



Memorandum

TO: Scott Niehaus
Village Manager

FROM: Nicole P. Aranas
Deputy Village Manager

DATE: February 22, 2024

SUBJECT: Community Promotion & Tourism Committee Recommendation
Lombard Farmers Market

The following is a recommendation for funding through the Local Tourism Grant Program for the Lombard Chamber of Commerce in the amount of \$4,500 towards expenses related to the Farmers Market.

Grant Request: \$4,500.00

The Lombard Chamber of Commerce has requested a grant in the amount of \$4,500 to be used towards costs associated with 2024 Lombard Farmers Market. The funding will be used to cover Waste Management services and Public Works overtime to place barricades and secure the event location.

The event is currently scheduled to take place Tuesday evenings between May 21, 2024, and October 1, 2024.

The grant application from the Lombard Chamber of Commerce and event budget are attached for your review. Please note that while the event location is listed as South Park Avenue, approval for use of South Park must be formally approved under separate application. Approval of this grant funding is not intended to represent final approval for use of the space.

RECOMMENDATION:

The Community Promotion & Tourism Committee recommended a grant in an amount up to \$4,500 to the Lombard Chamber of Commerce, to be used towards the reimbursement of expenses relating to the 2024 Farmers Market.

Please place this item on the March 7, 2024, 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 2024 APPLICATION FORM

GENERAL INFORMATION

Organization:	Lombard Area Chamber of Commerce		
Name of event:	Lombard Farmers Market		
Date of event:	5/21/2024	Event location:	South Park between St. Charles Road and Michael McGuire Drive
Contact person:	Rick Galfano	Title:	President & CEO
Business address:	10 Lilac Lane	City & Zip	Lombard IL 60148
Telephone:	630-627-5040	Email:	rick@lombardchamber.com

PROJECT OVERVIEW

Total cost of the project:	\$ 12,000
Cost of city services requested in this application (if any):	\$ 3,000
Total funding requested in this application:	\$ 5,400 4,500
Percent of total project cost being requested:	45%
Anticipated attendance:	500 Weekly
Anticipated number of overnight hotel stays:	0

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

Funds will be used to cover public works overtime to place barricades at the two entrances of South Park every Tuesday morning at 5am as they need to block the street from citizens parking and driving through. Possible electric (spider boxes) that Public Works can provide. We are also requesting funding to assist with the cost of a port-o-let.

ORGANIZATION

Number of years that the organization has been in existence:	70
Number of years that the project or event has been in existence:	3
Number of years the project has been supported by Village of Lombard funds:	3
How many years does the organization anticipate it will request grant funding?	5+

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

The Lombard Area Chamber of Commerce is an organization that supports business growth and development, along with community promotion. We are looking to continue with a Farmers Market on Tuesday evenings from May 21st 2024 to October 1st 2024 to promote downtown businesses on an otherwise slow night. This is our 3rd year operating this event, so we are getting a better idea of what we are doing and the costs involved. We are planning to continue offering live music to enhance the experience and give us the ability to keep shoppers engaged in the downtown area for dinner and shopping after they visit the Farmers Market.

- 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:

Being the 3rd year, we do have a better idea of costs. We are still looking at this event as a source of non-dues revenue for the chamber. We had, on average, 17 vendors in 2023, and we anticipate 20 in 2024. We are looking to also offer a weekly booth space for non profits in our community on a sign up basis for them to grow awareness and branding in the community. We also offer booth space at the chamber booth to chamber members at no cost so they may market their business. We feel that the event brings guests to downtown Lombard on otherwise slow night and we feel many businesses within the downtown community benefited from the farmers market.

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

2023 continued to be a learning year for the Farmers Market. We are looking at our opportunities to grow, and made notes of what worked and what did not work. We also welcomed input from our vendors and community and utilized any suggestions to make the market better. Out of these suggestions, we decided to move the market to a busier location. We are hoping to grow it to be self-sustaining but the vendors in the market are still struggling with a shortage of workers, so we need to keep our costs as low as possible.

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:

Grant awarded for Farmers Market in 2022 & 2023, Lilac Times Arts & Crafts Fair, Spooktacular

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

We are looking to offer twenty 10x10 vendor spots, the total cost for the spot will be \$200 for 20 weeks, which is comparable to neighboring farmers markets. Looking at other farmers markets in the area many farmers purchase two spots for a 20x10 area. We will be requiring the vendors to provide their own tables, chairs, tents (following the village requirements for temporary tents). The farmers market will be open from 3pm to 7pm. In 2024 we are offering a booth space each week to a local non-profit on a sign-up basis for the non-profit to engage in the community. We are looking to provide live music to promote an otherwise slow night in the downtown area, we will use the PA system to encourage people to stay and shop/dine in downtown Lombard after they visit the market. The market will run from May 21st to October 1st 2024.

