

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

<u> </u> <u> X </u> <u> </u>	Resolution or Ordinance (Blue) _____ <i>Waiver of First Requested</i> Recommendations of Boards, Commissions & Committees (Green) Other Business (Pink)
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TO: PRESIDENT AND BOARD OF TRUSTEES

FROM: Scott Niehaus, Village Manager

DATE: February 25, 2025 (B of T) Date: March 6, 2025

TITLE: Local Tourism Grant Recommendation
 Lombard Historical Society – Food Truck Social

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 Historical Society toward the 2025 Food Truck Social on Maple Street. The Committee is recommending approval of a 2025 Local Tourism grant in the amount of up to \$4,075.

Please place this item on the consent agenda for the March 6, 2025, 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.



Memorandum

TO: Scott Niehaus
Village Manager

FROM: Nicole P. Aranas
Deputy Village Manager

DATE: February 25, 2025

SUBJECT: Community Promotion & Tourism Committee Recommendation
Lombard Historical Society – Food Truck Social

The following is a recommendation from the Community Promotion & Tourism Committee for funding through the Local Tourism Grant Program for the Lombard Historical Society in an amount not to exceed \$4,075 for the Food Truck Social on Maple Street, an annual event featuring food trucks and entertainment. The event is scheduled to take place on September 6, 2025.

Grant Request: \$4,075

The Lombard Historical Society has requested a grant in the amount of \$4,075 to be used toward the Food Truck Social on Maple Street. The Lombard Historical Society is requesting funds to cover costs of entertainment including live bands, a stilt walker/juggler, face painting, and a bubble artist. The event attracts a diverse audience by bringing together food, quality entertainment, and community engagement.

The grant request from the Lombard Historical Society and event budget are attached for your review.

RECOMMENDATION:

The Community Promotion & Tourism Committee recommends a grant in an amount up to \$4,075 to the Lombard Historical Society, to be used towards the costs of entertainment associated with the Food Truck Social on Maple Street.

Please place this item on the consent agenda of the March 6, 2025, agenda of the Board of Trustees.

VILLAGE OF LOMBARD
LOCAL TOURISM GRANT PROGRAM 2025 APPLICATION FORM

GENERAL INFORMATION

Organization:	Lombard Historical Society		
Name of event:	Food Truck Social on Maple Street		
Date of event:	September 6, 2025	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:	\$8150
Cost of city services requested in this application (if any):	\$ 0
Grant funding requested in this application (excluding city services)	\$4075
Total funding requested in this application (grant including services):	
Percent of total project cost being requested:	50%
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 that we have successfully hosted for the past three years. This funding will help us provide engaging and high-quality entertainment, enhancing the overall experience for attendees and supporting local tourism in Lombard.

ORGANIZATION

Number of years that the organization has been in existence:	54
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:	0
How many years does the organization anticipate it will request grant funding?	Dependent on success of the event.

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

Established in the wake of Lombard's centennial celebration in 1969, the Lombard Historical Society (LHS) is dedicated. The mission is to preserve, promote, present and protect the history of Lombard. With a team comprising two full-time employees, one part-time employee, and over 50 committed volunteers, LHS is devoted to preserving and promoting the rich heritage of the community. Additionally, LHS also will be hiring an intern with a museum to assist with the exhibition and activities

- 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 aligns with our organization's mission to foster community engagement and celebrate local history by creating a vibrant event that brings residents and visitors together. Proceeds from the event directly support the Lombard Historical Society's programming, exhibits, and preservation efforts, ensuring 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 alternative, filling a void in the community's event calendar and offering a unique culinary experience. Food trucks have a dedicated following, attracting attendees from beyond Lombard and boosting local tourism. For the community at large, the event offers a welcoming space for entertainment, connection, and the promotion of Lombard as a dynamic destination.

- 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 three years, securing sponsors to support the event and ensuring its continued growth. However, as a tourism-focused event attracting attendees from outside Lombard, the rising cost of quality entertainment presents an ongoing challenge. To make the event self-sustaining, we will continue to seek sponsorships, explore potential partnerships with local businesses, and increase marketing efforts to attract larger audiences. By securing the Village of Lombard's tourism grant for the entertainment portion, we can enhance the event's appeal while maintaining affordable ticket prices, ensuring its viability and sustainability in the future.

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"Versery

- 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 residents and visitors to Lombard. Hosted on Maple Street in the parking lot adjacent to LHS, the event will feature eight of the area's best food trucks, offering a wide array of delicious cuisine to satisfy all ages. Entertainment highlights include live music from two bands, a beer garden, and engaging family activities such as face painting, a stilt walker/juggler, and a mega bubble artist.

This event also provides an opportunity to connect with local history, as the Lombard Historical Society's Carriage House will be open for attendees to explore. The Food Truck Social has quickly become a community event, offering a blend of food, and fun that attracts a diverse audience, including those from outside Lombard. By bringing together great food, quality entertainment, and community engagement, this event supports local businesses, fosters community pride, and promotes Lombard as a destination.

