

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: February 25, 2026 (B of T) Date: March 5, 2026  
TITLE: Local Tourism Grant Recommendation – Lombard Junio Women’s Club  
Lombard Brew Fest 2026  
SUBMITTED BY: Nicole Aranas, Deputy 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 Lombard Junior Women’s Club towards the Lombard Brew Fest 2026. The Committee is recommending approval of a grant for Village services (\$3,500), in lieu of the requested \$19,000 (inclusive of Village services). The applicant has requested consideration for funding at the full amount of the original request.

Please place this item on the consent agenda for the March 5, 2026, Board of Trustees meeting.

Review (as necessary):

Village Attorney X \_\_\_\_\_ Date \_\_\_\_\_  
Finance Director X \_\_\_\_\_ Date \_\_\_\_\_  
Village Manager X SRN \_\_\_\_\_ Date 2/25/26

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 *NPA*  
Deputy Village Manager

**DATE:** February 25, 2026

**SUBJECT:** Community Promotion & Tourism Committee Recommendation  
Lombard Junior Women's Club - Lombard Beer Fest

The following is information pertaining to a request for funding through the Local Tourism Grant Program for the Lombard Junior Women's Club (LJWC) for a summer food and craft beer fundraiser, the Lombard Beer Fest, to be held on July 18, 2026. The LJWC grant application for 2026 requests \$19,000 of grant funds, inclusive of village services.

The Community Promotion and Tourism Committee made a recommendation to approve a grant for the requested event limited to the amount that would cover Village expenses (\$3,500). The LJWC is requesting that the Village Board consider issuance of the grant at the amount originally requested. A summary of grant requests and actual expenditures from prior years for this event has been prepared and included here for your review.

### **Grant Request: \$19,000**

The Lombard Junior Women's Club has requested a grant in the amount of \$19,000 inclusive of Village services to be used toward the Lombard Beer Fest to be held on July 18, 2026, on Parkside Avenue in downtown Lombard. The event will feature live music, local eats, and beer tastings from Chicagoland breweries and cideries. All proceeds of this event will benefit the Lombard Junior Women's Club.

The 2026 grant request was to cover event expenses of \$15,000 to be used toward security, waste removal, fencing, and entertainment. Approximately \$3,500 will be used toward Village services (e.g., barricades, Public Works overtime, Police overtime). The overall grant request for 2026 is unchanged from the 2025 request. The initial grant request from the Junior Women's Club and event budget are attached for your review.

### **Committee Recommendation: Village Services (\$3,500)**

The Community Promotion & Tourism Committee recommended a grant in the amount of \$3,500 for the cost of Village services to the Lombard Junior Women's Club, for the Lombard Beer Fest fundraiser.

### **Requested Action:**

The Lombard Junior Women's Club has requested that the Village Board reconsider their original grant request in lieu of the Committee Recommendation.

The Village Board is requested to review the 2026 Local Tourism Grant Program grant application for the Lombard Junior Women's Club and:

- 1) Accept and approve the Community Promotion and Tourism Committee Recommendation of \$3,500 towards only village services; or,
- 2) Approve the Lombard Junior Women's Club grant request as originally presented in the amount of \$3,500 towards village services, \$15,500 in reimbursable expenses, for \$19,000 in total; or,
- 3) Provide an alternate recommendation relative to the 2026 grant request.

Please place this item on the agenda of the March 5, 2026 meeting of the Board of Trustees under separate action. If you have any questions, please feel free to contact me. Thank you.

**VILLAGE OF LOMBARD  
LOCAL TOURISM GRANT PROGRAM 2026 APPLICATION FORM**

**GENERAL INFORMATION**

Organization:	Lombard Junior Women's Club		
Name of event:	Lombard Brew Fest		
Date of event:	7/18/2026	Event location:	Parkside Ave, Lombard
Contact person:	Jenelle Metcalf	Title:	Event Chair
Business address:	PO Box 512	City & Zip	Lombard, 60148
Telephone:	630-624-1321	Email:	jenelle.metcalf@gmail .com

**PROJECT OVERVIEW**

Total cost of the project:	\$85,000
Cost of city services requested in this application (if any):	\$3,500
Grant funding requested in this application (excluding city services)	\$15,500
Total funding requested in this application (grant including services):	\$ 19,000
Percent of total project cost being requested:	22%
Anticipated attendance:	1,200
Anticipated number of overnight hotel stays:	2

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

The funds being requested are to offset some of the most crucial elements of a beer festival including police overtime, additional security, tenting needs, fencing, and more. These elements are vital to the success of a major community-wide event and ensuring the safety of all participants.

