

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: March 27, 2019 (B of T) Date: April 4, 2019

TITLE: 2019 Local Tourism Grant Recommendation
Firebirds Soccer Club – DuPage County Preseason Invitational

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 Firebirds Soccer Club toward the 2019 DuPage County Preseason Invitational event. The Committee is recommending approval of a 2019 Local Tourism Grant in the amount of up to \$7,500.

Please place this item on the consent agenda for the April 4, 2019, Board of Trustees meeting.

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: Scott Niehaus
Village Manager

FROM: Nicole P. Aranas
Assistant Village Manager

DATE: March 27, 2019

SUBJECT: Community Promotion & Tourism Committee Recommendation
Firebirds Soccer Club

The following is a recommendation from the Community Promotion & Tourism Committee for funding through the Local Tourism Grant Program for the Firebirds Soccer Club in an amount not to exceed \$7,500, for hosting a three day travel soccer tournament, August 30 to September 1, 2019.

Grant Request: \$7,500

The Firebirds Soccer Club has requested a grant in the amount of \$7,500, to be used towards DuPage County Preseason Invitational Tournament.

The grant request from the Firebirds Soccer Club and event budget are attached for your review.

Event Details

In 2017, the Firebirds Organization a local soccer group launched a new soccer tournament in Lombard. Their expectations fell short of their goals and their 2017 Local Tourism Grant was amended. The club has revisited the previous year shortcomings and has made modifications to the marketing strategies and tournament planning. Participation in the tournament increased in 2018 from 22 teams in 2017 to 76 teams in 2018. The event includes teams from the ages of U8-U15, both boys and girls, playing on over 14 soccer fields. The club anticipates more than 3,600 people attending this tournament over three days with multiple families and teams from the regional area, beyond metro Chicago and out of state. The club will be working with DuPage Convention and Visitors Bureau to develop a hotel package and will promote local shopping and dining options.

RECOMMENDATION:

The Community Promotion & Tourism Committee recommended a grant in an amount up to \$7,500 to the Firebirds Soccer Club to be used towards the DuPage County Preseason Invitational Tournament. This is the third recommendation of a Local Tourism Grant towards a local sporting tournament. The Committee is supportive of sports travel opportunities and continues to encourage these types of events moving forward.

Please place this item on the consent agenda of the April 4, 2019, Board of Trustees meeting. If you have any questions, please feel free to contact me. Thank you.

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

GENERAL INFORMATION

Organization:	Firebirds Soccer Club		
Name of event:	DuPage Preseason Invitational		
Date of event:	8/30/2019	Event location:	Lombard Parks
Contact person:	Carmel MacNamara-Ludwig	Title:	Secretary
Business address:	PO Box 1394	City & Zip	Lombard IL 60148
Telephone:	7734917794	Email:	cmacnamara@csa.canon.com

PROJECT OVERVIEW

Total cost of the project:	\$30,000
Cost of city services requested in this application (if any):	\$0
Total funding requested in this application:	\$7,500
Percent of total project cost being requested:	25 %
Anticipated attendance:	3648
Anticipated number of overnight hotel stays:	36

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

The Firebird Organization is hosting a U8-U18 soccer tournament in Lombard. Our hope is to expand the enrollment in our organization by inviting towns near and far to visit Lombard and learn more about both our soccer organization and our community. We also hope to expand the services and facilities we offer our travel soccer players in Lombard. We expect this tournament will bring a large number of people to Lombard all weekend long and are applying for a grant to help fund the tournament

ORGANIZATION

Number of years that the organization has been in existence:	Established in 1994
Number of years that the project or event has been in existence:	2 years
Number of years the project has been supported by Village of Lombard funds:	2
How many years does the organization anticipate it will request grant funding?	Annually

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

The Firebirds Soccer Club is a competitive travel soccer club offering programs for the youth of Lombard and the surrounding communities. We have teams for both boys and girls from age U8 (under 8) to U19 as well as an Over 35 Men's team. Established in 1994, the Firebirds motto is: Play Hard, Have Fun!

Our mission is to provide a quality environment in a competitive atmosphere for those children and young adults who are willing to dedicate their time and effort to the great game of soccer; we emphasize the integrity of the game, exemplified by the utmost good sportsmanship with the primary purpose to develop all players to the best of their ability.

