

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 28, 2025 (B of T) Date: February 6, 2025

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 2025 Lombard Farmers Market. The Committee is recommending approval of a grant of up to \$5,000 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 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: January 28, 2025

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 \$5,000 towards expenses related to the Farmers Market.

Grant Request: \$5,000

The Lombard Area Chamber of Commerce has requested a grant in the amount of \$5,000 to be used towards costs associated with 2025 Lombard Farmers Market. The funding will be used to cover advertising costs and 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 20, 2025, and October 7, 2025.

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 \$5,000 to the Lombard Area Chamber of Commerce, to be used towards the reimbursement of expenses relating to the 2025 Farmers Market.

Please place this item on the February 6, 2025, 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 2025 APPLICATION FORM

GENERAL INFORMATION

Organization:	Lombard Area Chamber of Commerce		
Name of event:	Lombard Farmers Market		
Date of event:	5/20/25 - 10/7/25	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:	\$ 10,000
Cost of city services requested in this application (if any):	\$ 3,000
Grant funding requested in this application (excluding city services)	\$ 2,000
Total funding requested in this application (grant including services):	\$ 5,000
Percent of total project cost being requested:	50%
Anticipated attendance:	500 weekly
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 two entrances of South Park every Tuesday morning at 5am as they need to block the street from citizens parking and driving through. Possible electric (spider boxes) that Public Works can provide.

ORGANIZATION

Number of years that the organization has been in existence:	71
Number of years that the project or event has been in existence:	4
Number of years the project has been supported by Village of Lombard funds:	4
How many years does the organization anticipate it will request grant funding?	5+

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 20th 2025 to October 7th 2025 to promote downtown businesses on an otherwise slow night. This will be our 4th year operating this event, and our second at the Park Street location. We are planning to continue offering live music to enhance the market and the overall experience of shopping downtown 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:

Being that we are beginning our 4th year, we do have a better idea of costs. We are still looking at this event as a source of non-dues revenue for the chamber. We had an average of 19 vendors in 2024 and we anticipate 21 in 2025. Last year we offered a weekly booth space for non-profit organizations in our community. They register online for the day that they would like for them to build awareness at no cost. We will be offering that again in 2025. We also offer booth space at the chamber booth to chamber members at no cost so they can market their business. Moving to the Park location was a big success in 2024. The location is busier for our vendors and also helps businesses in the area increase business on a normally slow afternoon and evening.

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

2024 was the first year at our new location on Park. We are continuing to look for opportunities to increase our vendor participation and then find space on the street to fit them in. More vendors will help with our costs, but we will need to keep the costs as low as possible due to these businesses having difficulty finding and paying for workers.

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:

Grants awarded for Farmers Market, Lilac Times Arts & Craft Fair, Spooktacular and Candy Cane Lane in 2022, 2023 & 2024

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

We are looking to offer twenty 10x10 vendor spots, the total cost for the spot will be \$200 for twenty weeks, which is comparable to neighboring Farmers Markets. 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 3pm till 7pm. We will be continuing to offer a booth space each week to a local nonprofit on a sign-up basis for the nonprofit to engage in the community. We are continuing to provide live music to promote an otherwise slow night in the downtown area. The market will run from May 20th-October 7th, 2025.

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

It will be used to cover public works overtime to install barricades and barriers to block off access to South Park from 5am -8pm.

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 definitely continue to learn. We started planning earlier in 2024 and we will start earlier in 2025. The majority of our vendors have notified us that they are coming back for 2025 due to the better location and increased sales. We will continue partnering with J and L Vintage for entertainment during the market. In 2024 the music participants promoted the market, we will be continuing to do so in 2025. Also, our social media campaigns, festival.net advertising and marketing through the Illinois farmers market association will continue.

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 McGuire 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. Farmers markets have been proven to attract visitors to communities. While attending economic community development committee meetings, it has been discussed that these are instrumental in promoting community development. Also, the farmers market will bring shoppers to a new area of downtown Lombard.
- 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 continue to feature live music to make this more of a destination event vs a stop in event to promote dining and shopping after or before visiting the farmer's market.
- 3) Who is the target audience for your event or project? What is your anticipated attendance?
Target audience is community members of all ages, that want fresh produce and other unique homemade foods / items. We are planning on attracting over 300 people each week. We are also planning to draw people from Villa Park and Glen Ellyn, including people who shop in other towns' farmers markets on different days.
- 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 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 barricades each week is \$120 per week. We are not sure what the costs will be for 2025, so we slightly raised the Public Works estimate for 2025.
- 5) Please describe any collaborative arrangements developed or anticipated with other organizations to fund or otherwise implement the project (including in-kind donations).
We will offer a free space each week for a local nonprofit organization. Also, we will make available sharing a space with one of our members at our tent.
- 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 are part of the Farmers Market Association, we promote on all social media, advertise with the park district, promote on Lombard Chamber of Commerce website and e blasts, yard signs, and newspaper. We will continue to feature the farmers market requesting on the village board and will be on local farmers market calendars. We will continue to send out flyers to all apartment buildings as well as posters in the community.
- 7) Funding for the Local Tourism Grant Program for 2024 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 2024, how will your organization adjust? What modifications can/will you make to your budget for the event if full grant funding is not made available?

We will still move forward with the Farmers Market and adjust our budget to meet the additional 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:	Rick Galfano		
Title or office held:	President & CEO	Date:	12/16/24

Signature: _____

**LOCAL TOURISM GRANT PROGRAM
DETAILED BUDGET**

Event: Lombard Farmers Market
1/2/25

Date:

Organization: The Lombard 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 23	ACTUAL 24	ANTICIPATED
Lombard Tourism Grant	\$3640	\$ 3640	\$ 2,000
Vendors	4400	5625	6,000
Sponsorships	2000	2000	2,000
Total Income	\$10040	\$11265	\$10,000

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

ITEMIZED EXPENSES	ACTUAL 23	ACTUAL 24	ANTICIPATED
Entertainment	\$1100	\$1000	\$1,000
Village Services	2640	2,000	3,000
Port-o-let	1000	0	0
Advertising/signs/printing	3026	0	0
One Time Event Costs	100	100	100
Total Expenses	\$10866	\$4100	\$4100

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)	\$	\$	

