

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: David A. Hulseberg, Village Manager
DATE: February 25, 2013 (BOT) Date: March 7, 2013
TITLE: Grant Application for 2013 Lilac Time Advertising
SUBMITTED BY: Village Manager's Office

BACKGROUND/POLICY IMPLICATIONS:

The Community Promotions & Tourism Committee transmits for your consideration a request from the Lombard Park District for \$11,900 from Hotel/Motel funds for costs associated with the 2013 Lilac Time advertising.

The Community Promotions & Tourism Committee recommended approval of a grant in an amount not to exceed \$11,900.

Please place this item for consideration on the March 7, 2013 Board of Trustees agenda.

Fiscal Impact/Funding Source:

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.



February 22, 2013

TO: Village President and Board of Trustees

FROM: Joelyn M. Kott *Joelyn*
Communications Coordinator

RE: Hotel/Motel Grant Recommendation

The Community Promotions & Tourism Committee met on February 12, 2013 and reviewed hotel/motel tax grant applications. The grant request from the Lombard Park District regarding Lilac Time advertising and accompanying recommendations are provided below for your consideration.

Grant Request—2013 Lilac Time Advertising

A grant request from the Lombard Park District was submitted for consideration of advertising the 2013 Lilac Time activities.

HISTORY

This is an annual expenditure that the Village has supported in the past. This request is a matching grant that the Park District requests of the Village and the State. It is a budgeted expense in the Hotel/Motel Tax fund.

STAFF RECOMMENDATION

Finance Director Tim Sexton was asked by the Community Promotions & Tourism Chair Trustee Fitzpatrick to review the grant request based on the grant application and the budget submitted. Based on the budget submitted, the total expenses listed are \$18,626.70. However, they are requesting \$11,900 from the Village and \$11,000.70 from the state, or \$22,900.70 total. This payment is made on a reimbursement basis for what is actually spent. So if they spend less than the Village authorizes, they will only be reimbursed for what they spend. Therefore, it is recommended that up to \$11,900 be approved. \$12,000 was budgeted for this expense in 2013.

COMMITTEE RECOMMENDATION

The Community Promotion & Tourism Committee recommends awarding the Lombard Park District a grant not to exceed \$11,900 for costs associated with Lilac Time advertising. This grant will be awarded on a reimbursement basis.

Please place this item on the consent agenda of the March 7, 2013 Lombard Board of Trustees meeting. Thank you.

Attachment

Polak, Cindy

From: support@civicplus.com
Sent: Thursday, December 27, 2012 12:07 PM
To: Kott, Joelyn; Polak, Cindy
Subject: Online Form Submittal: Hotel/Motel Tax Grant Application

If you are having problems viewing this HTML email, click to view a [Text version](#).

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:
12/27/12

Why are you requesting Hotel/Motel Tax funding?*
Lilac Time 2013

Amount of funds being requested:*
\$11,900

Specifically, what will the Hotel/Motel Tax funding be used for?*
To advertise Lilac Time 2013 in areas outside a 50-mile radius of Lombard including cable zones of Milwaukee, Madison, Rockford, Champaign, McHenry County, Peoria, LaSalle-Peru

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

Yes
 No

Upload documents here:

[]

Uploaded: [Lombard Park District Lilac Time Budget.pdf](#)

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 Park District

Name of Person Submitting Grant Application:*
Jill Hastings

Phone:*
630-953-7300

Email:*
jhastings@lombardparks.com

Event/Project/Activity
Lilac Time 2013

Date of Event/Project/Activity
May 4-20, 2013

Estimated Attendance:
20,000

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?

Lilac Time 2013 advertisements include information about Lombard hotels and motels to encourage overnight stays in Lombard. The Lilac Time link on www.lombardparks.com will have information about places to stay, things to do, places to eat, all in Lombard. We advertise outside a 50-mile radius with television commercials and online ads because people who live 50-miles outside of a destination are more apt to have an overnight stay. Approximately 51% of the visitors to Lilac Time 2012 were nonresidents. In addition, most hotels enjoyed a nearly 81% average occupancy rate during the period of Lilac Time 2012. Based on day trip estimates from the Illinois Office of Tourism, the most recent economic impact study on day visits for 2010 concluded that the direct economic impact of the festival was approximately \$1.3 million.

Will any profits generated be returned to the community?

- Yes
- No

If so, how?

Lilac Time donations are used to improve Lilacia Park amenities, programs, and events.

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

Lombard Park District

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

227 W Parkside Avenue, Lombard, IL 60148

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: 12/27/12

Why are you requesting Hotel/Motel Tax funding?: Lilac Time 2013

Amount of funds being requested: \$11,900

Specifically, what will the Hotel/Motel Tax funding be used for?: To advertise Lilac Time 2013 in areas outside

a 50-mile radius of Lombard including cable zones of Milwaukee, Madison, Rockford, Champaign, McHenry County, Peoria, LaSalle-Peru

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

Upload documents here: Lombard Park District Lilac Time Budget.pdf

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 Park District

Name of Person Submitting Grant Application: Jill Hastings

Phone: 630-953-7300

Email: jhastings@lombardparks.com

Event/Project/Activity: Lilac Time 2013

Date of Event/Project/Activity: May 4-20, 2013

Estimated Attendance: 20,000

Is the event open to the general public?: Yes

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

How does this promote tourism/overnight stays in Lombard? : Lilac Time 2013 advertisements include information about Lombard hotels and motels to encourage overnight stays in Lombard. The Lilac Time link on www.lombardparks.com will have information about places to stay, things to do, places to eat, all in Lombard. We advertise outside a 50-mile radius with television commercials and online ads because people who live 50-miles outside of a destination are more apt to have an overnight stay.

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Will any profits generated be returned to the community?: Yes

If so, how?: Lilac Time donations are used to improve Lilacia Park amenities, programs, and events.

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

Please list the address where the check should be mailed to: 227 W Parkside Avenue, Lombard, IL 60148

Additional Information:

Form Submitted on: 12/27/2012 12:06:33 PM

Submitted from IP Address: 216.130.127.234

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

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

Lilac Time 2013 Grant Projected Advertising Budget

Requested funding from Village of Lombard	\$11,900
<u>Requested funding from DCEO State Grant</u>	<u>\$11,000.70</u>
Project Total	\$22,900.70

Comcast Spotlight	\$12,998.70
Cable and Online Commercials: Joliet, Dekalb, Kankakee, LaPorte County, Lasalle, Peru, Porter County, McHenry County	

Charter Media	\$5,028
Madison, WI, Milwaukee, WI, McHenry County, Rockford Vicinity	

Jaffe Films	\$600
Reformat :30 commercial	