**ORGANIZATION**

Number of years that the organization has been in existence:	94 years
Number of years that the project or event has been in existence:	3 years
Number of years the project has been supported by Village of Lombard funds:	3 years
How many years does the organization anticipate it will request grant funding?	Since this event will require many resources, we hope that the Village will choose to assist with financial

	resources for the coming years.
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1) Describe the organization (include brief history, mission, and ability to carry out this project):

Established in 1930, Lombard Junior Women’s Club (LJWC) is a member of the General Federation of Women’s Clubs (GFWC), one of the largest non-denominational, non-partisan women’s volunteer organizations in the world. It is also affiliated with 190 federated clubs in GFWC Illinois, including 20 clubs in DuPage County, as members of the 5/6 District. LJWC has 501(c)3 status as a philanthropic organization as recognized by the Internal Revenue Service.

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 Lombard Junior Women’s Club is a non-profit service organization. All funds that are raised via the Lombard Junior’s Women’s Club Philanthropic Fund are generously donated back to worthy organizations – many of which are local to the Lombard and neighboring Chicagoland communities. In addition, since this is a new event, we are also brainstorming ways to help other local community organizations achieve their own goals, receive exposure in the community, and take part of the event.

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

This brew fest is not be able to be self-sustained by the Lombard Junior Women’s Club. Our annual budget won’t cover all of the expenses to host this event. That said, we will continue to work with Ravenswood Event Services (RES), a Chicago-based event management company. In order for the event to be financially successful this year and in the coming years, additional financial support from the Village will be crucial. Once the event begins to consistently turn a larger profit, the Lombard Junior Women’s Club hopes to be able to fund more of the initial, early on expenses.

**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:

2023: We were awarded \$12,500 in cash and \$2,500 in city services. City services ended up being higher than anticipated so \$3,428.55 went to cover those. The remainder went back to the Lombard Junior’s Philanthropic fund to reimburse expenses. In 2024, we were awarded \$12,500 and \$5,000 in City Services. In 2025, we received \$15,500 in grant funding and \$3,500 in city services.

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

The Lombard Junior Women's Club, along with Ravenswood Event Services (RES), would like to bring back the one-day Lombard Brew Fest for its fourth year. The event will feature live music, local eats, and beer tastings from Chicagoland breweries and cideries.

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

If the grant application is accepted, all of the funds requested will go toward the expenses to make the event a reality. These expenses can include, but are not limited to:

- Security and police
- Maintenance and general operations/logistics
- Waste removal
- Fencing/barricades
- Misc. city services
- Tenting

3) What modifications to the event or other steps will be taken to increase event attendance over

In the event's first year, we sold nearly 750 in just 4 ½ weeks. With advanced planning and more time to promote the event we are confident that we can increase those ticket sales. It's second year, attendance grew nearly 25%. We anticipated attendance numbers of 1,200+ in its third year, but the weather for this year's event just barely cooperated resulting in less than desirable ticket sales.

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.

We will use the same location along Parkside Ave in Downtown Lombard.

#### **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.

Attached to this grant application is a detailed timeline/checklist for our proposed event. We plan to kick off planning at the beginning of 2026.

### **IMPACT**

- 1) Please describe how the event or program will promote overnight stays and/or tourism within the Village of Lombard. If a returning event, detail the number of overnight stays generated and share details regarding the tourism impact of the event.

We take pride in bringing the Chicagoland's best breweries, cideries, and meaderies to our event. Events that really focus on the brewers in attendance in the end attract beer enthusiasts from all over. We are hopeful this will attract folks from farther away to come to Lombard. While we know that it might be a long-stretch, we love the opportunity to partner with Lombard and build upon this event to something bigger which may possibly help attract outsiders to stay in local hotels.

- 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?

In addition to generating revenue, our objective for this event is to bring together our local community.

The Lombard Ale Fest was an annual event that was popular within the community. We look forward to working with local breweries in and around Lombard to showcase some of the best of the best beers, ciders, seltzers, etc.

Food is also a crucial component to alcohol-related events. We feel that the only route is to feature Lombard restaurants and businesses as a part of this event. If there's something we're missing and can't get in Lombard, we will consider partnering with a local business in a neighboring town.

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

Our target audience is adults (21+) from the Lombard and surrounding areas. We are budgeting for an estimated attendance of 1,200 individuals.

