



VILLAGE OF LOMBARD
2017 LOCAL TOURISM GRANT PROGRAM
CALL FOR PROPOSALS

The Village of Lombard Local Tourism Grant Program provides funding for local programs and events that promote tourism and conventions within, or otherwise attract overnight nonresident visitors to the Village of Lombard.

Deadline for submission: Applications must be received on or before Monday, December 19, 2016.

Grant awards for returning programs will be made once a year. To be considered for funding in 2017, applicants for programs which have previously received Village funding must apply by December 19, 2016.

Eligibility

Applicants to the Local Tourism Grant Program must be organizations seeking to produce and promote a clearly defined festival, program or event that promotes tourism and conventions within, or otherwise attracts overnight nonresident visitors to the Village of Lombard.

Review Criteria

All events must show the potential to generate overnight hotel stays and should include Village hotel(s) in their promotion. Applications will be assessed based upon criteria including, but not limited to the following:

1. Ability of the event to attract overnight visitors in past years.
2. Ability of the event to grow over two or more years.
3. Food, beverage and retail expenditures by out of market visitors and the extent to which the event provides economic opportunities for Lombard businesses.
4. Ability of the event to project a positive image of the Village of Lombard and to increase the visibility of Lombard tourism, attractions, and events.

How to Apply

Guidelines for the Local Tourism Grant Program and an application for the 2017 grant cycle can be found on the Village of Lombard website at www.villageoflombard.org/localtourismgrant. First-time applicants will be required to schedule and attend a grant-seekers workshop with the Chair of the Community Promotion & Tourism Committee and Village staff.

For more information on the Local Tourism Grant Program, to receive additional assistance with completion of your application, or to schedule a grant-seekers workshop, please contact Nicole Aranas, Assistant Village Manager, at aranasn@villageoflombard.org or 630-620-3085.

VILLAGE OF LOMBARD
LOCAL TOURISM GRANT PROGRAM APPLICATION FORM

GENERAL INFORMATION

Organization:			
Name of event:			
Date of event:		Event location:	
Contact person:		Title:	
Business address:		City & Zip	
Telephone:		Email:	

PROJECT OVERVIEW

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

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

Click here to enter text.

ORGANIZATION

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

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

Click here to enter text.

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:

Click here to enter text.

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

Click here to enter text.

PROJECT DESCRIPTION

Have you requested grant funding in the past?

☐ Yes ☐ No

Is the event open to the general public?

☐ Yes ☐ No

Do you intend to apply for a liquor license for this project?

☐ Yes ☐ No

Will any revenues from this event be returned to the community?

☐ Yes ☐ No

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

Click here to enter text.

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

Click here to enter text.

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)?

Click here to enter text.

LOCATION

Provide the location of the event or project. If a location has not been secured, list the venue(s) being proposed or considered.

Click here to enter text.

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.

Click here to enter text.

IMPACT

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

Click here to enter text.

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 audience?

Click here to enter text.

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

Click here to enter text.

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).

Click here to enter text.

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).

Click here to enter text.

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:

Click here to enter text.

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:			
Title or office held:		Date:	

Signature: _____

**LOCAL TOURISM GRANT PROGRAM
DETAILED BUDGET**

Event: _____ Date: _____

Organization: _____

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 _____	ACTUAL _____	ANTICIPATED
Lombard Tourism Grant	\$ _____	\$ _____	\$ _____
Total Income	\$ _____	\$ _____	\$ _____

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

ITEMIZED EXPENSES	ACTUAL _____	ACTUAL _____	ANTICIPATED
	\$ _____	\$ _____	\$ _____
Total Expenses	\$ _____	\$ _____	\$ _____

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)

Estimated value of in-kind contributions (explain)

ACTUAL _____	ACTUAL _____	ANTICIPATED
\$ _____	\$ _____	

VILLAGE OF LOMBARD
LOCAL TOURISM GRANT – POST EVENT SUMMARY

This post event summary must be completed within 90 days of the event completion. Failure to submit a post-event summary may affect the applicant's ability to receive future grant funds.

GENERAL INFORMATION

Organization:		Name of event:	
Date of event:		Event location:	
Contact person:		Title:	
Business address:		City & Zip:	
Telephone:		E-mail address:	
Estimated attendance:		Estimated hotel stays:	
Method for estimating attendance:			

- 1) Please summarize the advertising and marketing placed to promote the event. Please attach examples of event marketing pieces and advertisements.

Click here to enter text.

