



***Proposal Presented by:***

**DUPAGE** COUNTY  
CONVENTION & VISITORS BUREAU



***And***



Village of Lombard  
Attn: Local Tourism Grant Committee  
December 22, 2022

Dear Committee Members,

In an effort to grow the sports tourism market in DuPage County, the DuPage Sports Commission (DSC) and DuPage Convention & Visitors Bureau (DCVB) is actively partnering with local event organizers and promoters to create and establish new events that have an opportunity for long-term sustainability providing annual positive economic impact to our community partners.

The Village of Lombard Local Tourism Grant helps Prairie Path Cycling to continue the Lombard Cycling Classic – a single day professional race. In partnership and coordination with the Prairie State Cycling Series, the DSC has agreed to take ownership of this grant application request and will also be responsible in creating and leading a local organizing committee to ensure this events' success. As part of our long-term vision for this event, the DSC will work with local partners to recruit event sponsors to supplement the Local Tourism Grant Program as the funding mechanism for this event. Based on the successful models of other host communities, such as Village of Winfield, Village of Glen Ellyn, we feel there is tremendous potential for growing this event and finding new partners to support it.

The Lombard Cycling Classic was successfully held for the first time in 2019. In fact, the success of the event in both years exceeded expectations.

Not only does this event foster as a strong community engagement, it will also provide a tourism value and immediate ROI to the Village of Lombard. As part of our agreement with the Prairie State Cycling Series, they have agreed to commit at least 140 guaranteed hotel room bookings in 2023 from their staff for the event in Lombard. Additionally, we will be working with the Prairie State Cycling Series to provide a convenient hotel booking platform promoting all Lombard hotels to their athletes and visitors throughout the race series week to provide Lombard, and DuPage, a competitive edge in capturing additional overnight visitor and hotel stays.

On behalf of the DuPage Sports Commission, thank you for your continued support for tourism and our partnership. We appreciate your consideration for grant request, and the unique opportunity of creating the Lombard Cycling Classic again in 2023.



Sincerely,  
Igor Bakovic  
Director of Sports  
DuPage Sports Commission

**VILLAGE OF LOMBARD  
LOCAL TOURISM GRANT PROGRAM 2023 APPLICATION FORM**

**GENERAL INFORMATION**

Organization:	DuPage Sports Commission		
Name of event:	Lombard Cycling Classic		
Date of event:	7/25/2023	Event location:	Downtown Lombard ( <i>exact location TBD</i> )
Contact person:	Marco Colbert	Title:	Exec. Director
Business address:	36971 S. Golf Course Dr.	City & Zip	Tucson, AZ 85739
Telephone:	847-644-0277	Email:	marccolbert@comcast.net

**PROJECT OVERVIEW**

Total cost of the project:	\$34,500
Cost of city services requested in this application (if any):	\$TBD (*)
Total funding requested in this application: (*) (net of city services)	\$9,000
Percent of total project cost being requested:	26%
Anticipated attendance:	2500
Anticipated number of overnight hotel stays:	350

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

This will be the fourth year of an all-day athletic event in downtown Lombard called the "Lombard Cycling Classic" (or other name TBD). This day's event features exciting bicycle racing by professional and amateur racers from all over the US and Internationally. The event is spectator and family friendly. It will also include a lifestyle expo, local food vendors and potentially grow into having a beer garden or live music in future years. The event would be part of the ten-day Intelligentsia Cup series, which will include similar events in Winfield and Glen Ellyn in 2023. Visit [www.intelligentsiacup.com](http://www.intelligentsiacup.com) for more information.

**ORGANIZATION**

Number of years that the organization has been in existence:	10 years, Since 2012
Number of years that the project or event has been in existence:	3 (2023 will be 4 <sup>th</sup> year)
Number of years the project has been supported by Village of Lombard funds:	3
How many years does the organization anticipate it will request grant funding?	3-5 years

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

Prairie State Cycling Series, LLC ("Prairie State") is a Wisconsin limited liability company. Since 2012, we have successfully staged 70+ event days of high-quality pro-am bicycle races in many communities in the Chicago Metro area. These communities include Crystal Lake, Downers Grove, Elgin, Elmhurst, Glen Ellyn, Lake Bluff, Mundelein, Niles, St. Charles, Waukegan, West Dundee, Winfield and the Chicago neighborhoods of Beverly, West Fulton Market and South Chicago.