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

This year we received wonderful support from the community. Waste Management sponsored our restroom facilities, trash cans, and dumpsters. JT's Porch was our glass sponsor and donated the glassware. In total, we received \$7,500 in event sponsorship, not counting the value of the glasses and the Waste Management products.

Total costs in our first year (2023): \$1942.80 for total overtime costs and \$1495.75 for road closures and barricades. The number in 2024 decreased and we kept expenses under \$3,000 for police and water. In 2025 we requested \$3,500 for City Services and it was perfect. Actual city services for this year were \$3,473.33. We plan to ask for the same amount in 2026.

- 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).

Word of mouth will continue to be a huge asset to our marketing plan. All event details will live on our website ([www.lombardjrs.com](http://www.lombardjrs.com)) and in a Facebook Event created by the Lombard Junior Women's Club. We hope that we can work jointly with the Lombard Park District, the Village of Lombard, the Chamber of Commerce, and other community organizations. Our social media presence has been growing over the years and we believe that an event such as we're proposing will increase our following and be a resource of information in Lombard. This year we experimented with branded coasters that we passed out during the Lilac Parade. They were also distributed throughout local bars and restaurants. We look forward to bringing those back in 2025.

- 7) Funding for the Local Tourism Grant Program for 2026 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 2026, how will your organization adjust? What modifications can/will you make to your budget or event if full grant funding is not made available?

The LJWC knows there is an appetite for community programming in Lombard. As a prominent organization in our community, we are committed to helping bring these events to Lombard. It's a bonus when we are able to raise extra funds that we can then insert right back into our own community via our Lombard Junior Philanthropic Fund.

## **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.

**ACKNOWLEDGMENTS**

- YES Applicant agrees to acknowledge Village of Lombard support in all event materials using required attribution language.
- YES Applicant agrees to submit a post-event summary within 90 days including attendance, hotel stays, marketing materials, and evaluation.
- YES Applicant understands that grant awards may be less than the requested amount and agrees to proceed with adjusted funding if awarded.
- YES Applicant confirms that no elected official, Village employee, immediate family member, or owned business entity will benefit from this grant funding.

Additional Notes, Comments or Explanations:

**Our organization does not employ an agency to perform an audit. However, we have practices in place to maintain the integrity of our accounts. All payments require a receipt attached to a check voucher that is signed by the requestor, the chair of the committee, and the vice-president or president of our club. At the end of the year, the treasurer along with several board and at large club members audit our books. We are no longer required to submit a Federal Form 990. We submit electronically. This is the same practice as the Lombard Lilac Princess Program.**

**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:	Jenelle Metcalf		
Title or office held:	Event Chair	Date:	12/12/25

Signature:     Jenelle Metcalf

**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)	\$	\$	

Lombard Brew Fest	2024A	2025B	2025A	2026B	2024 Revenue		2025 Revenue	
<b>Labor &amp; Outside Services</b>					Lombard Tourism Grant	\$12,500.00	Lombard Tourism Grant	\$15,500.00
					Ticket Sales		Ticket Sales	
					Ticket VIP	SOLD	Ticket VIP	SOLD
					Ticket General Admisson	SOLD	Ticket General Adm	SOLD
Set-Up & Tear Down Labor	\$1,280	\$1,300	\$1,280	\$1,280	Non-Drinker Tickets	SOLD	Non-Drinker Ticket	SOLD
Run Crew	\$1,980	\$2,000	\$1,980	\$1,980	Tickets/Merch - EventBrite	\$53,329.04	Tickets/Merch - Ev	\$33,620.00
Security (inc ID checkers)	\$2,500	\$2,500	\$2,620	\$2,620	Food Vendor Fee	\$600.00	Food Vendor Fee	\$300.00
Golf Cart Flat Bed	\$861	\$900	\$600	\$600	Gate Sales		Gate Sales	\$1,245.83
Maintenance Service	\$947	\$1,000	\$966	\$966	Brewery Refunds	\$1,392.50	Brewery Refunds	\$1,399.20
Ticket Sellers		\$0			Pre-Event Merch Sales		Pre-Event Merch Sales	
Police		\$0			On Site Merch Sales	\$779.00	On Site Merch Sale	\$0.00
<b>City Services</b>	\$0	\$3,500	\$3,000	\$3,000	Merch sponsorship		Merch sponsorship	
<b>Total Labor &amp; Outside Serv</b>	<b>\$7,568</b>	<b>\$11,200.00</b>	<b>\$10,445.86</b>	<b>\$10,445.86</b>	Sponsorship	\$8,479.51	Sponsorship	\$7,500.00
<b>Marketing</b>					<b>Total Revenue:</b>	<b>\$77,080.15</b>	<b>Total Revenue:</b>	<b>\$59,564.83</b>
Website and event bright fee	\$473	\$500	\$0	\$0				
Facebook Ads/Paid search	\$300	\$300	\$692	\$692				
Logo Design/Design for Even	\$1,000	\$1,000	\$1,300	\$1,300	<b>Actual 2024 Net Profit</b>	<b>\$2,063.02</b>	<b>Actual 2025 Net Pr</b>	<b>-\$1,333.97</b>
Lanyards	\$1,020	\$1,200	\$573	\$573				
Punch Cards	\$479	\$550	\$364	\$364				
Merch	\$1,366	\$1,700	\$1,072	\$1,072				
<b>Total Marketing</b>	<b>\$4,638</b>	<b>\$5,250</b>	<b>\$4,000</b>	<b>\$4,000</b>				
<b>Equipment &amp; Services</b>								
Signage	\$1,958	\$2,000	\$916	\$916				
Coasters	\$738	\$800	\$417	\$417				
Beer Glasses 3oz	\$0	\$0	\$0	\$0				
Generators	\$1,387	\$1,400	\$1,653	\$1,653				
Furniture & Equipment Rent	\$15,688	\$16,500	\$13,010	\$16,500				

