

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

**GENERAL INFORMATION**

Organization:	Lombard Historical Society		
Name of event:	Food Truck Social on Maple Street		
Date of event:	9/5/2026	Event location:	23 W Maple Street
Contact person:	Alison Costanzo	Title:	Executive Director
Business address:	23 W Maple Street	City & Zip	Lombard, 60148
Telephone:	630-629-1885	Email:	director@lombardhistory.org

**PROJECT OVERVIEW**

Total cost of the project:	\$9,150
Cost of city services requested in this application (if any):	\$0
Grant funding requested in this application (excluding city services)	\$4118
Total funding requested in this application (grant including services):	\$ 4,118
Percent of total project cost being requested:	45%
Anticipated attendance:	1000
Anticipated number of overnight hotel stays:	

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

We are seeking funding to support the entertainment for our annual Food Truck Social, a popular community event now entering its fifth year. The Food Truck Social brings together residents and visitors for an evening of food, music, and family-friendly activities. Funding will help us secure engaging, high-quality entertainment that enhances the overall experience for attendees and strengthens the event's appeal as a tourism draw for downtown Lombard.

**ORGANIZATION**

Number of years that the organization has been in existence:	55
Number of years that the project or event has been in existence:	4
Number of years the project has been supported by Village of Lombard funds:	1
How many years does the organization anticipate it will request grant funding?	Dependent on the success of the event.

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

The Lombard Historical Society (LHS) was founded in 1969 following Lombard's centennial celebration and is dedicated to preserving, promoting, presenting, and protecting the history of the community. Through exhibitions, public programs, events, and preservation initiatives, LHS connects residents and visitors to Lombard's past while fostering a sense of community pride and engagement.

LHS operates with a small but experienced staff supported by more than 50 active volunteers who help with events, programs, and outreach. The organization regularly plans and hosts successful community events, including concerts, walking tours, seasonal programs, and the Food Truck Social, which has grown into one of LHS's most popular annual events.

With a strong track record of event management, community partnerships, and public engagement, LHS is well equipped to carry out this project. Our experience coordinating logistics, entertainment, volunteers, and promotion ensures we can continue to offer a well-organized, high-quality Food Truck Social that benefits both residents and visitors and supports community activity in downtown Lombard.

- 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 Food Truck Social directly supports the Lombard Historical Society's mission to foster community engagement and celebrate local history by creating a vibrant, welcoming event that brings residents and visitors together. The event provides an opportunity for people to gather in the heart of Lombard, enjoy great food and entertainment, and connect with the community's historic spaces. Proceeds from the Food Truck Social directly support LHS programs, exhibitions, and preservation efforts, helping ensure the continued sharing of Lombard's unique history.

Since the cancellation of the Taste of Lombard in 2016, the Food Truck Social has become a beloved replacement, filling an important gap in the community's event calendar and offering a distinctive culinary and cultural experience. Food trucks have a strong regional following, helping attract attendees from outside Lombard and boosting local tourism. The event also draws people into the downtown area, supporting nearby businesses and encouraging repeat visits.

For the community at large, the Food Truck Social offers a welcoming space for entertainment, connection, and family-friendly fun. It helps promote Lombard as a dynamic and engaging destination, strengthens community pride, and supports local initiatives focused on revitalizing and energizing the downtown district.

Overall, the Food Truck Social benefits the Lombard Historical Society, local businesses, and the broader community by combining food, music, history, and shared experiences in a way that highlights all Lombard has to offer.

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

The Lombard Historical Society has successfully hosted the Food Truck Social for the past four years, securing sponsors and community support to help the event grow. Thanks to last year's tourism grant, we were able to book two high-quality bands while still keeping the event affordable for families. This demonstrated the importance of grant support in helping us maintain strong entertainment without raising costs for attendees.

To move toward long-term sustainability, LHS will continue to seek sponsorships, explore new partnerships with local businesses, and expand marketing efforts to attract larger audiences. Increased attendance strengthens revenue from food vendors and ticket sales, helping offset rising entertainment costs. However, high-quality live entertainment remains the single largest expense and is essential to drawing visitors from outside Lombard.