The mission of Prairie State is to promote and celebrate cycling in Chicago and the Metro area with events that are fun for participants and the public and which promote exercise and a healthy lifestyle. Stated simply – we love cycling! We want to share our passion with our community partners by creating events that will evolve into enduring summer festivals of cycling for the entire family.

Prairie State has a proven track record of successful events in the communities named above. References are available upon request. Bios of the principal staff of Prairie State Cycling are attached. These individuals work during the off-season to plan and coordinate the next season with communities, local organizing committees, racers, vendors, USA Cycling and other parties. Then, during the season, Prairie State's staff expands dramatically to around 25 people including professional announcers, registration staff, work crew, professional photographer, social media interns and others.

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 business model of Prairie State involves three sources of income to finance our operations: series sponsorships, racer entry fees and payment of a "race fee" for each venue to Prairie State by a local organizing committee (LOC) in that venue. The standard race fee for an event on Monday through Thursday in the 2023 Intelligentsia Cup series will be \$8,000 (the race fee is higher for other days of the week). Additionally, each LOC is requested to provide \$1,000 for race "primes" (ie, prizes) paid to the racers. The funding requested in this application will cover the 2023 race fee and primes for an event in Lombard. Typically, the LOC raises funding through local sponsorships. Prairie State intends to partner with the DuPage Sports Commission in the short-term to establish an LOC to support the continuation and growth of the Lombard event year-over-year. Some examples of LOCs in other communities are 501c3 organizations, neighborhood associations, bicycle clubs, local businesses, BID districts or chambers of commerce, local municipal governments, etc. It is hoped by the fifth year of the event that LOC in Lombard will take over all local funding and management responsibilities and thereby the need for funding under the Village's Local Tourism Grant Program will be reduced and then eliminated. It normally takes between two and three years before the full potential and benefits of an event like the Lombard Cycling Classic can be fully realized. As such, this is intended as a multi-year project. Once fully realized, the Village of Lombard can expect a self-sustaining community event that is popular with residents, which has a favorable economic impact on local businesses (especially hospitality businesses like restaurants and bars), which increases overnight hotel stays in Lombard and which generally promotes the image of Lombard as destination.

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

As stated above, Prairie State plans to work with the DuPage Sports Commission to identify a permanent LOC in Lombard. Normally, the main responsibilities of the LOC are: 1. Obtain funding to pay Prairie State's race fee and other expenses through local sponsorships or other revenue sources; 2. Act as main liaison with the Village of Lombard to obtain events permits and secure a "safe" racecourse with adequate police supervision; and 3. Obtain and manage an adequate number of volunteers to act as "course marshals" on race day.

**PROJECT DESCRIPTION**

Is the event open to the general public?

☒ Yes

Do you intend to apply for a liquor license for this project?

☒ No

Will any revenues from this event be returned to the community?

☒ Yes\*

(\*) – the LOC will often partner with a local charity.

Have you requested grant funding in the past?

☒ Yes

If yes, provide grant awards for past 5 years:

2019 - \$7,000 grant plus city services

2021 - \$7,000 grant plus city services

2022- \$9,000 grant plus city services

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

The "Lombard Cycling Classic" would continue to be a full day of "criterium" style road racing on a closed loop racecourse (usually one mile or less in circumference) located in the Village. We propose to use the same racecourse as the one very successfully used in 2019, 2021 & 2022. Generally, the most successful racecourses will be located in the downtown area as this will enhance the economic impact on local hospitality businesses like restaurants and bars. (It is not uncommon for such hospitality businesses in other Prairie State venues to report that the bike race generated their best day of business for the entire year.) The race day would generally run from 10:00 am to around 8:20 pm. The Prairie State crew generally arrives about 3 hours prior to the start of racing for setup and everything is normally torn down within 2 hours after the end of racing. Prairie State always leaves each venue cleaner at the end of the day than it was at the beginning. Bicycle racing of this nature proceeds rain or shine. Only severe weather will suspend racing which will resume after the weather threat is over. (Of course, inclement weather can impact spectatorship.) A typical race day will include eight amateur race categories for men and women of various ages and skill levels, plus professional men's, and women's races. Time is reserved for a local event such as kids' fun races (kids 3-9 years old) or a family ride. The family rides in years passed were very successful, with 173 riders (50 person increase from 2021) at our 2022 Family fun ride– and the local events are often the highlight of the day.

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

As stated above, the tourism grant funds will be applied toward the race fee and "prime" amount normally payable to Prairie State for an event of this nature.

- 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)?

