

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

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

TO: PRESIDENT AND BOARD OF TRUSTEES

FROM: Scott Niehaus, Village Manager

DATE: July 13, 2022 (B of T) Date: July 21, 2022

TITLE: Local Tourism Grant Recommendation – Lombard Chamber of Commerce
Farmers Market 2022

SUBMITTED BY: Nicole Aranas, Assistant Village Manager

BACKGROUND/POLICY IMPLICATIONS:

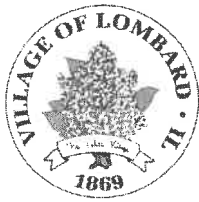
Attached please find information regarding a recommendation from the Community Promotion and Tourism Committee for approval of funding to the Lombard Chamber of Commerce towards the 2022 Farmers Market. The Committee is recommending approval of a grant of up to \$2,640.00 through the Local Tourism grant program.

Please place this item on the consent agenda for the July 21, 2022, 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 
Assistant Village Manager

DATE: July 13, 2022

SUBJECT: Community Promotion & Tourism Committee Recommendation
Farmers Market

The following is a recommendation for funding through the Local Tourism Grant Program for the Lombard Chamber of Commerce in the amount of \$2,640.00 towards expenses related to the Farmers Market.

Grant Request: \$2,640.00

The Lombard Chamber of Commerce has requested a grant in the amount of \$2,640.00 to be used toward costs associated with 2022 Farmers Market. The funding will be used to cover public works overtime to place barricades at the parking lot at 20 E. St. Charles Road every Tuesday morning at 5:00 a.m. to block the parking lot before any commuters park in the area.

The event is currently scheduled to take place between June 7, 2022 and October 18, 2022 from 2:00-7:00 p.m.

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 \$2,640.00 to the Lombard Chamber of Commerce, to be used towards the reimbursement of expenses relating to the 2022 Farmers Market.

Please place this item on the July 21, 2022, 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 APPLICATION FORM

GENERAL INFORMATION

Organization:	Lombard Area Chamber of Commerce		
Name of event:	Farmers Market		
Date of event:	06-22/10-22	Event location:	20 E St Charles Rd
Contact person:	Melissa Infusino	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:	\$
Cost of city services requested in this application (if any):	\$approx \$2640.00
Total funding requested in this application:	\$approx \$2640.00
Percent of total project cost being requested:	%
Anticipated attendance:	
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 parking lot at 20 E St Charles Rd every Tuesday morning at 5 am as they need to block the parking lot before any commuters park there.

ORGANIZATION

Number of years that the organization has been in existence:	68
Number of years that the project or event has been in existence:	0
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?	Unsure at this time

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 add a Farmers Market on Tuesday evenings from June-October to promote downtown businesses on an otherwise slow night. Since this is our first year, we are unsure of any costs associated. We are looking to add live music to enhance the experience and give us the ability to keep shoppers engaged in the downtown area for dinner/shopping after they visit the Farmers 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:

We are not sure of the budget this year as this is the first year we are hosting the event. Although we are looking to generate revenue for the Chamber and use this as a revenue source for non-dues revenue, we are using 2022 as a benchmark for future years.

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

We are hoping to host this on an annual basis. We are starting small this year so we don't bite off more than we can chew, but we feel that done correctly we can grow this to be self-sustaining and a benefit to the community.

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:

Lilac Times Arts and Craft Fair

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

We are looking to offer twenty five 10x10 vendor spots, the total cost for the spot will be \$200 for 20 weeks, which is comparable to neighboring farmers markets. Looking at other farmers markets in the area many farmers purchase two spots for a 20x10 area. 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 2pm-7pm. We have invited the park district to come provide a kids activity. We are looking to provide live music to promote an otherwise slow night in the downtown area, we will use the PA system to encourage people to stay and shop/dine in downtown Lombard after they visit the market.

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

They will be used to cover Public Works overtime to install barricades for the parking lot at 5 am prior to commuters arriving.

- 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)?

First time event

LOCATION

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

20 E. St. Charles Road

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.

Our committee is moving full steam ahead with this event. We have spoken to vendors, we have joined the Farmers Market Association, we are starting to promote the event through social media, the Chamber website, and the park district is also giving us a page in the summer activity guide. We are looking to secure all vendors by June 1, 2022.

IMPACT

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

Farmers Markets are proven to attract visitors to communities. In sitting in Economic and Community Development committee meetings, it has been discussed that these are instrumental in promoting community development. Since this is our first year, we are unsure of hotel stays.

- 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 are hoping to feature live music and kids activities as to make this more of a destination event vs. a "stop in" event to promote dining and shopping after people visit the farmers market.

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

Target audience is families that want fresh produce and a family evening out. We are hoping to attract 200-300 people each week.

- 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.

Public works has estimated that the cost of providing baracades each week is \$120/week. We are requesting the grant to cover just these costs. If the grant is not approved, we will still move forward with the Farmers Market.

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

We have spoken to the park district about providing a kids activity each week for the families/kids that attend.

- 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 have joined the Farmers Market Association, we are advertising on Social Media, we are advertising through the park district, and in several print magazines/newspapers. We will also be featuring the Farmers market on the Village board, and we will be on local Farmers Market calendars.

- 7) Funding for the Local Tourism Grant Program for 2022 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 2022, how will your organization adjust? What modifications can/will you make to your budget or event if full grant funding is not made available?

We will still move forward with the Farmers Market and readjust our budget to meet the 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:			
Title or office held:		Date:	

Signature: _____

LOCAL TOURISM GRANT PROGRAM DETAILED BUDGET

Event: Lombard Farmers Market Date: 4/5/22

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	ACTUAL	ANTICIPATED
Lombard Tourism Grant	\$	\$	\$2640.00
Vendor Registrations			\$5000.00
Sponsorships			\$5000.00
Total Income	\$	\$	\$12640.00

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

ITEMIZED EXPENSES	ACTUAL 2022	ACTUAL _____	ANTICIPATED
Advertising	\$	\$	\$200.00
Farmers Market Assoc Membership	\$125		\$
Entertainment			\$5000.00
Labor/administrative			\$3000.00
Generator			\$1500.00
Total Expenses	\$	\$	\$9825.00

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
\$	\$	