



**VILLAGE OF LOMBARD**  
**2021 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 14, 2019.

Grant awards for returning programs will be made once a year. To be considered for funding in 2021, applicants for programs which have previously received Village funding must apply by December 14, 2021.

Funding for the 2021 Local Tourism Grant Program is constrained. The grant committee may prioritize grant awards, adjust funding levels, or choose to fund a portion of any request based upon availability of funds.

The State of Illinois Restore Illinois guidelines and Region 8 Resurgence Mitigations for COVID-19 currently prohibit gatherings of more than 25 persons. Grant funding under the Local Tourism Grant Program is contingent upon the ability to hold the proposed event or program in compliance with federal, state and local COVID-19 precautions and requirements. Funding approved under this grant program for 2021 will not be awarded if the COVID-19 pandemic precludes or prohibits the proposed event.

**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 2021 grant cycle can be found on the Village of Lombard website at [www.villageoflombard.org/localtourismgrant](http://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](mailto:aranasn@villageoflombard.org) or 630-620-3085.



**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.
- Local tourism grant awards are based upon the projections and events as they are proposed to the Committee and Village. If the proposed event or attraction does not take

place or materializes in a substantively different way than presented to the Village, the award of grant funds may be withheld or reduced accordingly. A reduction in the award of grant funds under this section based on changes to the proposed event will be made only upon the review and recommendation of the Committee.

- 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.
- The State of Illinois Restore Illinois guidelines and Region 8 Resurgence Mitigations for COVID-19 currently prohibit gatherings of more than 25 persons. Grant funding under the Local Tourism Grant Program is contingent upon the ability to hold the proposed event or program in compliance with federal, state and local COVID-19 precautions and requirements. Funding approved under this grant program for 2021 will not be awarded if the COVID-19 pandemic precludes or prohibits the proposed event.

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.

## **LOCAL TOURISM GRANT ATTRIBUTION**

It is the responsibility of Grantees to ensure that Local Tourism Grant support through the Village of Lombard is properly acknowledged in publications or materials promoting sponsored programs and events. Grant recipients should raise awareness of the Village of Lombard's role in supporting tourism and community events through the Local Tourism Grant Program.

Grantees shall acknowledge Local Tourism Grant funding contributions from the Village when they publicize their events. Acknowledgment of Village of Lombard Local Tourism Grant full or partial support of a program or event in articles, presentations, news releases, interviews and other communications should conform to the following formats:

- This program/event was supported in part through a Local Tourism Grant from the Village of Lombard;
- This program/event was funded in part through a Local Tourism Grant from the Village of Lombard;
- This program/event was funded in part by the Village of Lombard through a Local Tourism Grant; or,
- Recognition of the Village of Lombard as an event sponsor, where applicable.

### **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, advertisements and attribution to the Local Tourism Grant Program.
- 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.

**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 funds are being requested:

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**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):

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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:

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

**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:

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

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

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)?

**LOCATION**

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

**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.

**IMPACT**

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

- 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?

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

- 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 the costs for such services be reimbursed to the Village or are requested to be covered under this grant.

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

- 7) Funding for the Local Tourism Grant Program for 2021 is constrained. The Committee anticipates the possibility of reduced funding over prior year grant awards. What have you done to reduce the amount of funds your organization is requesting under this grant? If you do not receive full funding as requested for 2021, what modifications can/will you make to your budget or event?

## **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:

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### **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	\$ _____	\$ _____	\$ _____
<b>Total Income</b>	<b>\$ _____</b>	<b>\$ _____</b>	<b>\$ _____</b>

**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
	\$ _____	\$ _____	\$ _____
<b>Total Expenses</b>	<b>\$ _____</b>	<b>\$ _____</b>	<b>\$ _____</b>

**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)

	ACTUAL _____	ACTUAL _____	ANTICIPATED
Estimated value of in-kind contributions (explain)	\$ _____	\$ _____	

**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.


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

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- 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.

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

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**SUBMISSION INSTRUCTIONS**

First-time applicants - Please submit completed form and associated application documents on or before **December 14, 2020** to Nicole Aranas, Assistant Village Manager, by e-mailing [aranasn@villageoflombard.org](mailto:aranasn@villageoflombard.org) or submitting to 255 E. Wilson Avenue, Lombard, IL 60148.

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**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, advertisements and attribution given to the Village grant program.

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? How did the event compare to the proposal and concept as initially presented to the Village?

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**

Please submit the completed form **within 90 days of the event completion** to Nicole Aranas, Assistant Village Manager, by e-mailing [aranasn@villageoflombard.org](mailto:aranasn@villageoflombard.org) or returning to 255 E. Wilson Avenue, Lombard, IL 60187.