

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 9, 2023 (B of T) Date: February 16, 2023

TITLE: Local Tourism Grant Recommendation  
Lombard Chamber of Commerce– Lilac Times Arts and Craft Fair

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 Area Chamber of Commerce and Industry towards the 2023 Lilac Times Arts and Craft Fair. The Committee is recommending approval of a grant of up to \$4,500 in Village Services through the Local Tourism grant program.

Please place this item on the consent agenda for the February 16, 2023 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.



#230032  
(DISTRICT #1)

## Memorandum

**TO:** Scott Niehaus  
Village Manager

**FROM:** Nicole P. Aranas  
Deputy Village Manager

**DATE:** February 8, 2023

**SUBJECT:** Community Promotion & Tourism Committee Recommendation  
Lilac Times Arts and Craft Fair

The following is a recommendation for funding through the Local Tourism Grant Program for the Lombard Chamber of Commerce in the amount of \$4,500 towards expenses related to the Lilac Time Art & Craft Fair.

**Grant Request: \$4,500**

The Lombard Chamber of Commerce has requested a grant in the amount of \$4,500 to be used toward costs associated with their annual Lilac Time Art and Craft Fair event, held in downtown Lombard. The funding will be used to offset incurred municipal costs including, but not limited to, barricade and equipment rentals, as well as public works, fire and police overtime.

The event is currently scheduled to take place on May 7, 2023 in downtown Lombard on St. Charles Road and Park Avenue.

The grant application from the Lombard Chamber of Commerce and event budget are attached for your review.

**RECOMMENDATION:**

The Community Promotion & Tourism Committee recommended a grant in an amount up to \$4,500 to the Lombard Chamber of Commerce, to be used towards the reimbursement of expenses relating to the 2023 Lilac Times Arts & Craft Fair.

Please place this item on the February 16, 2023 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 2023 APPLICATION FORM**

**GENERAL INFORMATION**

Organization:	Lombard Area Chamber of Commerce		
Name of event:	Lilac Times Arts and Craft Fair		
Date of event:	5/7/2023	Event location:	Downtown Lombard on St. Charles Road between Main & Elizabeth
Contact person:	Melissa Boltz	Title:	President & CEO
Business address:	10 Lilac Lane	City & Zip	Lombard, IL 60148
Telephone:	630-627-5040	Email:	melissa@lombardchamber.com

**PROJECT OVERVIEW**

Total cost of the project:	\$8400
Cost of city services requested in this application (if any):	\$4500
Total funding requested in this application:	\$4500
Percent of total project cost being requested:	53%
Anticipated attendance:	4000
Anticipated number of overnight hotel stays:	unknown

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

150+ artisans and crafters set up along St. Charles Road between Main and Elizabeth. Additionally there are limited food vendors, sponsors, a complimentary kid zone, and entertainment. Barricades, electric hook-ups, police presence, and fire department inspections are needed for this event. The funding is requested to cover the Village services.

**ORGANIZATION**

Number of years that the organization has been in existence:	69
Number of years that the project or event has been in existence:	27
Number of years the project has been supported by Village of Lombard funds:	27
How many years does the organization anticipate it will request grant funding?	yearly

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 Area. Over the past 25 years (excluding COVID) this event continues to grow in both popularity and size. Crafters say it is the best run show they are involved with. Each year it brings thousands into our downtown area and Lilacia Park. An excellent committee of dedicated volunteers is credited with helping this event to run smoothly each year.

- 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:

This is one of the Chamber's main fundraisers. Proceeds benefit several area non-profit organizations and businesses, as well as give us the ability to offer more programs for the Lombard Area Chamber of Commerce members to enhance and grow their businesses. The community at large benefits from having a number of crafters and vendors come into the downtown area as well as an outdoor event to enjoy. The downtown businesses have an opportunity to draw customers from the event.

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

Being a non-profit organization, the event will always need the cooperation and services of the Village of Lombard. This event is continuing to grow and develop and could not be self-sustaining. The Lombard Chamber does not have the budget to put in the extensive time and effort to staff, without grant assistance from the Village. Planning for this event begins in October, and many staff and volunteer hours are put in from that time through the day of 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:

Previous Lilac Times Arts & Craft Fairs, Farmers Market, Spooktacular.

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

Street to be barricaded by 5:00 am with chalking of the street to begin at that time. 125+ crafters, 5 food vendors, and 10+ kid zone sponsors, each with their own weighted tents, tables, chairs are set up in the chalked spaces on St. Charles Road and on Park. Staggered set-up times begin at 6:30 am. LCPAAA assists with arrival, tear down, and traffic control. Event opens at 10 am and ends at 4 pm. We are receiving quotes from bounce house rental companies for the kids zone. Limited food vendors are located at the intersection of Park & St. Charles Road with spider electric access boxes provided by Public Works. Requests for electric from crafters are provided through the spider boxes from public works. Police personnel on hand during the day patrol the event, and fire department is on call for any emergencies that may arise.