The Firebird organization has the name recognition and reputation that is necessary to attract many teams from near and far to join in. The organization participate in many tournaments and has many years of experience as a participant.

- 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:

1. Fundraising – By Firebirds hosting a tournament, we can earn extra revenue to pay for the necessary equipment and field space so that teams within the Firebird organization can continue to make the most of their practices. A fundraising tourney can also help Firebird teams save up enough money to travel to another tournament in the future.

2. Recognition – Another great reason for hosting soccer travel tours is that they can help make an organization better known throughout the travel soccer community. Planning a soccer event takes a lot of time, energy and thoughtful organization, and the actual event itself takes many hardworking volunteers and overseers. Other teams greatly appreciate those organizations who host tournaments, and most teams are likely to continue to participate in that organization's future events if the tournament is a success. Hosting a tournament can bring respect and recognition to even the smallest soccer organizations.

3. Development – Putting on a travel tournament not only helps a soccer organization and all of the teams within it, but also benefits the local community. Tourneys that take place over a whole weekend can bring attention to a small city or town, and it can help boost its economy. Teams coming from out of town will need a place to stay for the weekend, as well as meals throughout the weekend. This helps both local hotels and restaurants, and it gives the community hosting the event a chance to show off all of their great attributes.

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

The Firebirds are a self-sustaining program, which receives monies through participation fees, concessions, and T-shirt sales.

PROJECT DESCRIPTION

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
- Have you requested grant funding in the past? Yes No

If yes, provide grant awards for past 5 years:

Yes, Firebirds SC received a 2017 grant in the amount of \$5,826.17 and has submitted for a 2018 grant in the amount of \$7,950.00

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

The event will include 70-80 teams from the ages of U8 – U18 boys and girls. The plan is to have two brackets, a guarantee of three games for each team over the weekend. The games will be two – 25 – 35 minute half's – intermission of 5 minutes. We will utilize 14 fields. We can provide a specific listing of each field / timing and an overall template upon request.

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

The grant funds will be used to support the overall soccer tournament expenses listed in our budget as well as to support the increase visibility of the Lombard area and marketing to enhance the local economy.

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)?

Key to positive tournament experience:

- Market what to do with available leisure time to explore the region when games are not being played.
- Convenient lodging for out of town and early/late games as well as attendees looking to make a weekend of it in Lombard.
- Clear, easy to understand registration processes, check in process and tournament communications
- Easy access to the fields and parking
- Excellent field conditions
- Well – trained volunteer and referee staff
- Well – spaced games that allow for travel and rest time
- An appropriate level of competitiveness for teams of a given ability level
- Availability of healthful concessions at all times of day during the tournament
- Merchandise for sale throughout the tournament including t-shirts

Working to ensure that these details are addressed will create loyalty to our tournament, encouraging given travel teams to return year after year. We will be improving all of these items based on the feedback from our 2018 tournament. The only limitation we foresee is limitations on field space.

LOCATION

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

Firebird Soccer Club has obtained approval from the Lombard Park District to utilize the available parks such as Sunset Knoll, Southland, Four Seasons, Glenbard East, Madison Meadow & Westmore Woods.

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.

September 2018 - Go live on Got Soccer Website for registration
December 2018 – Committee Chair Formations
January 2019 – Meet with DuPage County Tourism to plan for marketing and sponsors
January 2019 - Launch the initial save the date to all Midwest soccer organizations – Discount for early registration
February 2019 – Monthly Tournament Committee Chair Meeting
March 2019 – Monthly Tournament Committee Chair Meeting
April 2019 - Monthly Tournament Committee Chair Meeting
May 2019 - Committee meeting to review progress and address any pending tasks
June 2019- Locking down all competitive quotes and securing final contracts
June 2019 - Committee meeting to review progress and address any pending tasks
July 2019 – Identify attendees – and revenue from fees
July 2019 – Committee meeting to review progress and address any pending tasks
July 2019 – Develop specific vendor plan – timing/location/resources
August 20 19 – Committee meeting to review progress and address any pending tasks
August 30th – Registration begins
August 30th Tournament begins

IMPACT

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

Our plan is to engage the DuPage County Convention & Visitors Bureau for guidance on how to market and engage the following:

- Lodging
- Dining
- Shopping
- Attractions
- Events

Our goal is to bring teams from all over the State of Illinois as well as the surrounding Midwest area to Lombard. With the potential of over 3,072 people attending this tournament from all over we anticipate folks looking for lodging to reduce travel time, accommodate early and late games, allow families to spend more time enjoying their free time rather than driving back and forth. Once we determine all of the items we want to highlight, we will be marketing the benefits of staying in Lombard for the weekend on our website as well as throughout the tournament event.