By securing the Village of Lombard's tourism grant for the entertainment portion again in 2026, we can continue offering engaging, family-friendly performances while keeping the event accessible and affordable. This support allows the Food Truck Social to remain a vibrant, community-focused event that contributes to local tourism, encourages repeat attendance, and builds long-term sustainability.

**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:

The "Annie"-Versary: 100 years of Little Orphan Annie

Food Truck Social on Maple Street

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

The Annual Lombard Food Truck Social is a family-friendly event designed to attract both residents and visitors to downtown Lombard. Hosted on Maple Street in the parking lot adjacent to the Lombard Historical Society, the event features eight local food trucks, offering a wide variety of delicious cuisine to appeal to all ages and tastes.

Entertainment is a major highlight of the event, with live music from two bands, a beer garden, and a range of engaging family activities such as face painting, a stilt walker and juggler, and a mega bubble artist. These interactive elements create a lively, festival-like atmosphere that encourages attendees to stay longer, explore the area, and support nearby businesses.

The Food Truck Social also provides an opportunity to connect visitors with local history. The Lombard Historical Society's Carriage House will be open during the event, allowing attendees to experience a piece of Lombard's heritage while enjoying the festivities. This blend of food, fun, and history has helped the Food Truck Social quickly become a cherished community tradition.

The event attracts a diverse audience, including visitors from outside Lombard who follow regional food trucks or attend for the entertainment offerings. By bringing together quality food vendors, live music, and family-focused activities, the Food Truck Social strengthens community pride, supports local businesses, and promotes Lombard as an inviting destination for both residents and visitors.

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

If awarded, the tourism grant funds will be used to cover the cost of live entertainment for the Food Truck Social. Hiring high-quality bands is essential to attracting visitors, creating a lively festival atmosphere, and drawing attendees into downtown Lombard. Entertainment is also the event's largest expense, and grant support allows us to secure strong performers while keeping the event affordable for families. This helps ensure that the Food Truck Social remains a successful tourism-focused event that supports local businesses and brings both residents and visitors to the heart of Lombard.

- 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)?

For next year's Food Truck Social, we are planning several adjustments to help increase attendance. We have discussed lowering the adult admission fee to just \$5, making the event even more affordable for families and more appealing to first-time attendees. In addition, we are working to secure a wider variety of food trucks, including options with strong regional followings, which can help draw more visitors from both within and outside Lombard.

We are also exploring new ways to reach potential attendees. If we are able to develop the proposed mobile app, it will provide another effective platform for promoting the Food Truck Social to both residents and visitors. The app would highlight the event alongside other downtown activities, helping us connect with a broader audience and increase turnout.

While factors such as weather and competing events are beyond our control, we will continue to strengthen our marketing efforts through social media, partner promotion, and other communication channels. These strategies, combined with more accessible pricing, a refreshed mix of food vendors, and expanded outreach through the app if developed, are designed to boost attendance and grow the event in 2026.

### **LOCATION**

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

23 W Maple Street, Museum Campus and parking lot.

### **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.

#### Milestone 1: Initial Planning and Sponsorship Outreach

January–February 2026

LHS meets with Brew Avenue Events to discuss food truck options, pricing models, and ticket structure. Sponsorship outreach begins.

#### Milestone 2: Entertainment Secured

February 2026

All entertainment—including two bands and family performers (face painter, stilt walker/juggler, mega bubble artist)—is booked.

#### Milestone 3: Budget Planning and Vendor Outreach

February–May 2026

LHS finalizes the event budget and begins outreach to food truck vendors, with Brew Avenue assisting in identifying popular trucks.

#### Milestone 4: Food Truck Lineup Finalized

Early Summer 2026

The final lineup of eight food trucks is selected and contracted.

#### Milestone 5: Permits and Licensing

July 2026

LHS submits the Village of Lombard event permit application and completes all liquor licensing paperwork, including the Illinois State Special Event Liquor Permit.

