

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 *D.A.H.*

DATE: September 12, 2011 (B of T) Date: September 15, 2011

TITLE: Grant Request for 2011 Business Expo

SUBMITTED BY: Community Promotion & Tourism Committee

BACKGROUND/POLICY IMPLICATIONS:

Please find attached a grant recommendation from the Community Promotion & Tourism Committee, requested by the Lombard Chamber of Commerce.

The grant is to be used for costs associated with advertising the 2011 Chamber Business Expo. The Committee recommended approval of a grant in an amount of \$2,500.

Please place this item on the consent agenda for the September 15, 2011 Board of Trustees meeting.

Fiscal Impact/Funding Source:

Hotel/Motel Tax Fund

Review (as necessary):

Village Attorney X \_\_\_\_\_ Date \_\_\_\_\_

Finance Director X \_\_\_\_\_ Date \_\_\_\_\_

Village Manager *David A. Hulseberg* \_\_\_\_\_ Date 9/12/11

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.

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## MEMORANDUM

**TO:** David A. Hulseberg  
Village Manager

**FROM:** Joelyn Kott   
Communications Coordinator

**DATE:** September 12, 2011

**SUBJECT: Community Promotion & Tourism Committee Recommendation**

The following is a recommendation for a grant to be awarded to the Lombard Chamber of Commerce & Industry for its upcoming Business Expo, to be held on Thursday, October 27, 2011.

**Grant Request: \$5,000**

The Lombard Chamber of Commerce requested a grant in the amount of \$5,000 to be used toward costs associated with advertising the event as outlined in the grant application. Advertising would include the installation of 100 flags around the perimeter of the Yorktown Mall.

The grant request is attached for your review.

**RECOMMENDATION:**

The Community Promotions & Tourism Committee recommended a grant in the amount of \$2,500 to the Lombard Chamber of Commerce, to be used for costs associated with advertising the 2011 Chamber Business Expo, the installation of 50 flags around the Yorktown Mall perimeter.

Please place this item on the consent agenda on the September 15, 2011 agenda of the Board of Trustees. If you have any questions, please feel free to contact me. Thank you.

Attachment

JMK/cp



**Polak, Cindy**

**From:** support@civicplus.com  
**Sent:** Tuesday, August 30, 2011 1:05 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:

08/30/2011

Why are you requesting Hotel/Motel Tax funding?\*

The Lombard Area Chamber of Commerce and Industry is applying for this Grant to help to pay for advertising opportunities at Yorktown Mall that will promote our annual Business Expo.

Amount of funds being requested:\*

\$5000

Specifically, what will the Hotel/Motel Tax funding be used for?\*

Yorktown Mall provides an advertising opportunity that includes 50 to 100 small flags that are placed throughout the perimeter of the mall. These can be customized to promote our organization and specifically our event. We hope

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

Yes

No

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 Area Chamber of Commerce and Industry

Name of Person Submitting Grant Application:\*

Peter Nolan

Phone:\*

630-629-2110

Email:\*

8/30/2011

pete.nolan@thenolanagency.com

Event/Project/Activity

Annual Business Expo

Date of Event/Project/Activity

10/27/2011

Estimated Attendance:

500 to 1000

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?

Our Expo displays the best that our community has to offer. From Restaurants to retail and beyond. It is the showcase of what our community has to offer.

Will any profits generated be returned to the community?

Yes

No

If so, how?

We typically run a break even budget for this event. This is a member benefit and not a fundraiser for our organization.

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

Lombard /

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

10 Lilac La

\* indicates required fields.

The following form was submitted via your website: Hotel/Motel Tax Grant Application

Date:: 08/30/2011

Why are you requesting Hotel/Motel Tax funding?: The Lombard Area Chamber of Commerce and Industry is applying for this Grant to help to pay for advertising opportunities at Yorktown Mall that will promote our annual Business Expo.

8/30/2011

Amount of funds being requested:: \$5000

Specifically, what will the Hotel/Motel Tax funding be used for?: Yorktown Mall provides an advertising opportunity that includes 50 to 100 small flags that are placed throughout the perimeter of the mall. These can be customized to promote our organization and specifically our event. We hope to have these up 30 to 45 days prior to our event in order to drive our attendance. The cost for 50 flags is \$2500 and the cost for 100 flags is \$5000.

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

Name of Organization Requesting Funding:: Lombard Area Chamber of Commerce and Industry

Name of Person Submitting Grant Application:: Peter Nolan

Phone:: 630-629-2110

Email:: pete.nolan@thenolanagency.com

Event/Project/Activity: Annual Business Expo

Date of Event/Project/Activity: 10/27/2011

Estimated Attendance:: 500 to 1000

Is the event open to the general public?: Yes

Do you intend to apply for a liquor license for this event/project/activity?: No

How does this promote tourism/overnight stays in Lombard? : Our Expo displays the best that our community has to offer. From Restaurants to retail and beyond. It is the showcase of what our community has to offer.

Will any profits generated be returned to the community?: No

If so, how?: We typically run a break even budget for this event. This is a member benefit and not a fundraiser for our organization.

