

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

<u> </u>	Resolution or Ordinance (Blue) <u> </u> <i>Waiver of First Requested</i>
<u> X </u>	Recommendations of Boards, Commissions & Committees (Green)
<u> </u>	Other Business (Pink)

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 Junior Women's Club – Lombard Brew Fest

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 Junior Women's Club towards the 2025 Lombard Brew Fest on July 19, 2025. The Committee recommended approval of a grant of \$17,500 inclusive of Village Services. The Lombard Junior Women's Club requests the Village Board reconsider their original request of \$19,000 inclusive of Village Services.

Please place this item under separate action on the 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 26, 2024

SUBJECT: Community Promotion & Tourism Committee Recommendation
Lombard Junior Women's Club - Lombard Brew Fest

The following is information pertaining to a request for funding through the Local Tourism Grant Program for the Lombard Junior Women's Club (LJWC) for a summer food and craft beer fundraiser, the Lombard Beer Fest, to be held on July 19, 2025. The LJWC grant application for 2025 requests \$19,000 of grant funds, inclusive of village services.

The Community Promotion and Tourism Committee made a recommendation to hold the grant award to match the award for 2024, an amount of \$17,500 including village services. The LJWC is requesting that the Village Board reconsider issuance of the 2025 grant at the amount originally requested. A summary of grant requests and actual expenditures from prior years for this event has been prepared and included here for your review.

Grant Request: \$19,000

The Lombard Junior Women's Club has requested a grant in the amount of \$19,000 inclusive of Village services to be used toward the Lombard Beer Fest to be held on July 19, 2025, on Parkside Avenue in downtown Lombard. The event will feature live music, local eats, and beer tastings from Chicagoland breweries and cideries. All proceeds of this event will benefit the Lombard Junior Women's Club.

The 2025 grant request was to cover event expenses of \$15,000 to be used toward security, waste removal, fencing, and entertainment. Approximately \$3,500 will be used toward Village services (e.g., barricades, Public Works overtime, Police overtime). The overall grant request for 2025 reflects an increase of \$1,500 over the request from 2024 and a change in allocation between village and reimbursable expenses (\$1,500 less in services and \$3,000 more in reimbursable expenses). The initial grant request from the Junior Women's Club and event budget are attached for your review.

Committee Recommendation: \$17,500

The Community Promotion & Tourism Committee recommended a grant in the amount of \$17,500 inclusive of Village services to the Lombard Junior Women's Club, to be used towards expenses relating to the Lombard Beer Fest fundraiser. The Committee recommendation for a reduced amount holds the grant award to match amounts awarded to LJWC for the event in 2024 and does not reflect an increase in the award for 2025.

Requested Action:

The Lombard Junior Women's Club has requested that the Village Board reconsider their original grant request in lieu of the Committee Recommendation. In support of their request, the LJWC has stated that the increase in reimbursable funds for 2025 would cover tent and furniture rentals for 1,200 attendees and additionally shared that more than 40% of all event attendees of the event are visitor attendees from outside of Lombard.

The Village Board is requested to review the 2025 Local Tourism Grant Program grant application for the Lombard Junior Women's Club and:

- 1) Accept and approve the Community Promotion and Tourism Committee Recommendation of \$5,000 towards village services, \$12,500 in reimbursable expenses, for \$17,500 in total; or,
- 2) Approve the Lombard Junior Women's Club grant request as originally presented in the amount of \$3,500 towards village services, \$15,500 in reimbursable expenses, for \$19,000 in total; or,
- 3) Provide an alternate recommendation relative to the 2025 grant request.

Please place this item on the agenda of the March 6, 2025 meeting of the Board of Trustees under separate action. If you have any questions, please feel free to contact me. Thank you.