- 2) Provide a general assessment of the event. What were the successes of the event? Are there any concerns or recommendations of changes for future events?

Click here to enter text.

- 3) How did the actual outcomes of the program or event compare to your original expectations?

Click here to enter text.

- 4) Summarize how the program performed from a budgetary standpoint and describe how the program and any proceeds from the event were supportive of the organization, other local groups, initiatives or the community at large.

Click here to enter text.

- 5) Describe your organization's long term plans for funding this project or event.

Click here to enter text.

SUBMISSION INSTRUCTIONS

First-time applicants - Please submit completed form and associated application documents on or before **December 19, 2016** to Nicole Aranas, Assistant Village Manager, by e-mailing aranasn@villageoflombard.org or by using the submit button below.

Submit

*Please note that the applicant must save the completed form and have Microsoft Outlook to use the submit button above. If you do not receive a confirmation receipt of your completed application, please contact Nicole Aranas at 630-620-3085 or aranasn@villageoflombard.org to confirm.



**VILLAGE OF LOMBARD
LOCAL TOURISM GRANT PROGRAM
PROGRAM GUIDELINES**

The Village of Lombard has established the Local Tourism Grant Program for the purposes of promoting tourism and conventions within, or otherwise attracting overnight nonresident visitors to the Village of Lombard. This program will provide funding towards programs and events that exhibit positive tourism potential to the Village of Lombard. The provision of these funds will assist qualified organizations with the promotion of tourism activities that directly increase overnight stays and create a positive image and build publicity for the Village of Lombard.

The following guidelines are provided to assist and guide you through your application for a local tourism grant through the Village of Lombard.

PURPOSE

The purpose of The Village of Lombard Local Tourism Grant program is to promote the Village of Lombard as a travel destination to potential visitors and increase overnight stays. In attracting visitors to the Village of Lombard, this program positively impacts the vitality of the Lombard and contributes to the economic growth of the local tourism industry. The Village has provided this program to provide support for local tourism programs, attractions and events that will enhance the marketing of the Village of Lombard to visitors. Increased hotel occupancy and visitor travel into and throughout the Village of Lombard positively impact the economic vibrancy of our community and support our local economy.

ELIGIBLE APPLICANTS

Applicants to the Local Tourism Grant Program must be organizations seeking to produce and promote a clearly defined festival, program or event that promotes tourism and conventions within, or otherwise attracts overnight nonresident visitors to the Village of Lombard.

Elected officials, employees, their immediate family members or owned business entities as defined in the Village Board Grant Fund Eligibility Policy No. 4F are not eligible for application to the Local Tourism Grant program.

FUNDING

The Village of Lombard local tourism grant program is a reimbursement grant program. Grant funding will only be issued upon presentation of invoices for goods or services or paid receipts. Applicants must submit for payment or reimbursement through the use of a reimbursement form along with an invoice or proof of payment to receive grant funds.

GRANT GUIDELINES AND REQUIREMENTS

1. The overall budget for a particular event or promotion must accompany the application in the format provided through the grant application.

2. The event or some portion thereof must occur within the limits of the Village of Lombard or otherwise attract overnight non-residents to the Village.
3. Projects should promote Lombard as a destination by promoting local dining, shopping, attractions and lodging. Events shall not promote the use of lodging facilities located outside the Village of Lombard.
4. The Village recommends a maximum funding level for any single funding request not to exceed 50% of the organization's total event funding during any single grant cycle. Any requests for funding in excess of the recommended maximum funding level must be accompanied by an explanation stating the reasons supporting such a request.
5. A representative from the sponsoring group applying for grant funds must attend the application review meeting held by the Village.
6. All grant fund awardees are encouraged to purchase goods and services in the Village of Lombard whenever possible.
7. Events and organizations that have not previously received local tourism grant funds and original and first-time promotions of their kind for the organization are encouraged to apply.

CRITERIA AND EVALUATION PROCEDURE

The Village will consider factors such as the type and scope of the applying organization or project, the applicant's resources, the impact of the project, the timetable, the number of applications received, and the amount requested when evaluating grant applications.