Fencing	\$2,857	\$3,000	\$2,992	\$2,992
Portable Toilets & Sinks	\$0	\$0	\$0	\$0
Dumpsters	\$0	\$0	\$0	\$0
Radios	\$279	\$300	\$640	\$640
Fire extinguishers	\$195	\$0	\$0	\$200
Water Truck	\$0	\$0	\$0	\$0
Linens	\$1,030	\$400	\$0	\$250
Eventbright scanners	\$624	\$700	\$983	\$983
Community Group Donation	\$2,500	\$3,500	\$5,000	\$5,000
<b>Total Equipment &amp; Services</b>	<b>\$27,255</b>	<b>\$28,600</b>	<b>\$25,612</b>	<b>\$29,552</b>
Cash Management Supplies			\$0	\$0
F&B Tickets		\$0	\$0	\$0
VIP Supplies	\$458	\$500	\$231	\$500
Cash Management	\$0	\$0	\$0	\$0
<b>Total Cash Man. Supplies</b>	<b>\$458</b>	<b>\$500</b>	<b>\$231</b>	<b>\$500</b>
<b>Entertainment</b>				
Music/Talent	\$2,000	\$2,000	\$2,650	\$2,650
<b>Sound</b>				
Sound	\$650	\$750	\$0	\$750
Stage	included in tents	\$0	\$0	\$0
<b>Total Entertainment</b>	<b>\$2,650</b>	<b>\$2,750</b>	<b>\$2,650</b>	<b>\$3,400</b>
<b>Permits &amp; Licenses</b>				
Village/State/Health permits	\$0	\$0	\$0	\$0
State Liquor License	\$51	\$26	\$51	\$51
Class J Liquor License		\$50	\$50	\$50
Fire Department Inspections		\$0	\$0	\$0
Insurance	\$625	\$650	\$625	\$625
<b>Total Permits &amp; Licenses</b>	<b>\$676</b>	<b>\$726</b>	<b>\$726</b>	<b>\$726</b>
<b>Beverage Operations</b>				
Beer Paid by LWJC	\$19,003	\$22,000	\$15,234	\$22,000
Beer paid by RES	\$1,143	\$0	\$0	\$0
Beverage Manager		\$0	\$0	\$0
Beer sellers		\$0	\$0	\$0

Ice	\$1,626	\$1,800	\$2,000	\$2,000
Extra Supplies		\$750	\$0	\$750
<b>Total Beverage Operations</b>	<b>\$21,772</b>	<b>\$24,550</b>	<b>\$17,234</b>	<b>\$24,750</b>
RES Costs			\$0	\$0
Ravenswood Management F	\$10,000	\$12,000	\$0	\$12,000
Bank Fees		\$0	\$0	\$0
<b>Total Fees</b>	<b>\$10,000</b>	<b>\$12,000</b>	<b>\$0</b>	<b>\$12,000</b>
<b>TOTAL EXPENSES</b>	<b>#####</b>	<b>\$85,576</b>	<b>\$60,899</b>	<b>\$85,374</b>