Word of mouth among residents is one of the best methods to grow an event such as this one and following good attendance at the 2022 event this will have good effect in 2023. Further, a robust marketing and PR campaign is planned to attract attendees from outside of the Village.

#### **LOCATION**

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

Attached is a diagram of the racecourse used in years past, and this course is proposed again for use in 2023. A racecourse in downtown Lombard is the most desirable from the standpoint of spectatorship and achieving a favorable economic impact on local businesses.

#### **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.

1. Confirm award of Tourism Grant Funds to Prairie State – by no later than February 1, 2023 but sooner would be preferred. Prairie State wishes to publicly announce all its 2023 venues around March 1, 2023.
2. Confirm that all necessary event permits, and similar permissions have been granted or assured by the Village of Lombard and relevant departments (Police Dept., Fire Dept., etc.) – by April 1, 2023 or earlier if possible.
3. The DSC will be responsible to obtain and manage enough volunteers to act as “course marshals” for the 2023 event.
4. Although the risk of Covid-19 appears to be diminishing, Prairie State intends to implement a COVID-19 mitigation plan, in consultation with its partners that is appropriate for the conditions that exist when the event happens.

## **IMPACT**

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

A hotel in Lombard will be designated as a "host hotel" of the 2023 Intelligentsia Cup series. Prairie State commits to bring 100% of its 2023 staff business to the Lombard host hotel. We will designate the host hotel on our website and in our communications with our racers and through social media. Further, the DSC will offer a complimentary website where racers can view, and book rooms offered at the Lombard hotel or other hotels in DuPage County. We will also be working with Prairie State to capture all team room nights and facilitate those through our in-house housing bureau.

- 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?

In the past, more than half of the Intelligentsia Cup racers come from outside of Illinois. Normally, each racer also makes significant local expenditures for food, lodging and miscellaneous needs. Typically, each racer will also bring one or more family members or friends to the events. To the extent any of our racers elect to stay in the Lombard host hotel, this is likely to be a multi-day stay given that the Intelligentsia Cup is a 10-day series. Many of our racers plan their vacations around the series and will compete in some or all the series.

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

Our target audience consists of amateur male and females who are serious bike racers. Our series presents a high level of competition to our racers. For amateur as well as professional bicycle racers, some of the best competition in the country can be found at the Intelligentsia Cup and our reputation nationally reflects that.

Since 2019, the Intelligentsia Cup became the largest road racing series in the country (based on number of entries). In 2021, we averaged around 560 racers per full-day venue. Additionally, depending on the level of publicity given to the event in Lombard, we can anticipate 3000+ spectators in the third year and this number should grow over time.

- 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, barricades, etc.). For each cost, confirm whether you are requesting the costs for such services will be reimbursed to the Village or will be covered under this grant.

Normally, our local LOC is responsible for city services (Police services, etc.). The amount of funding we are requesting under this Tourism Grant Program would be net of city services. We understand that in 2022, city services for the event totaled approximately \$10,000+.

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

As discussed above, we have a collaborative arrangement with the DSC to bring new events to DuPage County.

- 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).

Under our normal procedures, the local LOC is primarily responsible for local marketing and Prairie State's marketing director handles PR and marketing at the series level. Our marketing director is responsible for:

- maintaining a robust and current website
- issuing numerous and timely press releases
- planning and managing a sophisticated social media campaign
- issuing "e-blast" communications to our racers and other constituents from time to time
- placing some but not extensive traditional media (we think the benefit of traditional media is declining)
- coordinate media stories
- coordinating marketing efforts with the local LOC and municipality

DSC will take responsibility for local marketing/PR/social media and will work with the Village of Lombard's marketing/communications department to promote the event.

## **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:

1. Each season, the Intelligentsia Cup will designate a "host hotel" for the series. Usually, the hotel will set aside a discounted block of rooms that will be available to racers as well as for the Prairie State staff. For purposes of this application, Prairie State commits to utilize a hotel in Lombard for 100% of its 2022 staff hotel needs, which is expected to generate 140+ room nights. Additionally, we will work closely with the DuPage Sports Commission/DuPage CVB to market and promote hotel options in Lombard to our racers through our racer registration process and otherwise. This will create a greater potential for cyclists who are competing in the Intelligentsia Cup series to choose to stay in Lombard – a centralized location to many of the races in our 10-day series.
2. A Federal Form 990 is not included with this application because Prairie State is not a tax-exempt organization.