Lombard Junior Women's Club Grant Request – Brew Fest

	<u>2023</u>	<u>2024</u>	<u>2025</u>	<u>Net Change 2024-25</u>
REQUESTED				
Village Services Requested	\$2,500	\$5,000	\$3,500	(\$1,500)
Reimbursable Expenses Requested	\$12,500	\$12,500	\$15,500	\$3,000
Total Grant Requested	\$15,000	\$17,500	\$19,000	\$1,500
ACTUALS				
Village Services Actual	\$3,439	\$2,772	----	
Reimbursable Expenses Actual	\$11,561	\$12,500	----	
Total Grant Actual	\$15,000	\$15,272	----	

Community Promotion & Tourism Committee Recap

- Members did not make a motion on the 2025 request as submitted (\$19,000)
- Committee recommended to approve the grant request for 2025 in amounts matching 2024 award (\$17,500) (3-2 split vote)

VILLAGE OF LOMBARD
LOCAL TOURISM GRANT PROGRAM 2025 APPLICATION FORM

GENERAL INFORMATION

Organization:	Lombard Junior Women's Club		
Name of event:	Lombard Brew Fest		
Date of event:	7/19/2025	Event location:	Parkside Ave
Contact person:	Jenelle Metcalf	Title:	Ways & Means Chair
Business address:	PO Box 512	City & Zip	Lombard, IL 60148
Telephone:	630-624-1321	Email:	Lombardbrewfest@gmail.com & Jenelle.metcalf@gmail.com

PROJECT OVERVIEW

Total cost of the project:	\$ 85,000
Cost of city services requested in this application (if any):	\$3,500
Grant funding requested in this application (excluding city services)	\$ 15,500
Total funding requested in this application (grant including services):	\$19,000
Percent of total project cost being requested:	22%
Anticipated attendance:	1,200
Anticipated number of overnight hotel stays:	2

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

The funds being requested are to offset some of the most crucial elements of a beer festival including police overtime, additional security, tenting needs, fencing, and more. These elements are vital to the success of a major community-wide event and ensuring the safety of all participants.

ORGANIZATION

Number of years that the organization has been in existence:	93 years
Number of years that the project or event has been in existence:	2 years with the LJWC
Number of years the project has been supported by Village of Lombard funds:	2 years with the LJWC
How many years does the organization anticipate it will request grant funding?	Since this event will require many resources, we hope that the Village will choose to assist with financial

	resources for the coming years.
--	---------------------------------

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

Established in 1930, Lombard Junior Women's Club (LJWC) is a member of the General Federation of Women's Clubs (GFWC), one of the largest non-denominational, non-partisan women's volunteer organizations in the world. It is also affiliated with 190 federated clubs in GFWC Illinois, including 20 clubs in DuPage County, as members of the 5/6 District. LJWC has 501(c)3 status as a philanthropic organization as recognized by the Internal Revenue Service.

- 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 Lombard Junior Women's Club is a non-profit service organization. All funds that are raised via the Lombard Junior's Women's Club Philanthropic Fund are generously donated back to worthy organizations – many of which are local to the Lombard and neighboring Chicagoland communities. In addition, since this is a new event, we are also brainstorming ways to help other local community organizations achieve their own goals, receive exposure in the community, and take part of the event.

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

This brew fest is not be able to be self-sustained by the Lombard Junior Women's Club. Our annual budget won't cover all of the expenses to host this event. That said, we will continue to work with Ravenswood Event Services (RES), a Chicago-based event management company. In order for the event to be financially successful this year and in the coming years, additional financial support from the Village will be crucial. Once the event begins to consistently turn a larger profit, the Lombard Junior Women's Club hopes to be able to fund more of the initial, early on expenses.

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:

2023: We were awarded \$12,500 in cash and \$2,500 in city services. City services ended up being higher than anticipated so \$3,428.55 went to cover those. The remainder went back to the Lombard Junior's Philanthropic fund to reimburse expenses. In 2024, we were awarded \$12,500 and \$5,000 in City Services.

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

The Lombard Junior Women's Club, along with Ravenswood Event Services (RES), would like to bring back the one-day Lombard Brew Fest for its third year. The event will feature live music, local eats, and beer tastings from Chicagoland breweries and cideries.

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

If the grant application is accepted, all of the funds requested will go toward the expenses to make the event a reality. These expenses can include, but are not limited to:

- Security and police
- Maintenance and general operations/logistics
- Waste removal
- Fencing/barricades
- Misc. city services
- Tenting

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)?

In the event's first year, we sold nearly 750 in just 4 ½ weeks. With advanced planning and more time to promote the event we are confident that we can increase those ticket sales. It's second year, attendance grew nearly 25%. We anticipate attendance numbers of 1,200+ in its third year.