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

If our application is accepted, the tourism grant funds will be used specifically to support the entertainment portion of the Annual Lombard Food Truck Social. This includes funding for the two live bands, which are a key part of creating an enjoyable atmosphere for attendees, as well as the costs associated with additional entertainment such as the stilt walker/juggler, face painting, and the mega bubble artist. These activities enhance the family-friendly nature of the event and draw visitors from outside Lombard, helping to position the Food Truck Social as a major attraction for tourism. The grant will enable us to continue providing high-quality entertainment while keeping the event accessible to a wide audience.

- 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)?

To increase event attendance over previous years, we will build on the successes of this year by continuing to leverage social media, local newspapers, and media partnerships, such as being featured on Fox 32. These platforms have proven effective in reaching a wide audience and driving interest in the event. In addition, for next year, we plan to engage with local influencers to help promote the Food Truck Social. By collaborating with influencers who have strong connections to the Lombard area and surrounding communities, we aim to reach new and diverse audiences, further expanding the event's visibility and appeal. These strategies, combined with our existing outreach efforts, will help ensure the event continues to grow and attract even more attendees.

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

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.

- 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?

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

- 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).

- 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).

January 2025: Form a new fundraising committee to help support and promote the event. This committee will focus on securing sponsors, donors, and community partnerships, ensuring the event's financial success.

February 2025: Meet with our partner, Brew Avenue Events, to coordinate the selection of food trucks for the event. This collaboration will ensure a diverse and high-quality food lineup that appeals to a wide range of attendees.

February/March 2025: Begin working on securing entertainment for the event. This includes finalizing contracts for the two live bands, the stilt walker/juggler, and the mega bubble artist, as well as planning the beer garden. Engage with local influencers to help promote the event.

May/June 2025: Submit the special event application to the Village of Lombard for approval, ensuring all local regulations and permits are in place.

June 2025: Launch a press release and begin a targeted social media campaign to raise awareness about the event. This will include a mix of event details, teasers, and engagement tactics to build excitement and attract attendees.

July 2025: Start teasing event highlights on social media, such as the live bands, family activities, and the food trucks. This will help create anticipation and keep the event top-of-mind for potential attendees.

August 2025: Reveal the list of food trucks and share additional event details, such as entertainment schedules and partnerships. This will give attendees something to look forward to and help them plan their visit. Work with DCVB on social media takeover.

Late August 2025: Finalize all event logistics, including securing volunteers, confirming sponsors, and ensuring that all entertainment and food truck contracts are in place.

September 2025: Continue social media promotion, including influencer partnerships, to expand the event's reach and attract attendees from outside Lombard.

September 6, 2025: Host the 4th Annual Lombard Food Truck Social!

- 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?

To reduce the amount of funds requested under this grant, we have taken several steps to minimize costs while still ensuring the success of the event. We are actively seeking additional sponsors and partnerships to help cover expenses, particularly for entertainment, and are exploring cost-effective entertainment options without compromising quality. Additionally, we have streamlined event logistics and are relying on volunteers for key roles to keep operational costs low.

If we do not receive the full funding requested, we will adjust by scaling back certain elements of the event, such as reducing the number of entertainers or adjusting the scope of activities. We will prioritize essential elements, such as the food trucks and live bands, while modifying or limiting additional entertainment options. We will also continue to leverage our sponsorship efforts to make up the difference, ensuring the event remains appealing and impactful for the community without exceeding our budget. The goal will be to maintain a high-quality event that attracts tourists and supports local businesses, even with reduced funding.

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.

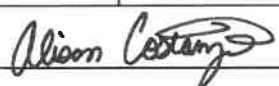
Additional Notes, Comments or Explanations:

While we have been happy with our relationship with Brew Avenue Events in the past, we have decided to take a more hands-on role in coordinating the event moving forward. In 2025, we will be changing the scope of our partnership with Brew Avenue Events, which will result in a larger percentage of the ticket sales going to the Lombard Historical Society (LHS). This adjustment will help us retain more of the proceeds, ensuring that the event continues to be a sustainable source of funding for our programming and preservation efforts.

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:	12/6/2024

Signature: 

LOCAL TOURISM GRANT PROGRAM **DETAILED BUDGET**

Event: Food Truck Social on Maple Street Date: 9/6/2025

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	ACTUAL2023	ACTUAL 2024	ANTICIPATED
Sponsorships	\$5500	\$7500	\$4000
50% Ticket & BG Sales	\$6326.70	\$5322.62	\$10,000
Raffles	\$3500	\$3625.00	\$3500
Gift Shop	\$287.23	\$546.89	\$500
Total Income	\$ 15613.93	\$16994.51	\$19,500

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

ITEMIZED EXPENSES	ACTUAL 2023	ACTUAL 2024	ANTICIPATED
Lombard Tourism Grant	\$	\$	\$4000
Musical Entertainment	1200	\$2700	3000
Bubbles and Face painting	1175	\$1175	1300
Fencing	900	\$1200	1500
Lighting	\$535	\$535	550
Event Photography	\$250	\$250	\$400
Liquor + Ice	\$1282.62	\$985.62	\$1200
Printing/Marketing/Admin	265.82	\$428.23	\$500
Total Expenses	\$5500.82	\$7273.62	\$8,150

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
\$1500	\$1500	\$1500
Decor and Liquor	Decor and Liquor	Decor and Liquor