**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:	Marco Colbert	Date:	1/5/23
Title or office held:	Exec. Director of Prairie State Cycling Series, LLC		

Signature: 

**Attachments:**

- A. Detailed Budget
- B. Post Event Recap
- C. Bios of Principal Staff of Prairie State Cycling Series
- D. 2022 Lombard Racecourse
- E. Promotional posters

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

Event: Lombard Cycling Classic (working title)

Date: July 25, 2023

Organization: Prairie State Cycling Series, LLC

**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 2019	ACTUAL 2021	ACTUAL 2022	ANTICIPATED 2023
Lombard Tourism Grant	\$7,000	\$7,000	\$9,000	\$9,000
LOC income	\$0	\$0	\$0	\$0
Racer entry fee income	\$22,616	\$25,000	24,114	\$25,000
Series sponsor income	\$8,229	\$6,000	\$8516	\$8,000
Note: the revenues and expenses in this sheet were derived from Prairie State Cycling Series' P&L statements, and reflect the average revenues and expenses for each day of the series in those years. The Intelligentsia Cup series was 10 days in 2019 and 2022, and 9 days in 2021.				
	\$37,845	38,000	\$41,630	\$42,000

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

ITEMIZED EXPENSES	ACTUAL 2019	ACTUAL 2021	ACTUAL 2022	ANTICIPATED 2023
Staff/event expenses	\$18,142	\$16,549	\$19,933	\$21,000
Prize money to racers	\$6,634	\$6,100	\$6,267	\$6,200
Other operating expenses	\$6,501	\$7,000	\$8,078	\$8,000
Insurance	\$2,582	\$3,000	\$3,500	\$4,000
<b>Total Expenses</b>	<b>\$33,859</b>	<b>\$32,649</b>	<b>\$37,778</b>	<b>\$39,200</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) A

Estimated value of in-kind

ACTUAL 2022	ANTICIPATED 2023
\$10,000	\$10,000

contributions (explain)

**VILLAGE OF LOMBARD**  
**LOCAL TOURISM GRANT – POST EVENT SUMMARY**

This post event summary must be completed within 90 days of the event completion. Failure to submit a post-event summary may affect the applicant's ability to receive future grant funds.

**GENERAL INFORMATION**

Organization:	DuPage Sports Commission	Name of event:	Lombard Cycling Classic
Date of event:	Tuesday, July 26, 2022	Event location:	Downtown Lombard
Contact person:	Marc Colbert	Title:	Executive Director
Business address:	36971 S. Golf Course Dr.	City & Zip:	Tucson, AZ 85739
Telephone:	847-644-0277	E-mail address:	marccolbert@comcast.net
Estimated attendance:	1500	Estimated hotel stays:	350
Method for estimating attendance:			

- 1) Please summarize the advertising and marketing placed to promote the event. Please attach examples of event marketing pieces and advertisements.

*Social media campaigns on Facebook, Instagram, webpage listing  
Samples of posters attached*

- 2) Provide a general assessment of the event. What were the successes of the event? Are there any concerns or recommendations of changes for future events?

*The event ran smoothly and had positive feedback from all surrounding businesses who benefited from the additional traffic throughout the day on a Tuesday; especially Babcock's, Rebel and Shannon's Deli. Need to note when roads will reopen for future event. We would like to try to sell more sponsorships for future events; including dashboards and Family Ride sponsor. The Family Ride was a huge success.*

- 3) How did the actual outcomes of the program or event compare to your original expectations?

*The event went as anticipated with the morning crowd being larger than anticipated and expo area full of attendees.*

- 4) Summarize how the program performed from a budgetary standpoint and describe how the program and any proceeds from the event were supportive of the organization, other local groups, initiatives or the community at large.

*The LOC was in the red \$4,500 for the event. A donation was made by LOC and New Belgium Brewery to Special Olympics of Illinois from raffle ticket and beer sales.*

- 5) Describe your organization's long-term plans for funding this project or event.

*TBD*

**SUBMISSION INSTRUCTIONS**

First-time applicants - Please submit completed form and associated application documents on or before **January 6, 2023** to Nicole Aranas, Assistant Village Manager, by e-mailing [aranasn@villageoflombard.org](mailto:aranasn@villageoflombard.org) or by using the submit button below.

**Submit**

\*Please note that the applicant must save the completed form and have Microsoft Outlook to use the submit button above. If you do not receive a confirmation receipt of your completed application, please contact Nicole Aranas at 630-620-3085 or [aranasn@villageoflombard.org](mailto:aranasn@villageoflombard.org) to confirm.



