

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: January 24, 2018 (B of T) Date: February 1, 2018

TITLE: Local Tourism Grant Recommendation  
Lombard Chamber of Commerce– Lilac Time Art and Craft Fair

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 Area Chamber of Commerce and Industry toward the 2018 Lilac Time Art and Craft Fair. The Committee is recommending approval of a grant of up to \$4,500 through the Local Tourism grant program.

Please place this item on the agenda for separate action at the February 1, 2018 Board of Trustees meeting.

Review (as necessary):

Village Attorney X \_\_\_\_\_ Date \_\_\_\_\_  
Finance Director X \_\_\_\_\_ Date \_\_\_\_\_  
Village Manager X Scott Niehaus Date 1/24/18

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 *NPA*  
Assistant Village Manager

**DATE:** January 24, 2018

**SUBJECT:** Community Promotion & Tourism Committee Recommendation  
Lilac Time Art and Craft Fair

The following is a recommendation for funding through the Local Tourism Grant Program for the Lombard Chamber of Commerce in the amount of \$4,500 towards expenses related to the Lilac Time Art & Craft Fair.

**Grant Request: \$3,600**

The Lombard Chamber of Commerce has requested a grant in the amount of \$3,600 to be used toward costs associated with their annual Lilac Time Art and Craft Fair event, held annually in downtown Lombard. The funding will be used to offset costs including, but not limited to, barricades, public works, fire and police overtime. In 2017 the Village services provided to the Lombard Chamber of Commerce exceeded the \$3,600 grant. Therefore, the committee has approved funding up to \$4,500, in village services.

The event is currently scheduled to take place on May 6, 2018. The grant request from the Lombard Chamber of Commerce and event budget are attached for your review.

**RECOMMENDATION:**

The Community Promotion & Tourism Committee recommended a grant in an amount up to \$4,500 to the Lombard Chamber of Commerce, to be used towards the reimbursement of expenses relating to the 2018 Lilac Time Art & Craft Fair.

Please place this item on the agenda for the February 1, 2018 agenda of the Board of Trustees. If you have any questions, please feel free to contact me. Thank you.

Attachment

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

**GENERAL INFORMATION**

Organization:	Lombard Area Chamber of Commerce and Industry		
Name of event:	Lilac Time Art and Craft Fair		
Date of event:	5/6/2018	Event location:	Downtown Lombard
Contact person:	Yvonne Invergo	Title:	Executive Director
Business address:	10 Lilac Lane	City & Zip	Lombard 60148
Telephone:	630-627-5040	Email:	yvonne@lombardchamber.com

**PROJECT OVERVIEW**

Total cost of the project:	\$4145
Cost of city services requested in this application (if any):	\$3600
Total funding requested in this application:	\$3600
Percent of total project cost being requested:	87%
Anticipated attendance:	2000+
Anticipated number of overnight hotel stays:	unknown

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

100+ artisans and crafters set up along St. Charles Rd. between Main St. and Elizabeth Rd. Additionally there are food vendors, sponsors, a free Kid Zone and entertainment. Barricades, Electric hook-ups from Public Works, Police presence during the event and Fire Dept. to inspect weighted tents is needed for this event.

**ORGANIZATION**

Number of years that the organization has been in existence:	65 years
Number of years that the project or event has been in existence:	22 Years
Number of years the project has been supported by Village of Lombard funds:	22 Years
How many years does the organization anticipate it will request grant funding?	Every Year

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

The Lombard Area Chamber of Commerce and Industry is committed to promote positive development of our community and industries and to enhance the business climate for its members and to stimulate economic growth; to encourage retail, professional service, industrial, cultural and civic growth within the Lombard area. Over the past 22 years, this event has grown in both popularity and size. The process is tweaked each year as needed, and is smooth running and organized. Crafters say that it is the best run show that they are involved with. Each year it brings thousands into our downtown area and Lilacia Park. An excellent committee of dedicated volunteers is credited with helping this event to run smoothly each year.

- 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:

This is one of the Chamber's main fund raisers. Proceeds benefit several area non-profit organizations, as well as give us the ability to offer more programs for the Lombard Area Chamber of Commerce members. The community at large benefits from having a number of crafters and vendors come into the downtown area, as well as an outdoor event to enjoy. The downtown area businesses have an opportunity to draw customers from the event.

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

This event will always need the cooperation and services of the Village of Lombard. We don't believe that this event could be self-sustaining – the Lombard Chamber cannot afford to put in the extensive time and effort of staff, without grant assistance from the Village. Planning for this event begins in December, and many staff and volunteer hours are put in from December thru the day of the event.

**PROJECT DESCRIPTION**

- |   |   |  |
|---|---|--|
| Have you requested grant funding in the past?                   | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No            |
| Is the event open to the general public?                        | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No            |
| Do you intend to apply for a liquor license for this project?   | <input type="checkbox"/> Yes            | <input checked="" type="checkbox"/> No |
| Will any revenues from this event be returned to the community? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No            |

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

Street to be barricaded by 5:00 AM with chalking of the street to begin at that time. 100+ crafters, 5+ food vendors, 5+ independent home party sales and 10+ Kid Zone sponsors, each with their own weighted tents, tables, chairs are set up in the chalked in spaces on St. Charles and Park. Ave. Vendor cars line up on N. Park from Grove to Orchard Terrace. Staggered set up times begin at 6:30 AM. LCPAAA assist with arrival & tear down traffic control. Event opens at 10 AM and ends at 4 PM. The Fun Ones are contracted for arcade games and climbing wall for Kid Zone. Food vendors are located at intersection of Park & St Charles Rd. with spider electric access boxes provided by Public Works. Requests for electric from crafters – provided within the tree vaults with access provided by Public Works. Police personnel on hand for during the day patrol of the event, and Fire Dept. on call for any emergencies that may arise.