Estimates ..

Lodging: if 3 teams come from out of state – that’s potentially 12 participants on each team, average family of 4 people - 144 people – average family has 4 people – that’s 36 rooms - \$100 a night for two days - \$7,200 revenue

Dining: if 100% of the families eat one meal in Lombard during the three day tournament – 3648 people - average meal per person \$7.50 = $3,648 * 7.5 = \$27,360$

We are not event touching on the stops for gas, water, Gatorade, gum, snacks, nick knacks ... this all adds up ...

These are conservative estimates.

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?

The Firebird organization has opened up this event on our website to all teams across the Midwest. We will invite teams from all over our state as well as the Midwest area which will exceed 50 mile radius. Many IL teams travel to Wisconsin, Iowa, Minnesota, and Indiana on a regular basis for these types of tournaments. This year we seen our first out of state teams attend from Peoria, IL. Assuming we have 70+ teams attend, we will be welcoming a potential 3,000+ people to Lombard over the weekend. We will be marketing our businesses, lodging, shops, dining etc. on our website as well banners ... local food vendors ... handing out flyers on where to go and what to do ...

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

Our target audience is all travel soccer teams in the Midwest area. The ages are U8 to U18 which is a wide range of children.

- 4) Please identify and detail the estimated cost of any Village of Lombard services anticipated as part of the event (e.g., Police, Public Works, barricades, etc.). For each cost, confirm whether you are requesting the costs for such services will be reimbursed to the Village or will be covered under this grant.

The only potential need from the Village could be related to parking, however we managed the parking with no issue this year utilizing volunteers.

- 5) Please describe any collaborative arrangements developed or anticipated with other organizations to

Firebirds SC are now members of the Lombard Chamber of Commerce. We hope to form relationships with other organizations in the community. Our goal is to get larger businesses and entrepreneur's interested in supporting our club while at the same time marketing their own business to our community and those of other communities.

fund or otherwise implement the project (including in-kind donations).

- 6) 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 are already marketing our tournament on Got Soccer, which is an online provider that allows clubs to search for tournaments, register and find out the details on what our tournament offers. Next we will have information on our website, we will have a tournament page that will include all of the tournament details along with lodging, shopping, dining etc. We will also be using MailChimp to create a log of who opens our invitation and how many time. Last we utilize Ed Morton service who sends advertisements to all contacts in IL and surrounding states that you choose.

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:

Firebirds SC is scheduled for an audit next fiscal year and does not have a previous audit or 990 form available.

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:	Carmel A Macnamara-Ludwig		
Title or office held:	Firebirds SC Secretary	Date:	12/3/2018

Signature:  _____

**LOCAL TOURISM GRANT PROGRAM
DETAILED BUDGET**

Event: DuPage Preseason Invitational Date: 12-3-2018

Organization: Firebirds SC

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 2017	ACTUAL 2018	ANTICIPATED 2019
Team Registration Fees	\$9,150.00	\$21,037.50	\$25,000.00
Grant (Village Of Lombard)	\$5,826.17	\$7,950.00	\$7,500.00
Sponsors	\$1,900.00	\$300.00	\$7,000.00
Food/Merchandise Sales		\$207.10	\$207.10
Volunteer Fee		\$2,400.00	\$2,400.00
Vendors			
Total Income	\$16,876.17	\$31,894.60	\$42,107.10

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

ITEMIZED EXPENSES	ACTUAL 2017	ACTUAL 2018	ANTICIPATED 2019
Tents	\$0.00	\$0.00	\$0.00
Firebirds SC Trainer Fees	\$0.00	\$0.00	\$5,250.00
Training Cost (Olympia)	\$1,000.00	\$1,250.00	\$1,250.00
Park District Fees	\$3,045.00	\$2,700.00	\$2,700.00
Port a Potties	\$0.00	\$0.00	\$0.00
Awards	\$547.34	\$600.00	\$3,000.00
Marketing/Advertising/Signage	\$700.00	\$1,139.00	\$1,139.00
IYSA Fees	\$750.00	\$300.00	\$300.00
Software Cost	\$585.00	\$1,095.00	\$1,095.00
Safety Materials	\$0.00	\$206.44	\$206.44
Food Truck/Vendors	\$0.00	\$48.08	\$3,000.00
Miscellaneous	\$133.14	\$0.00	\$0.00
Referees/Coordinator	\$5,025.00	\$12,880.00	\$12,880.00
Total Expenses	\$	\$20,218.52	\$30,820.44

