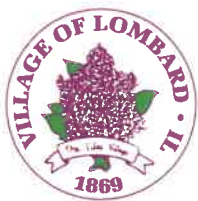


NOTE: All materials must be submitted to and approved by the Village Manager's Office by 12:00 noon, Wednesday, prior to the Agenda Distribution.



Memorandum

TO: Scott Niehaus
Village Manager

FROM: Nicole P. Aranas
Deputy Village Manager

DATE: February 20, 2023

SUBJECT: Community Promotion & Tourism Committee Recommendation
Lombard Chamber of Commerce – Jingle Bell Jubilee

The following is a recommendation from the Community Promotion & Tourism Committee for funding through the Local Tourism Grant Program for the Lombard Chamber of Commerce in an amount not to exceed \$3,000 for the 2023 Jingle Bell Jubilee.

Grant Request: \$3,000

The Lombard Chamber of Commerce has requested a grant in the amount of \$3,000 to be used towards the Jingle Bell Jubilee to be used for Village services. The event will take place on December 2, 2023.

The 2022 event was much larger than previous years. In 2023, The Lombard Chamber of Commerce would like make this event even bigger by blocking off Park Avenue for a DJ, nutcracker dancers, and other outdoor activities.

The grant request from the Lombard Chamber of Commerce and event budget are attached for your review.

RECOMMENDATION:

The Community Promotion & Tourism Committee recommends a grant in an amount up to \$3,000 to the Lombard Chamber of Commerce to be used towards the 2023 Jingle Bell Jubilee.

Please place this item on the consent agenda of the March 2, 2023 agenda of the Board of Trustees. 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:	Lombard Area Chamber of Commerce		
Name of event:	Jingle Bell Jubilee		
Date of event:	12/2/2023	Event location:	Downtown Lombard
Contact person:	Melissa Boltz	Title:	President & CEO
Business address:	10 Lilac Lane	City & Zip	Lombard, IL 60148
Telephone:	630-627-5040	Email:	melissa@lombardchamber.com

PROJECT OVERVIEW

Total cost of the project:	\$6000.00
Cost of city services requested in this application (if any):	\$3000.00
Total funding requested in this application:	\$3000.00
Percent of total project cost being requested:	50%
Anticipated attendance:	1500
Anticipated number of overnight hotel stays:	Unknown

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

The Lombard Area Chamber of Commerce is partnering with the Lombard Park District, the Village of Lombard, and the Lombard Historical Society for the 2023 Jingle Bell Jubilee. In 2022 each organization took a specific role in executing the event, and the Chamber provided a DJ in Downtown Lombard for the shoppers and attendees to enjoy. This proved very successful for the Downtown Businesses as there was a trolley that ran from 4-8 so visitors could visit the various events throughout the community. For the 2023 event the Chamber would like to block off Park Avenue from St. Charles to Michael McGuire to have a DJ, dancers, and other activities in the downtown area. The Chamber will be working with local schools to have the windows painted of downtown businesses that wish to participate to enhance the festivities.

ORGANIZATION

Number of years that the organization has been in existence:	68
Number of years that the project or event has been in existence:	0
Number of years the project has been supported by Village of Lombard funds:	0
How many years does the organization anticipate it will request grant funding?	Unsure at this time

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

The Lombard Area Chamber of Commerce and Industry is committed to promote positive development of our community and industries to enhance the business climate for its members and to stimulate economic growth; to encourage retail, professional service, industrial, cultural and civic growth within the Lombard Area. The Lombard Chamber is committed to continued promotion of the community, and feels that events like this one attracts many visitors to the community and we wish to work to encourage the visitors to shop and dine local during the event.

- 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:

The Jingle Bell Jubilee is the official kickoff of the Holiday season in the community and is highlighted by the lighting of Lilacia Park. This brings many visitors to the community, and we feel that adding this celebration will draw visitors to the downtown area so shoppers can enjoy the shops and restaurants.

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

Continuing to work with the Park District, Village, and Historical Society to gain momentum and sponsorships for the event.

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:

Lilac Times Arts & Crafts Fair, Farmers Market, Spooktacular

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

Jingle Bell Jubilee is the celebration that kicks off the official holiday season for the community, and it is when the Park District lights up Lilacia Park for the Holiday season. Many organizations participate in this event and offer different activities throughout the community. There is even a trolley that runs through the community so visitors don't have to worry about driving to the different locations and parking. This portion of the event will offer fun activities in the downtown area for guests to enjoy. See marketing materials for the 2022 schedule of events.

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

We are requesting the funds for public works overtime and Village services that involve blocking off Park between St. Charles and Michael McGuire.

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)?

First time event

LOCATION

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

Park Avenue between St. Charles Road and Michael McGuire

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.

As this is an event spearheaded by the Lombard Park District, we will be following their timeline for implementation of the event.

IMPACT

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

This is a community event that goes beyond just Chamber involvement. This is advertised heavily by all organizations involved, and since it is the lighting of the famous Lilacia park, people do come from many different areas to see the lights and celebrate the start of the Holiday.

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?

This being the "lighting of our famous Lilacia Park" with almost 700,000 lights, we are hoping to draw attendees from many different surrounding communities and with the Chamber's involvement in the downtown area we are hoping to attract visitors to the shops and restaurants.

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

Anyone who enjoys a holiday celebration. It is my understanding this event draws many people. 2022 was the first year the Chamber partnered with the organizations involved, so it is still a learning process.

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, Fire, barricades, etc.). For each cost, confirm whether the costs for such services be covered by the host organization and reimbursed to the Village or are whether the services are requested to be covered under this grant. Any services not specifically requested below and approved as part of this grant, will be the responsibility of the applicant organization.

Since this is our first year requesting these funds we are unsure of costs, but we are looking to use the grant funds to cover the Village services.

5) Please describe any collaborative arrangements developed or anticipated with other organizations to fund or otherwise implement the project (including in-kind donations).

This is a partnership with the Park District, the Village of Lombard, the Lombard Historical Society, and the Lombard Area Chamber. The cost of the postcard and trolley is mostly covered by sponsors and any remaining costs are split amongst the organizations.

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).

The event is heavily marketed through the Park District, Historical Society, Village of Lombard, and the Chamber. Marketing includes publications, postcards, social media, email blasts, and Village marketing.

7) Funding for the Local Tourism Grant Program for 2022 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 the full funding you requested for 2022, how will your organization adjust? What modifications can/will you make to your budget or event if full grant funding is not made available?

We will look for sponsorships if needed to cover Village services.

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: Jingle Bell Jubilee

Date: Date 2, 2023

Organization: Lombard Area Chamber of Commerce

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	\$	\$	\$3000
Sponsorships			\$3000
Total Income	\$	\$	\$6000

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
Village Services	\$	\$	\$3000
DJ			\$300
Total Expenses	\$	\$	\$3300

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
\$	\$	