

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

GENERAL INFORMATION

Organization:	Stanford's Mississippi Battery inc. NFP		
Name of event:	Lombard's Civil War Reenactment		
Date of event:	July 20,21,22, 2018	Event location:	Four Seasons Park, Lombard
Contact person:	Chuck Wozniak	Title:	President
Business address:	441 S. Highland Ave.	City & Zip	Lombard, IL 60148
Telephone:	630-709-8688	Email:	treasurer@stanfordsbattery.org

PROJECT OVERVIEW

Total cost of the project:	\$11,400
Cost of city services requested in this application (if any):	\$0.00
Total funding requested in this application:	\$8,600
Percent of total project cost being requested:	50%
Anticipated attendance:	3000
Anticipated number of overnight hotel stays:	20+

Briefly describe the project for which funds are being requested:

2019 will be the 9th annual Civil War reenactment in Lombard. The event started as a fall event that commemorated the 150th anniversary of the Civil War and highlighted Lombard's contribution through Colonel Benjamin Sweet. Col. Sweet lived in Babcock's Grove and was the commander of Camp Douglas, a confederate prisoner of war camp located in Chicago. This Civil War reenactment brings visitors and reenactors from many surrounding states. The event includes a Friday night trivia in the park, 4 battles throughout the weekend, living history interpreters, and a ball.

ORGANIZATION

Number of years that the organization has been in existence:	24
Number of years that the project or event has been in existence:	8
Number of years the project has been supported by Village of Lombard funds:	7
How many years does the organization anticipate it will request grant funding?	2+

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

Stanford's Battery inc. is a civil war reenacting organization. We have been educating the public for over 20 years with living histories and reenactments and school presentations. Also we have gained 501 c 3 status over five years ago. Along with our other civil war reenactment we run, we have over 10 years of event organization experience.

The goal of Stanford's battery is to re-create history in a fun and dynamic way. This event brings history alive and reaches a larger audience than we otherwise would be able to. Any proceeds gained from the event are used to enhance Stanford's battery's ability to bring history alive for the public.

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

With sponsorship support we hope to gain more independence. With that being said, we do believe this is the perfect event to bring both tourism and hotel stays.

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 type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |

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

The event will begin on Friday night the 26th of July. The re-enactors will arrive around 4pm to register and set-up. We plan on having a trivia in the park on Friday night. Saturday, the day begins at 10am with the confederate and union camps opening to the public. The Civil war hospital, embalmer, live music, food vendors and sutlers will also open. At 11:30 am there will be a small skirmish and a large battle (with pyrotechnics) happens at 2:30pm. President Lincoln will join us again this year as well as some new hands on activities. Saturday night will be a dance for the reenactors and general public. Sunday will be generally the same schedule with the addition of dance lessons for the public in the afternoon.

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

The grant funds will be used to cover entertainment, supplies, logistics and advertisements.

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)?

We will also be advertising at area Civil War events throughout Illinois and surrounding states. We will run newspaper ads in Lombard and surrounding counties.

LOCATION

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

Four Seasons Park, Lombard, IL
Main Street and 16th.

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.

Planning has already begun. The Park District has already been contacted for formal permission. Sponsorship meetings will happen in January – March. Entertainment will be secured in January and February and registration forms will also go out. Food vendors will be contacted by March. District 44 will be contacted for the use of Westlake school and parking lot.

IMPACT

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

Many of the reenactors and vendors are from out of state. Many reenactors camp in the park, but some choose to stay in hotels. Last year local reenactors booked at least 12 rooms. Because of the inclement weather which was a 50% increase over 2015. The participants come from Iowa, Indiana, Wisconsin, Kentucky, Tennessee, and Virginia.

- 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?

Besides local hotel rooms, we will ask local food establishments to sell food at the event. The reenactors also shop locally for supplies. The participants also eat at local restaurants for some of their meals. We advertise outside of the local markets.

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

This is a family friendly event and has a broad audience of anyone who enjoys history or festivals. We anticipate over 3000 people over the 3 days.

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

There are no anticipated costs for the Village of Lombard Police or Public Works for this event. Stanford's battery works closely with the Lombard Park District. Local businesses such as The Care of Trees and Waste Management have donated in the past and we will be looking for those donations again. Stanford's Mississippi Battery, a local reenacting unit, donates hundreds of hours of service as well as supplying a landscaper with ground restoration. They also supply the technical expertise for pyrotechnics and battle planning. Stanford's also brings three cannons, supplies setup and the entire cleanup for the event. The VFW will be asked to manage traffic and parking for the event again this year.

- 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).

Our marketing plan includes both local and regional marketing. We will work local with banners for the village. We will have a contest for school children to find civil war cut-outs around the village. We will be advertising throughout Illinois. We will also create a banner that will go to many events outside of the local market, including, Indiana, Wisconsin, Rockford, IL. The banner will also go locally to Bartlett, Naperville, and Lake County.

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:

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:	Chuck Wozniak		
Title or office held:	President	Date:	11/29/2018

Signature: _____

ITEMIZED EXPENSES	ACTUAL 2015	ACTUAL 2016	ANTICIPATED 2017
	\$	\$	\$
entertainment	2319	2025	2450
supplies	3079.70	2781	2940

**LOCAL TOURISM GRANT PROGRAM
DETAILED BUDGET**

Event: Lombard's Civil War Reenactment Date: July 26 – 28, 2019

Organization: Stanford's Battery Inc. NFP

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 2018
Lombard Tourism Grant	7774	\$8600	\$8600
Cash Donations	2414	3000	3000
Spot fees	250	500	0
Sponsorships		2200	0
Pop/Water Sales	256	700	700
In Kind	6066	6325	6325
Total Income	\$13642.29	\$16760	\$15925

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

advertisement	1540	595.50	2240
logistics	3346	3272.50	3770
In Kind expenses		6066	6325
Total Expenses	\$10,284.70	\$14,740	\$17725

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 2015	ACTUAL 2016	ANTICIPATED
\$1400	\$6066	\$6325
Some supplies mostly wood and straw. Cut outs around town for advertising and mileage for advertising trailer.. Port a potties from Waste Management.	Straw, Hay, First Brigade Band, Park Staff, Fire wood, flyer printing, banner, Portable toilets , t-shirts, reenactor meal, ice	Straw, Hay, First Brigade Band, Park Staff, Fire wood, flyer printing, banner, Portable toilets, t-shirts, reenactor meal, ice, lunch