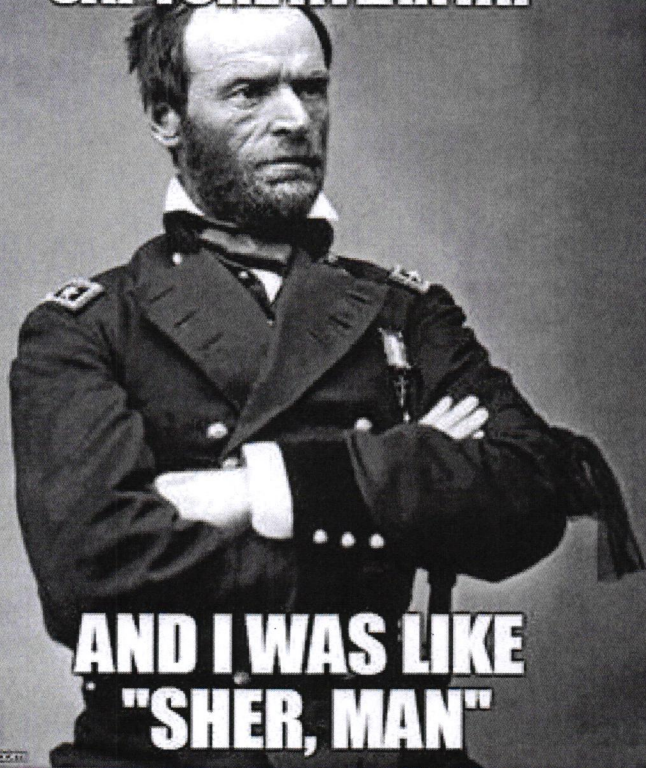
BENEFITS
THE LOMBARD
HISTORICAL
SOCIETY

SPONSORS:

VILLAGE OF LOMBARD, LOMBARD PARK DISTRICT,
DAVEY TREE EXPERTS, WASTE MANAGEMENT,
PARTY PEOPLE RENTALS, SCHOOL DISTRICT 44

TRIVIA NIGHT!

LINCOLN WAS LIKE "WANNA
CAPTURE ATLANTA?"



AND I WAS LIKE
"SHER, MAN"

FRIDAY

JULY

21

7PM

MAIN TENT
FOUR SEASONS PARK

SPONSORED BY HELEN
PLUM MEMORIAL LIBRARY
AND LOMBARD HISTORICAL
SOCIETY

FIRST PLACE PRIZE: FIRE THE
CANNON SATURDAY OR SUNDAY!

★CANNON PROVIDED BY STANFORD'S BATTERY!★

Come test your Civil War and Lombard history knowledge, individually or as a team. Rub elbows with reenactors while sipping free lemonade and chowing on \$1 bags of popcorn.

Free admission, all ages!