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 2017	ACTUAL 2018	ANTICIPATED 2019
\$2,000.00	\$2,000.00	\$2,000.00
Donation DuPage Basket Brigade	Donation DuPage Basket Brigade	Donation Toys for Tots Lombard Fire Department

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DuPage Preseason Invitational - August 17-19 2018

Lombard, IL
8/18/2018-8/19/2018
B U9-U12,U14-U15; G U10-U13,U15-U16,U18
www.firebirdsscc.com

Event Rankings Event Home

OVERVIEW BOYS EVENT GIRLS EVENT

DuPage Preseason Invitational - August 17-19 2018

Tournament Level

Reset Category

Got it!

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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:	Firebirds FC	Name of event:	DuPage Preseason Invitational
Date of event:	8/17/2018	Event location:	Lombard Park District Parks
Contact person:	Carmel Ludwig	Title:	Firebird FC Secretary
Business address:	PO Box 1394	City & Zip:	Lombard, IL 60148
Telephone:	7734917794	E-mail address:	cmacnamara@csa.canon.com
Estimated attendance:	3,648	Estimated hotel stays:	12
Method for estimating attendance:	We had 76 team in attendance, an average 12 players on each team, and an average four family members attending per child.		

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

We used Got Soccer, Mail Chimp and other marketing material to circulate our tournament information. See Attached samples.

- 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?

Our goals were to grow the tournament, bring out of the area teams into Lombard and grow our overall income to enhance our club. We achieved all of those goal. We increased the number of teams attending and we brought our first out of area Peoria team who all stayed here in our Lombard hotels. When adding more teams, the cost of facilitating this goes up, however we still managed to keep our overall tournament profitable. This was a good number of teams based on our field space here in Lombard. Our future goals will be to find additional field space to potentially grow as well as maintain where we are at today. Things to consider for the future are field space and date of tournament.

- 3) How did the actual outcomes of the program or event compare to your original expectations? How did the event compare to the proposal and concept as initially presented to the Village?

We were very pleasantly surprised by how many teams we had participating this year. We doubled the number of teams in attendance with just a handful of teams participating without paying anything to help fill brackets. We also had our first club register from out of the area, they came from Peoria. The entire team stayed in hotels here in Lombard. This is an area we need to continue working on as they said other teams in their club would be interested in attending next year. The income and expenses we provided to the Village was larger than what the actual amounts ended up being. Our field space is a limitation we need to find a way to overcome if we want to continue expanding. We also have the timing of the tournament to consider as we move forward. See Budget for specific details.

- 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.

Please see our multi-year budget estimate/actual attached. We are getting much more accurate at our budgeting. We were very close to where we expected to be at the end of the tournament. The proceeds from our tournament are going toward a capital project Firebirds FC has create to develop a site here in Lombard that includes multiple fields that have lights for night games/training. The fields would have drainage systems that allow for more games played during adverse weather. We are communicating with Lombard Parks to get quotes and a full understanding of what the cost will be. Firebirds FC mission is to help develop our players to the best of their ability, continuing to grow our overall offerings/facilities will help us continue to enhance our ability to do that in the Lombard community. In addition to all of that, Firebirds FC takes a portion of all of its income and provide scholarships back to members of the community that apply and qualify.

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

Our plan to fund the DuPage Preseason Invitational in the future is to continue to keep the entry fees competitive with the other tournaments we are competing against. Highlight the benefits Lombard has to offer that are beyond those of other tournaments and continue to make sure the DuPage Preseason tournament experience is something these clubs enjoy and want to continue to come back to year after year. We had great feedback during the tournament on the quality of our fields, amenities in our Lombard community and level of communication to share all of these great offerings in our community to our participants. One major thing we need to do a better job next year is engaging our local businesses to participate in sponsorship which will result in more activity for the local businesses.

SUBMISSION INSTRUCTIONS

Please submit the completed form **within 90 days of the event completion** to Nicole Aranas, Assistant Village Manger, 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.