If the grant is approved, who should the check be made out to?: Lombard Area Chamber of Cmmerce and Industry

Please list the address where the check should be mailed to:: 10 Lilac Lane Lombard, IL 60148

Additional Information:

Form submitted on: 8/30/2011 1:05:03 PM

Submitted from IP Address: 168.93.174.154

8/30/2011



**Lombard Chamber of Commerce  
2011 Business EXPO Budget**

**INCOME**

<b>25 @ \$250</b>	<b>6250.00</b>
<b>5 @ \$ 187.50 (Gold Member discount)</b>	<b>937.50</b>
<b>4 @ \$225 (Silver Member discount)</b>	<b>900.00</b>
<b>4 @ \$150 (non-profit)</b>	<b>600.00</b>
<b>7 Electric hook-up @ \$30</b>	<b>210.00</b>

**TOTAL INCOME    8897.50**

**EXPENSES**

<b>Tables, chairs and skirting rental</b>	<b>900.00</b>
<b>* Promotional flags (Yorktown Center Advertising 50 flags)</b>	<b>2500.00</b>
<b>** Promotional flags (Yorktown Center Advertising 100 flags)</b>	<b>5000.00</b>
<b>Keynote Speakers (2 @ \$1500)</b>	<b>3000.00</b>
<b>Yorktown Center (15% of gross sales)</b>	<b>1079.00</b>
<b>Print Advertising (Business Ledger, Daily Herald, Lombardian, Spectator)</b>	<b>1500.00</b>

**TOTAL EXPENSE  
\*8979.00 (50flags)**

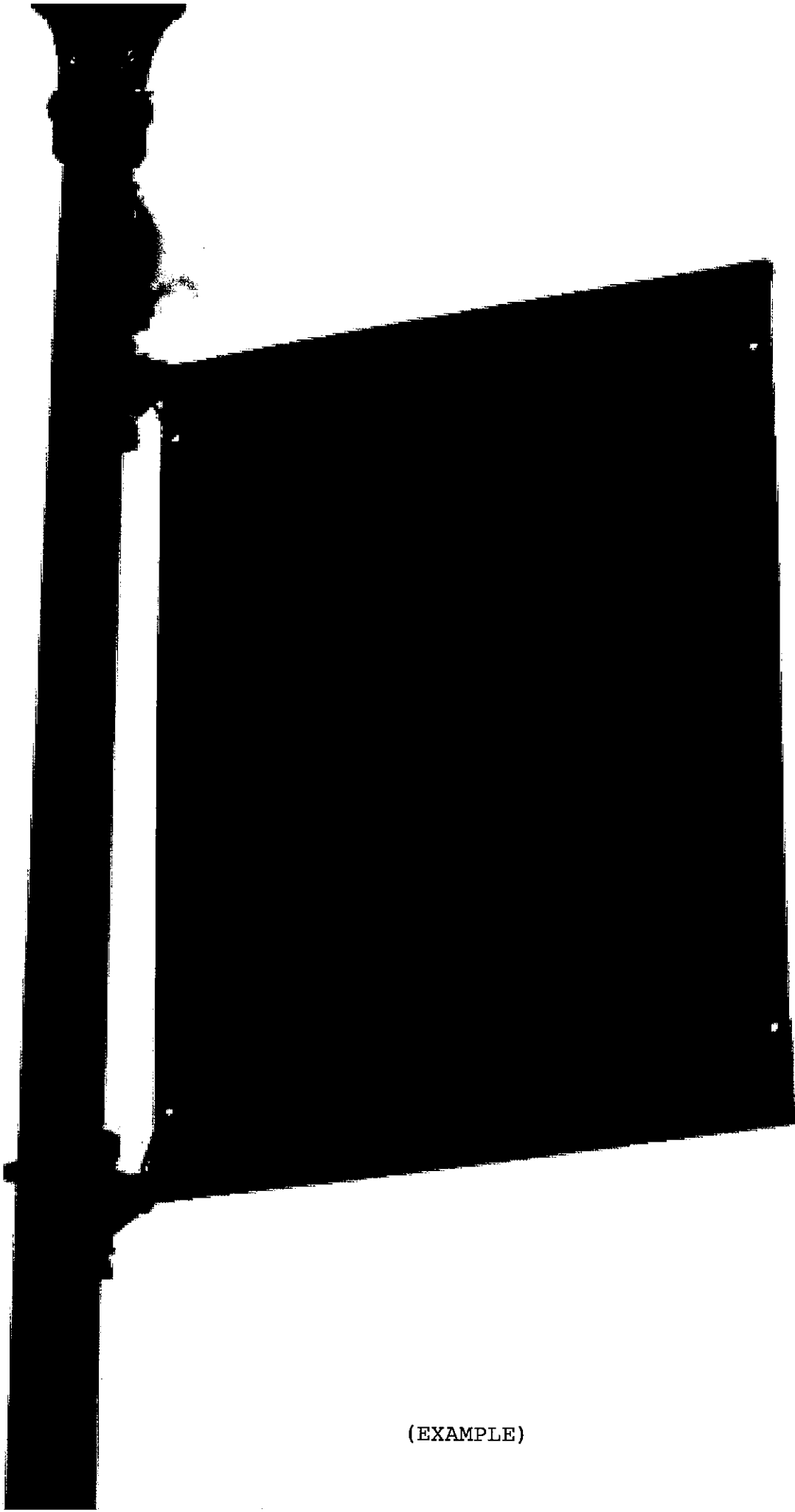
**TOTAL EXPENSE  
\*\*11,479.00(100flags)**



# **BUSINESS EXPO**

# **OCTOBER 27**

YORK  TOWN



(EXAMPLE)