

VILLAGE OF LOMBARD
REQUEST FOR BOARD OF TRUSTEES ACTION
For Inclusion on Board Agenda

 X

Resolution or Ordinance (Blue) _____ *Waiver of First Requested*
Recommendations of Boards, Commissions & Committees (Green)
Other Business (Pink)

TO: PRESIDENT AND BOARD OF TRUSTEES

FROM: Scott Niehaus, Village Manager

DATE: March 11, 2024 (B of T) Date: March 21, 2024

TITLE: Local Tourism Grant Recommendation
Lombard Chamber of Commerce – Jingle Bell Jubilee

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 Chamber of Commerce towards the Jingle Bell Jubilee. The Committee is recommending approval of a grant of up to \$3,000 through the Local Tourism grant program.

Please place this item on the consent agenda for the March 21, 2024 Board of Trustees meeting.

Review (as necessary):

Village Attorney X _____	Date _____
Finance Director X _____	Date _____
Village Manager X _____	Date _____

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.



#240051

Memorandum

TO: Scott Niehaus
Village Manager

FROM: Nicole P. Aranas
Deputy Village Manager

DATE: March 11, 2024

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 2024 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 that involve blocking off South Park Avenue between St. Charles Road and Michael McGuire Drive. The event will take place on December 7, 2024.

The Lombard Chamber of Commerce would like to make this event larger by adding vendors and entertainment including music and a DJ.

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 2024 Jingle Bell Jubilee.

Please place this item on the consent agenda of the March 21, 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:	Candy Cane Lane		
Date of event:	12/7/2024	Event location:	South Park – Between St. Charles and Michael McGwire 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:	\$ 6000
Cost of city services requested in this application (if any):	\$ 3000
Total funding requested in this application:	\$ 3000
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 2024 Jingle Bell Jubilee Candy Cane Lane. In 2023, each organization took a specific role in executing the event, with the Chamber partnering with The Lombard Historical Society to provide for the first time Candy Cane Lane, which featured 10 vendors selling holiday food, drink and gift items. The year before in 2022, the chamber provided a DJ in downtown Lombard for attendees to enjoy. The plan was to block off South Park between St. Charles and Michael McGwire Drive for 2023 and have Candy Cane Lane at that location, but construction made us postpone and move to the historical society. The 2023 event was a big success, and we would like to continue Candy Cane Lane from the historical society to South Park up to St. Charles.

ORGANIZATION

Number of years that the organization has been in existence:	70
Number of years that the project or event has been in existence:	1
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 community. 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 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 Candy Cane Lane is the official kickoff of the Lombard 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 more visitors to the downtown area so shoppers can enjoy the shops and restaurants of Lombard.

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

Continue 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:

Lombard Lilac Arts & Crafts Fair, Farmers Market and Spooktacular

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

Jingle Bell Jubilee Candy Cane Lane is the celebration that kicks off the official Lombard 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 and downtown area. There is a downtown 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, including a live performance of the Nutcracker provided by Schiller Real Estate.

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 South Park between St. Charles and Michael McGuire Drive.

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.

South Park Ave. between St. Charles Road and Michael McGuire Drive. Also at the courtyard of the Lombard Historical Society.

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 official 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 famous Lilacia Park with more than 700,000 lights, we are hoping to draw attendees from many different surrounding communities and with the chambers involvement in the downtown area we are hoping and planning 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. This event draws many people, and increases every year. With a small scaled down version of Candy Cane Lane in 2023 at the historical society, it was estimated at over 500 people attended.

- 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 will be our first official year in 2024, we are unsure of the costs, but 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

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

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).

The event is heavily marketed through the Park District, Historical Society, Village of Lombard and the Lombard Chamber of Commerce. Marketing includes publications, postcards, social media, email blasts and village marketing. The Chamber will promote to our members and vendors, as well.

- 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 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.

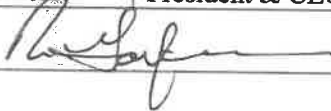
Additional Notes, Comments or Explanations:

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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:	Rick Galfano		
Title or office held:	President & CEO	Date:	12/15/2023

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	\$	\$	\$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
Printing, Signs			\$2000
Total Expenses	\$	\$	\$5000

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
\$	\$	