#### Milestone 6: Marketing Launch

Late July–Early August 2026

Marketing begins across social media, email newsletters, partner networks, and printed materials. If developed, the mobile app will also promote the event.

#### Milestone 7: Ticketing Launch

July 2026

Online ticket sales open with promotional messaging to encourage early purchases.

#### Milestone 8: Logistics and Operations Planning

July–August 2026

LHS finalizes the event layout, coordinates volunteers, confirms staging and electrical needs, and completes safety and operational planning.

#### Milestone 9: Event Execution

September 5, 2026

The Food Truck Social takes place on Maple Street, featuring food trucks, live entertainment, family activities, and access to the LHS Carriage House.

#### Milestone 10: Post-Event Review

Late September–October 2026

LHS evaluates attendance, vendor and visitor feedback, and financial outcomes to inform planning for 2027.

## **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.

The Food Truck Social promotes tourism within the Village of Lombard by drawing visitors into the downtown area for an evening of food, entertainment, and family-friendly activities. While the event does not typically generate overnight stays, it attracts attendees from surrounding communities and across the Chicagoland area who follow regional food trucks or come specifically for the lively atmosphere and live music.

By hosting the event next to the Lombard Historical Society, visitors have the opportunity to explore the Carriage House and the Victorian Cottage, giving them a chance to experience Lombard's unique history firsthand—often for the first time. The event brings many new people to the LHS campus who may not have visited otherwise, expanding awareness of our exhibits, programs, and mission. Many attendees also stop into the Lilac Emporium gift shop or return later for tours, programs, or museum events, extending the tourism impact beyond the night of the event.

Now entering its fifth year, the Food Truck Social has become a popular late-summer tradition that brings new visitors to the downtown district, increasing foot traffic for nearby restaurants and shops. By showcasing Lombard as a welcoming, vibrant community with both historic charm and modern attractions, the event encourages repeat visits and supports ongoing local tourism.

Overall, the Food Truck Social enhances Lombard's visibility, introduces new audiences to LHS and its historic buildings, supports local businesses, and strengthens the village's reputation as an engaging and memorable destination.

- 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 Food Truck Social creates a meaningful economic benefit for downtown Lombard by drawing residents, visitors, and food enthusiasts into the heart of the community. Food trucks often have dedicated followings, and several of the trucks we bring in attract customers willing to travel significant distances—sometimes more than 50 miles—to enjoy their offerings. This built-in audience helps introduce new visitors to Lombard who may not be familiar.

By offering a unique blend of high-quality food trucks, live entertainment, and family-friendly activities, the Food Truck Social appeals to a wide demographic—including young adults, families, and regional food truck followers—broadening Lombard's reach beyond its typical audience. The event's festival-like atmosphere makes Lombard a destination for an evening out, strengthening local tourism and showcasing the village as a lively and welcoming place to visit.

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

The Food Truck Social appeals to a wide range of audiences, including local residents, families, young adults, regional food truck followers, and first-time visitors who are drawn to the unique mix of food trucks, live music, and family friendly entertainment. The event also attracts attendees from outside the local market, including those willing to travel 50 miles or more to visit their favorite vendors. In past years, the Food Truck Social has drawn over 1,000 attendees, and with expanded marketing planned for 2026, including stronger social media outreach, partner promotion, and earlier advertising, we anticipate increasing that reach. We expect attendance to be 1,000 to 1,200 people.

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).

The Food Truck Social benefits from strong collaborative relationships throughout the community. Brew Avenue Events assists with food truck coordination and vendor outreach, helping us secure a diverse and appealing lineup. We also receive valuable in-kind donations that reduce overall event costs, including flowers from Honey Prairie, beverage support from Sal's Liquors, the Party Wagon from the Lombard Park District, staff and volunteer shirts donated by Promo Partners, porta potties, trash removal, and washing Stations from Waste Management.

In addition to these contributions, several community organizations help promote the event to a broader audience. The DuPage Convention and Visitors Bureau and the Lombard Chamber of Commerce regularly share and advertise the event through their channels, extending our reach and helping attract visitors from across the region. Local sponsors also help offset entertainment and operational expenses, strengthening our ability to deliver a high-quality experience.

Together, these partnerships and in-kind contributions play a vital role in keeping the Food Truck Social affordable, well-supported, and successful year after year.



- 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 marketing plan for the Food Truck Social uses a mix of digital outreach, community partnerships, and print promotion to reach both local residents and visitors from surrounding areas. LHS will promote the event through coordinated social media campaigns on Facebook and Instagram, sharing updates about food truck lineups, entertainment, and ticket information. We will also utilize email newsletters to reach our membership and community supporters.

Print and public-facing materials will include posters, flyers, and signage displayed throughout Lombard in late July and early August. Community partners such as the DuPage Convention and Visitors Bureau and the Lombard Chamber of Commerce will help extend the reach of our promotions by sharing the event through their websites, social media, and event calendars.

A press release will be distributed to local media outlets and community platforms to generate broader awareness. In addition, if the proposed mobile app is developed, the Food Truck Social will be included as part of its summer and early fall promotional content.

Together, these marketing strategies ensure strong community visibility and regional outreach, helping to build attendance.

- 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?

We have taken several steps to reduce the amount requested by securing sponsorships and in-kind donations that offset event costs. These contributions help lower overall expenses and allow us to keep the grant request focused solely on the entertainment portion of the event, which is the most significant cost and the component that drives tourism and attendance.

If we do not receive the full funding requested, we will need to adjust the event budget accordingly. This may include scaling back the level or number of live entertainment offerings or reducing other elements of the event to remain financially responsible. While we would continue to move forward with the Food Truck Social, the overall experience may be impacted, as high-quality entertainment is central to attracting visitors and maintaining the event's regional draw.

Our goal is to keep the Food Truck Social affordable for families while still offering a vibrant community experience. Full grant funding allows us to maintain that balance and continue to grow the event as a tourism asset for Lombard.

**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**

- ☒ Applicant agrees to acknowledge Village of Lombard support in all event materials using required attribution language.
- ☒ Applicant agrees to submit a post-event summary within 90 days including attendance, hotel stays, marketing materials, and evaluation.
- ☒ Applicant understands that grant awards may be less than the requested amount and agrees to proceed with adjusted funding if awarded.
- ☒ 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:

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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:	Alison Costanzo		
Title or office held:	Executive Director	Date:	12/10/2025

Signature:  \_\_\_\_\_

## **LOCAL TOURISM GRANT PROGRAM DETAILED BUDGET**

Event: Food Truck Social on Maple Street Date: 12/10/2025

Organization: Lombard Historical Society

**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 2024	ACTUAL 2025	ANTICIPATED
Lombard Tourism Grant	\$0	\$4075	\$4,118
50% Ticket and BG Sales	\$5322.62	\$3,750	\$4,000
Raffles	\$3625.00	\$6,491	\$9,000
Gift Shop	\$546.89	\$1,100	\$1,000
Sponsorships	\$7500	\$4,700	\$4,700
<b>Total Income</b>	<b>\$16,994.51</b>	<b>\$20,116</b>	<b>\$22,818</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 2024	ACTUAL 2025	ANTICIPATED
Musical Entertainment	\$2700	\$2,900	\$3,000
Bubbles and Facepainting	\$1175	\$1,250	\$1,250
Event Rentals and Supplies	\$1,985	\$1,930	\$1,900
Beer Garden	\$985.62	\$1509.95	\$1500
Marketing/Administrative	\$265.82	\$482.25	\$500
Brew Avenue Retainer	\$1,500	\$1,000	\$1,000
<b>Total Expenses</b>	<b>\$8,611</b>	<b>\$9,072</b>	<b>\$9,150</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)

Estimated value of in-kind contributions (explain)

<b>ACTUAL 2024</b>	<b>ACTUAL 2025</b>	<b>ANTICIPATED</b>
\$2,300	\$2,500	2,500
Décor, Liquor, Waste Management, t-shirts	Décor, Liquor, Waste Management, t-shirts	Décor, Liquor, Waste Management, t-shirts