

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– Lombard Vintage Day (LOV'D)

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 Outdoor Vintage Day (LOV'D) event. The Committee is recommending approval of a grant of \$1,000 to cover the costs of Village Services.

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 Outdoor Vintage Day (LOV'D)

The following is a recommendation for funding through the Local Tourism Grant Program for the Lombard Chamber of Commerce in the amount of \$1,000 towards the costs of village services.

Grant Request: \$1,000

The Lombard Area Chamber of Commerce has requested a grant in the amount of \$1,000 to be used towards the 2026 Lombard Outdoor Vintage Days event. The funding will be used to cover village services including Public Works, barricades, and public safety.

Lombard Outdoor Vintage Day is held from 11am to 5pm on Park Street between St. Charles and Michael McGuire Drive. The event features vendors that sell vintage items along with live music in downtown Lombard. The event is currently scheduled to take place on March 29, June 28, and September 27, 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 in the amount of \$1,000 to the Lombard Area Chamber of Commerce, to be used towards the cost of village services for the 2026 Lombard Outdoor Vintage Days event.

**VILLAGE OF LOMBARD
LOCAL TOURISM GRANT PROGRAM 2025 APPLICATION FORM**

GENERAL INFORMATION

Organization:	Lombard Area Chamber of Commerce		
Name of event:	Lombard Outdoor Vintage Day (LOV'D)		
Date of event: 3/29, 6/28 & 9/27 2026		Event location:	Park Street – between St Charles and Michael McGuire Drive
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:	\$ 4,000
Cost of city services requested in this application (if any):	\$ 1,000
Grant funding requested in this application (excluding city services)	\$ 0
Total funding requested in this application (grant including services):	\$ 1,000
Percent of total project cost being requested:	25%
Anticipated attendance:	850
Anticipated number of overnight hotel stays:	unknown

Briefly describe the project for which are funds are being requested: Lombard Outdoor Vintage Day (LOV'D) was thought of as an excellent opportunity to bring a new younger demographic to our town and community. We came to that conclusion after researching the market and who exhibits and attends markets like this. We found that there were not many options for attending this kind of market outside of Lombard, so we could draw interest to our town. After having this event twice in 2025, our conclusion proved correct with outstanding vendor and public feedback very positive

ORGANIZATION

Number of years that the organization has been in existence:	72
Number of years that the project or event has been in existence:	1
Number of years the project has been supported by Village of Lombard funds:	1
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 this mission with the Lombard Outdoor Vintage Day (LOV'D) event to promote shopping in the downtown business district. We are planning live music with a DJ, as well, to enhance the event for shoppers.
- 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:

By organizing this event and working closely with the local businesses we will continue to bring an increase of foot traffic to the downtown of Lombard and also bringing awareness to what we have in the downtown.

- 3) 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: Proceeds from vendors from each year's event including fundraising and sponsorships are used to continue operations here at the chamber and staff.
- 4) What is the organization's plan to make the project self-sustaining? By keeping our costs to a minimum, and an increase in sponsorships, we can strive to be self-sustained with the exception of village services.

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: LOV'D event in 2025

- 1) Provide a full detailed description of the proposed project or event. Lombard Outdoor Vintage Day (LOV'D) from 11 to 5pm on Park Street between St. Charles and Michael McGwire Drive. A fun filled day of shopping for vintage items in a festive atmosphere with live music in the heart of downtown Lombard.
- 2) If your application is accepted, how will the tourism grant funds be used? We will use the funds to pay for village services needed during the event, like barricades, public safety, and code enforcement as examples.
- 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)? Based on the success of the two dates in 2025, we have decided to add an early spring date to the event, increasing from two to three dates for 2026.

LOCATION

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

Call to vendors by January 30th

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. By promoting this event on social media, our reach outside of Lombard, including outside of Illinois, will reach those that would like to visit for the weekend.

- 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? The vintage market is growing with many interested people traveling some distance to attend. There are not that many catering to this market, and Lombard is an early outlier for this group.
- 3) Who is the target audience for your event or project? What is your anticipated attendance? While the market covers and interests all age groups, the younger people are a larger portion of this, ranging from 16 to 35. The expected attendance is around 700.
- 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. We are anticipating costs from public works, including barricades.
- 5) Please describe any collaborative arrangements developed or anticipated with other organizations to fund or otherwise implement the project (including in-kind donations). With all our events, we request volunteers to help while promoting their organization and business. One of the chambers members, JL Vintage, collaborates with many of the vendors' businesses in and around the area.
- 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 design and eblast event information and also print materials. We also add the event to our weekly newsletter and all our social media accounts.
- 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? We would have to adjust by increasing sponsorships and raising vendor fees. We try at all times to keep our fees reasonable to attract small businesses into the community and in turn bring their customers to Lombard.

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:

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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:	

Signature: 

**LOCAL TOURISM GRANT PROGRAM
DETAILED BUDGET**

Event: Lombard Outdoor Vintage Day – LOV'D Date: 12/11/2025

Organization: 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 2025	ACTUAL	ANTICIPATED
Lombard Tourism Grant	\$ 676.58	\$	\$1,000
Vendors - March	0		\$3,250
Vendors - June	\$3,375		\$3,250
Vendors - September	\$3,250		\$3,250
Total Income	\$7,301.58	\$	\$10,750

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

ITEMIZED EXPENSES	ACTUAL 2025	ACTUAL	ANTICIPATED
Village Services	\$676.58	\$	\$1,000
Music - March	0		\$1,000
Music - June	\$1,050		\$1,000
Music - September	\$1,050		\$1,000
Total Expenses	\$2,776.58	\$	\$4,000

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)	\$	\$	