

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: April 25, 2012 (B of T) Date: May 3, 2012  
TITLE: Grant Request For Lombard Restaurant Week  
Grant Request From Lombard Chamber of Commerce

SUBMITTED BY: Community Promotion & Tourism Committee

BACKGROUND/POLICY IMPLICATIONS:

Please find attached two funding recommendations from the Community Promotion & Tourism Committee:

The first grant is from the Lombard Restaurant Alliance Group requesting \$3,500-\$6,000 for costs associated with sponsoring a Lombard Restaurant Week. The Committee recommended approval in the amount of \$5,000.

The second grant is from the Lombard Chamber of Commerce requesting \$8,778 to be used for funding Lombard Chamber Gold Memberships for Lombard's ten hotels. The Committee recommended approval of an amount not to exceed \$8,000.

Please place these items on the consent agenda for the May 3, 2012 Board of Trustees meeting.

Fiscal Impact/Funding Source:

Hotel/Motel Tax Fund:  
Lombard Restaurant Alliance Group - \$5,000  
Lombard Chamber of Commerce - not to exceed \$8,000

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:** David Hulseberg  
Village Manager

**FROM:** Joelyn M. Kott   
Communications Coordinator

**DATE:** April 25, 2012

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

The Community Promotions & Tourism Committee met on April 19, 2012 and reviewed three hotel/motel tax grant applications. The grant requests and accompanying recommendations are provided below for your consideration.

**1. Grant Request for Lombard Restaurant Week**

The Lombard Chamber of Commerce submitted a grant request in the amount of \$3,500-\$6,000 from Hotel/Motel Tax funds to be used toward supporting a Lombard Restaurant Week, scheduled for September 7-16, 2012.

The supporting documentation is attached for your review.

**RECOMMENDATION:**

The Community Promotions & Tourism Committee recommended approval of a grant in the amount of \$5,000 for costs associated with sponsoring a Lombard Restaurant Week.

**2. Grant Request by Lombard Chamber of Commerce for Hotel/Motel Funding for Hotel Gold Membership Funding**

The Lombard Chamber of Commerce submitted a grant request in the amount of \$8,778 to be used for funding Lombard Chamber Gold Memberships for Lombard's ten hotels.

The grant request and Chamber of Commerce budget document is attached for your review.

**RECOMMENDATION:**

The Community Promotions & Tourism Committee recommended approval of a grant to the Lombard Chamber of Commerce in an amount not to exceed \$8,000 to fund Lombard Chamber Gold Memberships for the Village's ten hotels.

Please place these items on the consent agenda of the May 3, 2012 Lombard Board of Trustees meeting. Thank you.

Attachments

**Polak, Cindy**

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**From:** support@civicplus.com  
**Sent:** Tuesday, April 10, 2012 11:14 AM  
**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:  
4/10/12

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

We are looking to promote Lombard restaurants by executing a first annual restaurant week. Restaurants that are members of the Lombard Chamber will be able to participate. The goal of the event is to showcase the amazing dining opportunities that the community has to offer. This week will give patrons a chance to dine with the local restaurants at a discounted rate, and give the restaurants the opportunity to win over a new guest.

Amount of funds being requested:\*

3,500 to 6,000

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

To help aid in the cost of advertising and print to promote the event.

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 Restaurant Alliance Group

Name of Person Submitting Grant Application:\*

Lauren Rullo and Jasmine Carlson

Phone:\*

(630) 932-7673 and (630) 953-8356

Email:\*

[lrullo@bucainc.com](mailto:lrullo@bucainc.com) and [jcarlson@weberstephen.com](mailto:jcarlson@weberstephen.com)

Event/Project/Activity

Lombard Restaurant Week

Date of Event/Project/Activity

9.7.12 - 9.16.12

Estimated Attendance:

n/a

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?

This will bring guests to our area to stay and dine. The DuPage County Visitor's Bureau will be offering packages to guests who would like to stay the night in Lombard during Restaurant week.

Will any profits generated be returned to the community?

Yes  No

If so, how?

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

Lombard Chamber

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

10 Lilac Lane Lombard, IL 60148

**Polak, Cindy**

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**From:** support@civicplus.com  
**Sent:** Friday, April 06, 2012 12:35 PM  
**To:** Kott, Joelyn; Polak, Cindy  
**Subject:** Online Form Submittal: Hotel/Motel Tax Grant Application

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### 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:**  
04/06/2012

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

The Lombard Area Chamber of Commerce is looking to balance our 2012 fiscal year budget. Our membership numbers are similar to previous years but the level and classification of member has been somewhat reduced overall. As a result of this we are \$8778 expenses over revenue. Our staff devotes many hours taking inquiries related to Tourism. Specifically last year during the Lilac convention hosted by Lombard. Since the Village of Lombard does not have a Visitor & Tourism Department it is the Chamber staff which ultimately is responsible for servicing these needs. Our staff has and always will support the greater good of the Village of Lombard and our community. At this time The Lombard Area Chamber of Commerce and Industry would like to request funds from the Hotel/Motel Tax fund in the amount of \$8778 for the purposes of balancing our budget for this year. In addition we would like to request moving forward in the years ahead that The Lombard Area Chamber of Commerce and Industry receive funds to cover the costs of the Gold Memberships for the ten Hotels located within Lombard. This amount would total \$7590 based on the 2012 membership dues and the data provided by each member. We think this approach will further build our relationships with these businesses that are already members of our organization and also allow our staff to continue to be a representative for those visitors from outside of our community. We appreciate your time and consideration.

**Amount of funds being requested:\***  
\$8778

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

The funds will be used to cover our 2012 expenses.

**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 & Industry

**Name of Person Submitting Grant Application:\***

Peter Nolan-Board President

**Phone:\***

312-543-6849

**Email:\***

pete.nolan@thenolanagency.com

**Event/Project/Activity**

**Date of Event/Project/Activity**

**Estimated Attendance:**

**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?**

The Chamber Staff plays a valuable role in representing the Village of Lombard and its Hotels to visitors from outside of our community.

**Will any profits generated be returned to the community?**