## **Bios**

**Tom Schuler (Partner)** - Tom Schuler enjoyed a 10-year career as a professional bicycle racer as a founding member of the 7-Eleven professional cycling team and as a member of the 1980 Olympic Cycling Team. During his career as a professional cyclist, Schuler garnered more than 100 career victories including the 1987 US Pro Road Championship. Tom was inducted into the United States Bicycling Hall of Fame in 2006 and the Wisconsin Bicycling Hall of Fame in 2018.

After retiring from racing, Schuler turned to team management, first as the Assistant GM for the 7-Eleven and Motorola cycling teams, and then forming his own sports management company, Team Sports Inc., in 1992. Team Sports has developed and managed 18 unique professional cycling and triathlon teams and has sent more than 30 athletes to the Olympic Games who have won 6 Olympic Medals. In addition to team management, Team Sports manages cycling events in Wisconsin and the Midwest. Schuler is a founding partner in both the Tour of America's Dairyland in Wisconsin and the Intelligentsia Cup p/b SRAM Series in greater Chicago.

Tom and his wife Betsey Caron have 3 adult children and live in Milwaukee Wisconsin.

**Marc "Marco" Colbert (Partner)** - Marco is the Executive Director and founding partner of the Intelligentsia Cup p/b SRAM Series; formerly, he was Associate General Counsel, Bank of America Legal Dept.; Operations Manager, 2005 Advantage Benefits Endeavour Professional Cycling Team; Assistant Manager, Team Type 1 Professional Cycling Team – 2007 to 2009; assistant race director, 2010 USPRO Crit National Championship in Glencoe, IL; assistant race director, 2011 Evanston Grand Prix; and promoter and race director, 2012 Lake Bluff Twilight Criterium. He is a USA Cycling certified national/international level "race director", an avid amateur cyclist and former racer. He is also Treasurer of the National Association of Professional Race Directors (<http://naprd.org/>). Marco and his wife, JoAnne, lived in Lincolnshire, IL for over 30 years and recently relocated to Tucson, AZ.



EUGENIA ST

COURSE LENGTH: 1.10 KM / 0.68 MI

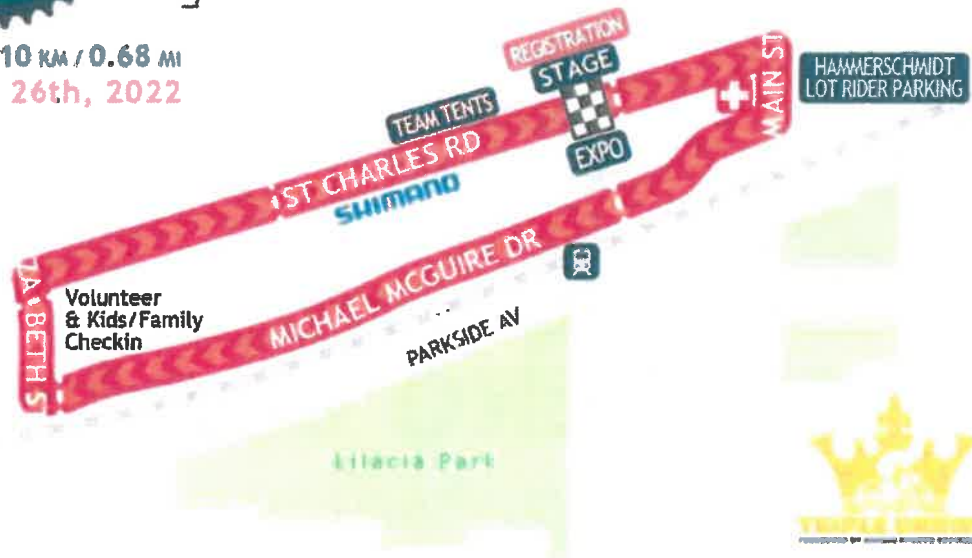
Tuesday, July 26th, 2022

LINCOLN AV

GROVE ST

ORCHARD TER

PARK AV



MAPLE ST







# LOMBARD CYCLING CLASSIC

RETURNS TO

DOWNTOWN LOMBARD

Tuesday, July 26, 2022 • 9am – 9pm

Road closures begin at 5:30am.



KIDS & FAMILY BIKE RIDE  
6:15pm



More information at  
[DiscoverDuPage.com/LombardCyclingClassic](https://DiscoverDuPage.com/LombardCyclingClassic)

BROUGHT TO YOU BY:

