

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: January 23, 2026 (B of T) Date: February 5, 2026

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

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 towards the 2026 Lombard Farmers Market. The Committee is recommending approval of a grant of up to \$3,300 to cover the costs of Village Services and advertising costs through the Local Tourism grant program.

Please place this item on the consent agenda for the February 5, 2026 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:** January 23, 2026

**SUBJECT:** Community Promotion & Tourism Committee Recommendation  
Lombard 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 \$3,300 towards expenses related to the Farmers Market.

**Grant Request: \$3,300**

The Lombard Area Chamber of Commerce has requested a grant in the amount of \$3,300 to be used towards costs associated with 2026 Lombard Farmers Market. The funding will be used to cover village services including Public Works overtime to place barricades and secure the event location, and advertising costs of the event.

The event is currently scheduled to take place Tuesday evenings between May 19, 2026, and October 6, 2026.

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

**RECOMMENDATION:**

The Community Promotion & Tourism Committee recommended a grant of an amount up to \$3,300 to the Lombard Area Chamber of Commerce, to be used towards the reimbursement of expenses relating to the 2026 Farmers Market.

**VILLAGE OF LOMBARD  
LOCAL TOURISM GRANT PROGRAM 2026 APPLICATION FORM**

**GENERAL INFORMATION**

Organization:	Lombard Area Chamber of Commerce		
Name of event:	Lombard Farmers Market		
Date of event: 5/19 to 10/6		Event location:	Park Street
Contact person:	Rick Galfano	Title:	President & CEO
Business address:	145 S. Main Street Suite B	City & Zip	Lombard 60148
Telephone:	630-627-5040	Email:	Rick@lombardchamber.com

**PROJECT OVERVIEW**

Total cost of the project:	\$4,400
Cost of city services requested in this application (if any):	\$2,000
Grant funding requested in this application (excluding city services)	\$1,300
Total funding requested in this application (grant including services):	\$3,300
Percent of total project cost being requested:	75 %
Anticipated attendance:	500 weekly
Anticipated number of overnight hotel stays:	unknown

Briefly describe the project for which are funds are being requested: Funds will be used to cover public works placing barricades at the two entrances of South Park every Tuesday at 1pm to block citizens from parking and driving on the street during the market. An electrical spider box will also be needed from Public Works.

**ORGANIZATION**

Number of years that the organization has been in existence:	72
Number of years that the project or event has been in existence:	5
Number of years the project has been supported by Village of Lombard funds:	5
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 is an organization that supports business growth and development, along with community promotion. We are looking to continue with our Farmers Market on Tuesday afternoons and evenings from May 19<sup>th</sup> to October 6, 2026, to promote downtown businesses on an ordinary slow night. This will be our 5<sup>th</sup> year operating this event. We are planning on continuing to offer live music to enhance the market and the overall experience of shopping downtown before, during and after attending the 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: This event, and others that we host, is a source of non-dues revenue that the chamber depends on. In 2025, we averaged 22 vendors, some of which were nonprofit organizations. This takes a considerable amount of time from the chamber staff for a 20-week event. Regarding the nonprofits, we do not charge for their space each week; it is a complimentary offering that we give to organizations that sign up. This continues with our mission of bringing people downtown.
- 3) What is the organization's plan to make the project self-sustaining? We do not foresee Farmers Market being completely self-sustaining at this point due to public works cost and advertising the event in West Suburban Living as a "Visit Lombard" event that all in the village get the benefit of.

**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 Lombard Farmers Market

- 1) Provide a full detailed description of the proposed project or event. The chamber will offer vendor spaces on Park Street. The vendors will pay a \$ 200 season fee to attend the market, or \$ 30 per week, if they are weekly vendors. This rate is at, or lower, than other similar markets in the area. The vendors will provide their own tents, tables, and chairs while following the village requirements for safety. The market will be open from 3pm and 7pm and run from May 19<sup>th</sup> to October 6. We plan to continue offering one space each week to a nonprofit organization for no charge and also live music each week.
- 2) If your application is accepted, how will the tourism grant funds be used? It will be used to cover public works installing and removing barricades and barriers to block off access to Park from approximately 1 to 8pm and to pay for an advertisement in West Suburban Living Magazine in April promoting Lombards Lilac days in May. By adding a print ad in West Suburban Living Magazine, we realize that this increases our percentage of total project cost in this application, but it is an expense that benefits all the Lombard organizations during Lilac Days.
- 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)? We are requesting from the village of Lombard the closure of Michael McGwire Drive from the Train Station to just past Punkies on Tuesdays. Securing this space would allow the market to grow by adding more vendors and more specifically a larger produce and meat representation for our market. We have received feedback that we need more produce and meat options, and the only way we can attract better options is to offer more space. Another consideration could be Park Street North of St. Charles to Orchard.

### **LOCATION**

Provide the location of the event or project. If a location has not been secured, list the venue(s) being proposed or considered. South Park Ave – between St. Charles Road and Michael McGwire Drive.

### **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. If a returning event, detail the number of overnight stays generated and share details regarding the tourism impact of the event. Farmers Markets have been proven to attract visitors to a community. Feedback from visitors has been positive and that more people are spending more than one day in the area, especially during the Lilac Festival.
- 2) Please describe the economic benefits 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 have seen increases in people attending just to see live music and then shopping at the market or visiting the stores in the area. The musicians promote where they will be and the market.
- 3) Who is the target audience for your event or project? What is your anticipated attendance?  
Community members of all ages desire fresh foods and unique homemade foods and items. We are planning to attract over 300 visitors 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 charged the chamber in the past approximately \$ 100 each week for barricade removal.
- 5) Please describe any collaborative arrangements developed or anticipated with other organizations to fund or otherwise implement the project (including in-kind donations). The chamber will offer each week a complimentary space at the market for a nonprofit organization. Also, we offer to share our booth space with one of our chamber members.
- 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). The chamber is part of the Farmers Market Association; we promote on all social media platforms that we are part of, advertise on our web site and weekly newsletter. Yard signs are made and given to people to put in their yards, and we advertise in West Suburban magazine in April.

- 7) Funding for the Local Tourism Grant Program for 2026 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 2026, 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 chamber plans to move forward with the Farmers Market and adjust our budget and fees to meet the additional costs if/when the village cannot offer assistance in the future.

**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.

**ACKNOWLEDGMENTS**

- Applicant agrees to acknowledge Village of Lombard support in all event materials using required attribution language.
- Applicant agrees to submit a post-event summary within 90 days including attendance, hotel stays, marketing materials, and evaluation.
- Applicant understands that grant awards may be less than the requested amount and agrees to proceed with adjusted funding if awarded.
- Applicant confirms that no elected official, Village employee, immediate family member, or owned business entity will benefit from this grant funding.

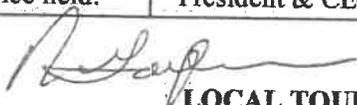
Additional Notes, Comments or Explanations:

**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:	Rick Galfano		
Title or office held:	President & CEO	Date:	12/2/25

Signature:



**LOCAL TOURISM GRANT PROGRAM  
DETAILED BUDGET**