Additional considerations regarding the grant award follow below:

- The grant committee may choose to fund a portion of any request based on availability of funds.
- The committee may not support event/attraction advertising outside the area for an event/attraction that has shown a decrease in attendance over the past year(s).
- The Village of Lombard reserves the right to make adjustments to projects as necessary to coincide with grant guidelines. If the total amount of requested grant funds exceeds the total amount of funds available, the Village may prioritize grant awards or adjust funding levels. The Local Grant Program is not intended to be a continuous source of funds for a particular attraction or event year after year. Applicants submitting the same qualified projects year after year may receive a lower percentage of funding or possibly no funding at all. Applicants who file projects yearly are encouraged to consider new promotions or new approaches to support or upgrade their event.
- The Local Tourism Grant is geared toward funding projects submitted by governmental entities and not-for-profit organizations, not private businesses. Organizations may file joint projects.
- Any entity receiving Local Tourism Grant funds shall not knowingly disburse grant funds for payment of services rendered or awards to elected officials, employees, immediate family members or owned business entities as defined in the Village Board Grant Fund Eligibility Policy No. 4F. The Village reserves the right to withhold grant payments or require reimbursement of grant funds not in compliance with Village Board Policy 4F.

All events must show the potential to generate overnight hotel stays and should include Village hotel(s) in their promotion. Applications will be assessed considering the following:

1. Ability of the event to attract overnight visitors in past years.
2. Ability of the event to grow over two or more years.
3. Food, beverage and retail expenditures by out of market visitors and the extent to which the event provides economic opportunities for Lombard businesses.
4. Ability of the event to project a positive image of the Village of Lombard and to increase the visibility of Lombard tourism, attractions, and events.

FUNDING SCHEDULE

The Village of Lombard annually allocates a certain amount of funding towards the tourism grant program. Grant awards for returning programs will be made once a year. To be considered for repeat funding, an application for returning programs must be received on or before the annual application deadline established each year. New applicants are encouraged to apply along with returning applicants or as soon thereafter as practicable. In order to remain eligible for grant funding, proposed activities must not be initiated prior to approval by the Village.

INELIGIBLE PROJECTS

A project is considered ineligible if it does not contribute to the overall intent of bringing additional tourists and visitors into the Village of Lombard and general increased lodging and tourism revenues.

POST EVENT SUMMARY

A post-event summary shall be completed on the forms provided by the Village within 90 days of completion of the event. Failure to submit a post-event summary or the submission of an incomplete summary may affect the applicant's ability to receive future grant funding. Post-event summaries shall include:

- 1) Estimated attendance and hotel room nights generated and a description of the method used to estimate attendance.
- 2) Summary of advertising placed to promote the event. Include examples of event marketing pieces and advertisements.
- 3) General assessment of the event, which addresses the success of the event and any concerns or recommendations for changes.
- 4) Comparison between the expected and actual outcomes of the program.
- 5) Description of the organization's long term plans for funding of this project or event.



NEWS • RELEASE

Village of Lombard
(630) 620-5718

Village Manager's Office
(630) 629-2374 (fax)

October 5, 2016

Contact: Avis Meade
Communications Coordinator

Village of Lombard Seeking Applicants for Local Tourism Grant

LOMBARD, Illinois— The Village of Lombard is currently seeking grant applications for local programs and events that support tourism and promote the Village as a destination to nonresident visitors. Interested first time applicants to the Local Tourism Grant Program are encouraged to submit an application for Local Tourism Grant funds to the Village by December 19, 2016.

The Village of Lombard's Local Tourism Grant Program was developed by the Village through the Community Promotion and Tourism Committee, and provides funding for local programs and events that encourage overnight, non-resident visitors to the Village of Lombard. Applicants must be organizations seeking to produce and promote a clearly defined festival, program or convention that attracts overnight visitor stays in Lombard hotels. The purpose of the grant program is to provide support for local tourism programs, attractions and events to enhance the marketing of the Village of Lombard to visitors.

The goal of the Local Tourism Grant program is to positively impact the vitality of Lombard by contributing to the local economy through increased hotel occupancy, visitor travel and local expenditures. Groups applying for grant funds are encouraged to purchase all goods and services used for the event from businesses located in Lombard.

"We look forward to offering assistance to potential grantees who seek funding for their projects, and hope to see new candidates come forward in this grant cycle," said Trustee Mike Fugiel, Chairman of the Community Promotion and Tourism Committee. The initial deadline for the 2016 Local Tourism Grant Program is Dec. 19. First time applicants must attend a grant-seekers workshop to receive assistance and guidance with their initial grant application. Applications and additional information about the program may be found at www.villageoflombard/localtourismgrant. For more information on the grant program or to schedule a grant-seekers workshop, contact Assistant Village Manager Nicole Aranas at aranasn@villageoflombard.org.

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