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

They will be used to cover Public Works overtime to install barricades and barriers to block off access to South Park from 5am to 8pm. We will also use the grant funds for a port-o-let at the site (based on community feedback.)

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 definitely continue to learn. We are starting to plan much earlier for 2024 and increased the size of our Farmers Market committee. The majority of our vendors have notified us that they are coming back for 2024 and very excited that we are moving the market for more attendance. We are also looking at our entertainment and having them promote the event, as well as continue with our social media campaigns, festival.net advertising and marketing through the IL Farmers Market Association.

LOCATION

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

South Park Ave – between St. Charles Road and Michael McGuire Drive.

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.

We started planning in early November for the 2024 Farmers Market, earlier than last year. Our marketing pieces will continue to be updated with the new address, as well as all of our social media and membership in the IL Farmers Market Association. We have already met with as a committee to continue to plan.

IMPACT

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

Farmers Markets are proven to attract visitors to communities. While attending Economic and Community Development committee meetings, it has been discussed that these are instrumental in promoting community development. Also, the Farmers Market will bring shoppers to a new area of downtown 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?

We continue to feature live music and kid's activities to make this more of a destination event versus a "stop in" event to promote dining and shopping after people visit the Farmers Market. In 2023 we created a "kids' area" with toys for the kids, chairs for family's to sit in and enjoy time listening to the music, and then we notice them heading to local restaurants. Economically this increases the sales tax revenue to the village.

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

Target audience is community members that want fresh produce and an evening out. We are hoping to attract 300 people each week. We are also planning to draw people from Villa Park, as they do not have a farmers market, and they have supported our farmers market in the past. We also have found out that attendees from nearby communities that have farmers markers on different days, still attend ours.

- 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.

Public Works has estimated that the cost of providing barricades each week is \$120 a week. We are not sure what the costs for 2024 will be due to the location being different, so we are basing it on 2023 and we are also requesting the cost of a port-o-let be included in the grant for 2024. If the grant is not approved, we still plan on moving forward with the market in a scaled down version.

we will continue to provide one booth space a week for a non-profit at no cost to the organization. This will be done on a sign up basis. We like providing the opportunity for our local organizations to promote themselves at the Farmers Market, at a minimal cost.

- 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).

We are part of the Farmers Market Association, we promote on all social media, advertise with the Park District, promote on Lombard Chamber of Commerce web site and e-blasts, yard signs and newspaper. We will also be featuring the Farmers Market on the village board and will be on local Farmers Market calendars. We will also continue to send out flyers to all apartment buildings as well as posters in the community.

- 7) Funding for the Local Tourism Grant Program for 2024 is constrained. 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 2024, 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 still move forward with the Farmers Market and adjust our budget to meet the costs.

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.

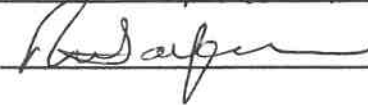
Additional Notes, Comments or Explanations:

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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:	RICK GOLFANO		
Title or office held:	PRESIDENT + CEO	Date:	12/14/23

Signature: 

**LOCAL TOURISM GRANT PROGRAM
DETAILED BUDGET**

Event: Lombard Farmers Market Date: 5/21/24 to 10/1/24

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 2022	ACTUAL 2023	ANTICIPATED
Lombard Tourism Grant	\$385	\$3640	\$3640
Vendor Registration	\$2315	\$4400	\$5625
Sponsorships	1400	\$2000	\$2000
Total Income	\$4100	\$10,040	\$11,265

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

ITEMIZED EXPENSES	ACTUAL 2022	ACTUAL 2023	ANTICIPATED
Entertainment	\$2022	\$1100	\$2000
Village Services	\$385	\$2640	\$2640
Port-o-let	0	\$1000	\$1000
Advertising/Signs/Printing	\$100	\$3026	\$200
One Time Event Costs	\$300	\$100	\$100
Misc weekly costs	\$100	0	\$200
Labor/administrative	\$3000	\$3000	\$3000
Total Expenses	\$6085	\$10,866	\$9140

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
\$	\$	