

**VILLAGE OF LOMBARD**  
**LOCAL TOURISM GRANT PROGRAM 2025 APPLICATION FORM**

**GENERAL INFORMATION**

Organization:	Lombard Area Chamber of Commerce		
Name of event:	Lombard Farmers Market		
Date of event:	5/20/25 - 10/7/25	Event location:	Park Street
Contact person:	Rick Galfano	Title:	President & CEO
Business address:	145 S. Main Street Suite B	City & Zip	Lombard 60148
Telephone:	630-627-5040	Email:	Rick@lombardchamber.com

**PROJECT OVERVIEW**

Total cost of the project:	\$ 10,000
Cost of city services requested in this application (if any):	\$ 3,000
Grant funding requested in this application (excluding city services)	\$ 2,000
Total funding requested in this application (grant including services):	\$ 5,000
Percent of total project cost being requested:	50%
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.

**ORGANIZATION**

Number of years that the organization has been in existence:	71
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:	4
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 our Farmers Market on Tuesday afternoons and evenings from May 20<sup>th</sup> 2025 to October 7<sup>th</sup> 2025 to promote downtown businesses on an otherwise slow night. This will be our 4<sup>th</sup> year operating this event, and our second at the Park Street location. We are planning to continue offering live music to enhance the market and the overall experience of shopping downtown during and after attending the 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 that we are beginning our 4<sup>th</sup> 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 an average of 19 vendors in 2024 and we anticipate 21 in 2025. Last year we offered a weekly booth space for non-profit organizations in our community. They register online for the day that they would like for them to build awareness at no cost. We will be offering that again in 2025. We also offer booth space at the chamber booth to chamber members at no cost so they can market their business. Moving to the Park location was a big success in 2024. The location is busier for our vendors and also helps businesses in the area increase business on a normally slow afternoon and evening.

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

2024 was the first year at our new location on Park. We are continuing to look for opportunities to increase our vendor participation and then find space on the street to fit them in. More vendors will help with our costs, but we will need to keep the costs as low as possible due to these businesses having difficulty finding and paying for workers.

### **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:

Grants awarded for Farmers Market, Lilac Times Arts & Craft Fair, Spooktacular and Candy Cane Lane in 2022, 2023 & 2024

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 twenty weeks, which is comparable to neighboring Farmers Markets. We will be requiring the vendors to provide their own tables, chairs, and tents following the village requirements for temporary tents. The Farmers Market will be open from 3pm till 7pm. We will be continuing to offer a booth space each week to a local nonprofit on a sign-up basis for the nonprofit to engage in the community. We are continuing to provide live music to promote an otherwise slow night in the downtown area. The market will run from May 20<sup>th</sup>-October 7<sup>th</sup>, 2025.

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

It will be used to cover public works overtime to install barricades and barriers to block off access to South Park from 5am –8pm.

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 started planning earlier in 2024 and we will start earlier in 2025. The majority of our vendors have notified us that they are coming back for 2025 due to the better location and increased sales. We will continue partnering with J and L Vintage for entertainment during the market. In 2024 the music participants promoted the market, we will be continuing to do so in 2025. Also, our social media campaigns, festival.net advertising and marketing through the Illinois farmers market association will continue.

### **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.

## **IMPACT**

- 1) Please describe how the event or program will promote overnight stays and/or tourism within the Village of Lombard. Farmers markets have been proven to attract visitors to communities. While attending economic 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 to make this more of a destination event vs a stop in event to promote dining and shopping after or before visiting the farmer's market.
- 3) Who is the target audience for your event or project? What is your anticipated attendance?  
Target audience is community members of all ages, that want fresh produce and other unique homemade foods / items. We are planning on attracting over 300 people each week. We are also planning to draw people from Villa Park and Glen Ellyn, including people who shop in other towns' farmers markets on different days.
- 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 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 per week. We are not sure what the costs will be for 2025, so we slightly raised the Public Works estimate for 2025.
- 5) Please describe any collaborative arrangements developed or anticipated with other organizations to fund or otherwise implement the project (including in-kind donations).  
We will offer a free space each week for a local nonprofit organization. Also, we will make available sharing a space with one of our members at our tent.
- 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 website and e blasts, yard signs, and newspaper. We will continue to feature the farmers market requesting on the village board and will be on local farmers market calendars. We will 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 for the 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 additional 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 Galfano		
Title or office held:	President & CEO	Date:	12/16/24

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