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

To cover the costs of barricades, public works supplies, police, fire and public works overtime.

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)?

Each year is a learning process to take what worked last year and expand on that, and learn from our opportunities. Given the costs rising faster than the income, we are looking at strategic marketing for 2023. We are asking our vendors to assist by promoting their participation on their social media, we are utilizing the Village electronic boards, the Lombardian, and the Chamber Community Guide for marketing. It will also go in the Lombard Park District Lilac Time Brochure. After coming out of COVID, we have seen big increases in attendance each year as people are comfortable attending events. We will increase our email marketing campaign, and we have doubled our Chamber social media presence in the last year so we feel that will assist.

**LOCATION**

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

St Charles Road and Park avenue, between Main and Elizabeth, and Park to Michael McGuire

**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 of January 5, 2023 we have not officially opened registration and we have 4 vendors registered. Our marketing pieces are designed and ready, we are looking to "officially" open registration on January 9, 2023. Early bird registration will close on March 1, 2023. Vendor registration will end on April 20, 2023, we will map out vendors starting April 24, 2023, with final mailing instructions to crafters, food vendors and sponsors when that is complete.

**IMPACT**

- 1) Please describe how the event or program will promote overnight stays and/or tourism within the Village of Lombard.

We cross promote the Craft Fair with the Park District to draw visitors to the Downtown area and Lilacia Park. Having 150+ crafters with a family zone will draw several visitors to the Downtown area, which will increase revenue for restaurants and retail.

- 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?

Local businesses are highly encouraged to be open that day and will have an opportunity to attract attendees into their stores and restaurants. We plan to share event information by email to other Chambers of Commerce in IL, and on a professional Chamber of Commerce Facebook page, as well as the Lilac Time Craft Fair Facebook Page.

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

Our event targets all ages. There is something for everyone at this event. We normally draw 3 or 4 thousand to the event, given the size and number of vendors it is hard to get accurate readings.

- 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.

Requesting \$5000 in grant funds or whatever the amount will be to cover the cost of Village services, police, fire, and public works. In 2022 the total amount used was \$3189.41, we are requesting \$5000 as we want to factor in inflation over 2022. We have no restrictions on capacity, so we are anticipating a very successful event for 2023. LCPAA will assist with traffic control, and volunteers will assist with kid zone and garbage control as needed. We depend on local businesses to assist with funding for the family zone as well as the musical entertainment. The Lombard Park District provides the party wagon for tables and chairs, as well as the mobile stage.

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

We work with LCPAA for traffic control, we have an in-kind agreement with the organization for them to sell popcorn at the event for fundraising.

- 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 do social media advertising-Instagram, Twitter and Facebook. We will boost posts on all platforms. We have a designated event Facebook page, as well as the main Chamber Facebook page. We have doubled our social media presence in 2022. We have postings in major craft publications and online sources (Midwest Art Fairs and FestivalNet.com) Ad in Lombardian newspaper, press releases in Lombardian, Daily Herald, and Suburban Life. Calendar posting on Chicago Tribune, and listing in the Lombard Park District Lilac Time Brochure.

- 7) Funding for the Local Tourism Grant Program for 2023 is constrained. The Committee anticipates the possibility of reduced funding over prior year grant awards. 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 2023, how will your organization adjust? What modifications can/will you make to your budget or event if full grant funding is not made available?

If we do not receive the full funding requested for 2023, we will adjust our sponsorships to assist with Village 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:	Melissa Boltz	
Title or office held:	President & CEO	Date: 1/5/23

Signature: Melissa B. Infusino



**LOCAL TOURISM GRANT PROGRAM  
DETAILED BUDGET**

Event: Lilac Times Arts & Craft Fair

Date: May 7, 2023

Organization: Lombard Area Chamber of Commerce

**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 2021	ACTUAL 2022	ANTICIPATED
Lombard Tourism Grant	\$2248.00	\$3189	\$4500
Family Zone Sponsors	\$1500.00	\$600	\$1200
Platinum Sponsors	\$2400.00	\$1800	\$3000
Craft booth sales	\$8235.00	\$15,540	\$16,250
Food Vendors	\$700	\$700	\$700
Electric fees	\$150	\$150	\$150
<b>Total Income</b>	<b>\$15233</b>	<b>\$21979</b>	<b>\$25800</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 2021	ACTUAL 2022	ANTICIPATED
Family zone rentals	\$1600.00	\$1953	\$2000
Music Entertainment	\$600.00	\$600.00	\$1000
Advertising/promotion	\$307.00	\$449.00	\$500
Barricade Rental	\$585	\$847	\$1000
Public Works Overtime	\$1663	\$752	\$1500
Public Works Supplies	\$0	\$1590	\$2000
Printing		\$80	\$100
Misc Costs		\$270	\$300
<b>Total Expenses</b>	<b>\$4755</b>	<b>\$6541</b>	<b>\$8400</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)

ACTUAL	ACTUAL	ANTICIPATED
\$	\$	