LOCATION

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

We will use the same location along Parkside Ave in Downtown Lombard.

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.

Attached to this grant application is a detailed timeline/checklist for our proposed event. We plan to kick off planning at the beginning of 2025.

IMPACT

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

We take pride in bringing the Chicagoland's best breweries, cideries, and meaderies to our event. Events that really focus on the brewers in attendance in the end attract beer enthusiasts from all over. We are hopeful this will attract folks from far away to come to Lombard. While we know that it might be a long-stretch, we love the opportunity to partner with Lombard and build upon this event to something bigger which may possibly help attract outsiders to stay in local hotels.

- 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 addition to generating revenue, our objective for this event is to bring together our local community. The Lombard Ale Fest was an annual event that was popular within the community. We look forward to working with local breweries in and around Lombard to showcase some of the best of the best beers, ciders, seltzers, etc.

Food is also a crucial component to alcohol-related events. We feel that the only route is to feature Lombard restaurants and businesses as a part of this event. If there's something we're missing and can't get in Lombard, we will consider partnering with a local business in a neighboring town.

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

Our target audience is adults (21+) from the Lombard and surrounding areas. We are budgeting for an estimated attendance of 1,200 individuals.

- 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.

Total costs in our first year (2023): \$1942.80 for total overtime costs and \$1495.75 for road closures and barricades. The number in 2024 decreased and we kept expenses under \$3,000 for police and water. This year we requested \$3,500 for City Services.

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

This year we received wonderful support from the community. Waste Management sponsored our restroom facilities, trash cans, and dumpsters. JT's Porch was our glass sponsor and donated the glassware. In total, we received \$9,000 in event sponsorship not counting the value of the glasses and the Waste Management products.

- 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).

Word of mouth will continue to be a huge asset to our marketing plan. All event details will live on our website (www.lombardjrs.com) and in a Facebook Event created by the Lombard Junior Women's Club. We hope that we can work jointly with the Lombard Park District, the Village of Lombard, the Chamber of Commerce, and other community organizations. Our social media presence has been growing over the years and we believe that an event such as we're proposing will increase our following and be a resource of information in Lombard. This year we experimented with branded coasters that we passed out during the Lilac Parade. They were also distributed throughout local bars and restaurants. We look forward to bringing those back in 2025.

- 7) Funding for the Local Tourism Grant Program for 2025 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 2025, how will your organization adjust? What modifications can/will you make to your budget or event if full grant funding is not made available?

The LJWC knows there is an appetite for community programming in Lombard. As a prominent organization in our community, we are committed to helping bring these events to Lombard. It's a bonus when we are able to raise extra funds that we can then insert right back into our own community via our Lombard Junior Philanthropic Fund.

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:

Our organization does not employ an agency to perform an audit. However, we have practices in place to maintain the integrity of our accounts. All payments require a receipt attached to a check voucher that is signed by the requestor, the chair of the committee, and the vice-president or president of our club. At the end of the year, the treasurer along with several board and at-large club members audit our books. We are no longer required to submit a Federal Form 990. We submit electronically. This is the same practice as the Lombard Lilac Princess Program.

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:	Jenelle Metcalf		
Title or office held:	2025 Event Chair	Date:	12/13/24

Signature: *Jenelle Metcalf*_____

**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	\$	\$	\$
Total Income	\$	\$	\$

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
	\$	\$	\$
Total Expenses	\$	\$	\$

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)

	ACTUAL	ACTUAL	ANTICIPATED
Estimated value of in-kind	\$	\$	

contributions (explain)

--	--	--

Beer paid by RES				\$1,143	\$0	Paid for by RES
Beverage Manager	\$0	\$0			\$0	
Beer sellers	\$0	\$0			\$0	
Ice	\$1,200	\$1,440		\$1,626	\$1,800	Paid for by RES
Extra Supplies	\$479	\$575			\$750	
Total Beverage Operations	\$18,049	\$27,015		\$21,772	\$24,550	
RES Costs						
Ravenswood Management Fee	\$10,000	\$12,000		\$10,000	\$12,000	Paid for by RES
Bank Fees					\$0	
Total Fees	\$10,000	\$12,000		\$10,000	\$12,000	
TOTAL EXPENSES	\$60,833	\$92,406		\$75,017	\$85,076	