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

To cover the costs of Public Works, Fire Dept. and Police Dept.

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)?

Additional social media advertising Twitter and Facebook– boosted posts (\$\$) on Facebook. Postings in major craft publications and online sources (Midwest Art Fairs and FestivalNet.com) Full page ad in the Lombardian Newspaper – Press releases in Lombardian, Daily Herald and Suburban Life. Calendar posting on Chicago Tribune, and listing in the Lombard Park District Lilac Time brochure. Paid advertising for online event sites (WhoFish, Oaklees Family Guide, MyFairs and Festivals.com). This event increases each year based on word-of-mouth advertising. With the addition of the pedestrian underpass, we believe that there will be more foot traffic between Lilacia Park and the craft fair this year. Website information will be available on all of the Lilac Time activities in Lombard.

#### **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 Rd. and Park Ave. between Main and Elizabeth, Grove and Michael McGuire Dr.

#### **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.

Crafter, food and Vendor applications available on our website beginning Dec.1, 2017 – mass mailing to crafters and vendors in January 2018. Applications accepted thru the end of April. Mapping and assignment of booths is done mid-April with final mailing of instructions to crafters, food and vendors at that time.

#### **IMPACT**

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

We plan to cross promote both the craft fair and visiting Lilacia Park for visitors. This will be on our website and in all Social Media postings, as a part of the 2 weeks of Lilac Time events.

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 that plan to be open that day will have an opportunity to attract attendees into their stores and restaurants. We plan to share the event information by email to other chambers of commerce in Illinois, and on a professional chamber of commerce Facebook page, as well as the Lilac Time Craft Fair FB page.

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

Males and Females ages 0 – 100+. There is something for everyone at this event. Entertainment & music, Kid Zone, crafts, food and downtown businesses.

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

Requesting \$4000 in grant funds to cover the costs of Public Works, Police and Fire. These costs are based on prior years Village costs and yearly increases for this event. LCPAAA will assist with traffic control, Tri-Town YMCA will assist with Kid Zone and another organization (TBD) with garbage control. All will be receiving funds in exchange for their volunteerism

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).

We do social media advertising Twitter and Facebook– boosted posts (\$\$) on Facebook – We have both a designated event page, as well as the main Chamber page. Postings in major craft publications and online sources (Midwest Art Fairs and FestivalNet.com) Full page ad in the Lombardian Newspaper – Press releases in Lombardian, Daily Herald and Suburban Life. Calendar posting on Chicago Tribune, and listing in the Lombard Park District Lilac Time brochure.

#### **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.

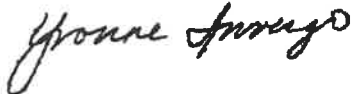
Additional Notes, Comments or Explanations:

AUDIT: The Lombard Chamber of Commerce does not do a formal yearly audit. Our yearly taxes are done by an outside agency, and our in-house financials are overseen by the board Treasurer. The most recent 990 is 2015, as our accountant had filed an extension for the 2016 return, and it is not yet completed.

**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:	Yvonne Invergo		
Title or office held:	Executive Director	Date:	10/25/2017

Signature:  \_\_\_\_\_

**LOCAL TOURISM GRANT PROGRAM  
DETAILED BUDGET**

Event: Lilac Time Art and Craft Fair

Date: May 6, 2018

Organization: Lombard Chamber of Commerce

**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 2016	ACTUAL 2017	ANTICIPATED
Lombard Tourism Grant	\$ 3,452.76	\$ 3,600.00	\$ 3,600.00
Kid Zone Sponsors	\$ 2,500.00	\$ 3,000.00	\$ 3,000.00
Entertainment Sponsors	\$ 600.00	\$ 1,200.00	\$ 800.00
Crafter Booth Sales	\$ 11,800.00	\$ 12,815.00	\$ 13,000.00
Home Party Vendor Booths	\$ 1,200.00	\$ 900.00	\$ 1,200.00
Food Vendors	\$ 1,425.00	\$ 1,500.00	\$ 1,500.00
Late Fees	\$ 275.00	\$ 450.00	\$ 250.00
Electric Fees - Crafters	\$ 175.00	\$ 150.00	\$ 150.00
<b>Total Income</b>	<b>\$ 21,427.76</b>	<b>\$ 23,615.00</b>	<b>\$ 23,500.00</b>

**EXPENSES:** Include an itemized list of all actual and estimated project expenses (advertising, supplies, labor, rentals, insurance, materials, entertainment, other expenses)

ITEMIZED EXPENSES	ACTUAL 2016	ACTUAL 2017	ANTICIPATED
Postage	\$ 186.00	\$ 151.40	\$ 150.00
The Fun Ones	\$ 1,665.00	\$ 1,022.50	\$ 1500.00
Music/Entertainment	\$ 600.00	\$ 400.00	\$ 600.00
Tri-Town YMCA - donation	\$ 500.00	\$ 500.00	\$ 500.00
Community Group - donation	\$ 750.00	\$ 750.00	\$ 750.00
LCPAAA - donation	\$ 750.00	\$ 750.00	\$ 750.00
Printing	\$ 50.00	\$ N/A (in house)	\$ 0.00
Advertising	\$ 160.00	\$ 60.00	\$ 100.00
Misc. Expense - one-time promotional item	\$ N/A	\$ 461.84	\$ 100.00
<b>Total Expenses</b>	<b>\$ 4661.00</b>	<b>\$ 4,095.74</b>	<b>\$ 4,450.00</b>

**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 2016	ACTUAL 2017	ANTICIPATED
Estimated value of in-kind contributions (explain)	\$3452.76	\$3600.00	\$3600.00
	Tourism Grant	Tourism Grant	Tourism Grant