

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

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

TO: PRESIDENT AND BOARD OF TRUSTEES

FROM: William T. Lichter, Village Manager

DATE: February 24, 2004 (B of T) Date: March 4, 2004

TITLE: Grant Award - 2004 Lilac Parade Committee

SUBMITTED BY: Community Promotion & Tourism Committee through the Department of  
Community Development *WHL*

BACKGROUND/POLICY IMPLICATIONS:

Please find attached a grant recommendation from the Community Promotion & Tourism Committee. The grant request is from the Lilac Parade Committee for costs associated with the 2004 Lilac Parade. (DISTRICTS - ALL)

Please place this item on the consent agenda for the March 4, 2004 Board of Trustees meeting.

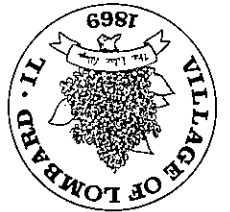
Fiscal Impact/Funding Source:

Hotel/Motel Tax Fund  
Not to exceed \$30,000.00

Review (as necessary):

Village Attorney X \_\_\_\_\_  
Finance Director X \_\_\_\_\_  
Village Manager X *WHL* \_\_\_\_\_  
Date \_\_\_\_\_  
Date *2/24/04* \_\_\_\_\_

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.



February 23, 2004

**TO:** William T. Lichter  
Village Manager

**FROM:** David Hulseberg, AICP  
Director of Community Development

**RE:** Community Promotions & Tourism Committee Grant Recommendation

The following is a recommendation for a grant to be awarded to the Lilac Parade Committee for the upcoming 2004 Lilac Parade.

**Grant Request: \$35,000**

The Lilac Parade Committee requested a grant in the amount of \$35,000 to be used toward costs associated with the 2004 Lilac Parade. The grant request is intended to be used to pay honorariums to parade participants, advertising, phone and printing expenses.

The grant request and supporting documentation are attached for your review.

**RECOMMENDATION:**

The Community Promotions & Tourism Committee recommended a grant in the amount of \$30,000 to the Lilac Parade Committee to be used for costs associated with the 2004 Lilac Parade as indicated above. (Note: \$25,000 was budgeted for this grant.)

Please place this item on the consent agenda on the March 4, 2004 agenda of the Board of Trustees. If you have any questions, please feel free to contact me. Thank you.

Attachments

DAH/jmk

APPLICATION FOR HOTEL/MOTEL FUNDS



State law requires that Hotel/Motel funds be spent on tourism; more specifically, things and events which will promote overnight stays in Lombard.

Application Deadline: \_\_\_\_\_

Date Submitted: 12-12-03

Event/Project/Activity: Liliac Parade Event Date(s) 5-16-04  
Name of Organization or Group Sponsoring Event: Liliac Parade Committee

Organization Address: P.O. Box 82  
Organization Phone: 630-415-2079

Contact Person: Charles M. Grimm (Chairperson)  
(Please indicate position in the organization)

Address: 220 South Edson Lombard, IL 60148

Home Phone: 630-620-8204 Business Phone: 630-408-3151

1. Is this the first year for your event? Yes \_\_\_\_\_ No  . If not, how many years has this event been held? 49

2. What is the estimated attendance? 6,000+

3. Where will the event be held? North on Main Street from Wilson to Maple Ave East on Maple To Craig.

4. What specifically would the Hotel/Motel funding be used for? Payments

of Honorariums to organizations participating in

Parade, Advertising, Phone and printing expenses.

Total Amount Requested: \$35,000<sup>00</sup>

5. Is this event open to the general public? Yes  No \_\_\_\_\_

6. Do you intend to apply for a liquor license? Yes \_\_\_\_\_ No

7. How will this promote tourism/overnight stays in Lombard? Organizations and participants, Bands, etc. might stay in town in our

Hotel/motels

8. Will any profits generated be returned to the community? Yes \_\_\_\_\_ No  If yes, how will this be spent?

Please submit a budget for your event, along with this application, explaining what funding sources

Lilac Parade Committee Grant Application 2004

<b>2004</b>	
<b>PROPOSED BUDGET</b>	
\$8.00	Annual Audit & Reports
\$5.00	State Filings
\$15.00	Annual Report
\$185.00	Not-for-Profit Charter
	Accounting Services
<b>ADMINISTRATIVE:</b>	
\$1,500.00	Lilac Ball
\$1,200.00	T-Shirts & Caps
\$50.00	Line Up Dinner
\$450.00	Pre-Parade Breakfast
\$50.00	Judging Expenses
\$350.00	Post Parade Critique
<b>COMMITTEE SERVICES:</b>	
\$1,000.00	Insurance Umbrella Supplement (2 years)
\$200.00	Phone Allotment
\$100.00	Business Reimbursements
\$600.00	Member Reimbursements
\$200.00	Postage & PO Box Usage
\$500.00	Office Supplies
\$8,313.00	Printing/Copies
<b>SUBTOTAL</b>	
\$800.00	Awards
\$850.00	Banners
\$120.00	Flowers
\$2,000.00	Golf Carts
\$1,000.00	Judges
\$30,000.00	Participants Honorariums
<b>SUBTOTAL</b>	
\$43,083.00	<b>TOTAL ORGANIZATION EXPENSES:</b>
<b>INCOMES:</b>	
\$35,000.00	Village of Lombard Grant
\$500.00	Initial Grant Application
\$100.00	Private Donations
\$8,169.63	Interest Earned
\$43,769.63	Prior year Carry Over Surplus
<b>TOTAL ORGANIZATION INCOMES</b>	
\$686.63	<b>ORGANIZATION BUDGET BALANCES</b>