

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: February 9, 2023 (B of T) Date: February 16, 2023

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 2023 Lombard Farmers Market. The Committee is recommending approval of a grant of up to \$4,000 to cover the costs of Waste Management and Village Services through the Local Tourism grant program.

Please place this item on the consent agenda for the February 16, 2023 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 9, 2023

**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 \$4,000 towards expenses related to the Farmers Market.

**Grant Request: \$4,000.00**

The Lombard Chamber of Commerce has requested a grant in the amount of \$4,000 to be used towards costs associated with 2023 Lombard Farmers Market. The funding will be used to cover Waste Management services and Public Works overtime to place barricades to block the parking lot.

The event is currently scheduled to take place between May 23, 2023 and October 17, 2023 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 \$4,000 to the Lombard Chamber of Commerce, to be used towards the reimbursement of expenses relating to the 2023 Farmers Market.

Please place this item on the February 16, 2023 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 2023 APPLICATION FORM**

**GENERAL INFORMATION**

Organization:	Lombard Area Chamber of Commerce		
Name of event:	Lombard Farmers Market		
Date of event:	10/23/2023	Event location:	20 E St Charles Road
Contact person:	Melissa Boltz	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:	\$10,440
Cost of city services requested in this application (if any):	\$2640
Total funding requested in this application:	\$4000.00
Percent of total project cost being requested:	40%
Anticipated attendance:	400 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 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 in the lot and any possible electric Public Works can provide (spider boxes) We are also requesting funding to assist with the cost of a port-o-let.

**ORGANIZATION**

Number of years that the organization has been in existence:	68
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?	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 add a Farmers Market on Tuesday evenings from June-October to promote downtown businesses on an otherwise slow night. This is our second year operating this event, so we have a better idea of what we are doing and costs involved. 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:

Being the 2nd 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, and many of the one-time costs were taken care of in 2022. We had 13 vendors in 2022, and are anticipating 25 in 2023. We are looking to also offer a weekly booth space for non-profits within the community on a sign-up basis for them to grow brand awareness within the community. We also offer booth space at the Chamber booth to Chamber members at no cost so they may market their business. We feel that the event brings guests downtown Lombard on an otherwise slow night and we feel many businesses within the downtown community benefitted from the farmers market.

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

2022 was definitely a learning year for Farmers Market. We are looking at our opportunities to grow, we made notes of what worked and what did not work and are taking that knowledge to grow. We also welcomed input from the community and utilized any suggestions to make ourselves better. We are hoping to grow it to be self-sustaining but many vendors are still struggling so we need to keep our costs as low as possible.

#### **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:

Grant awarded for farmers market in 2022, Lilac Times Arts & Crafts Fair, Spooktacular

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. In 2023 we are offering a booth space each week to a local non-profit on a sign-up basis for the non-profit to engage in the community. 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. The market will run from May 23rd – October 17th 2023.

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. We will also use the grant funds for a port-o-let at the site (based on community feedback)

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 learned quite a bit in our first year. We are starting to plan much earlier for the 2023 season. We have 3 vendors lined up already, and we feel that more vendors will increase attendance. We are also looking at our entertainment and having them promote the event, as well as continue with our social media campaigns, festival.net advertising, and marketing through the IL Farmers Market Association.

**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.

We started planning in early December for the 2023 Farmers Market, much earlier than 2022. Our marketing pieces are almost finished, as well as the social media campaign. We will create a Facebook page for Farmers Market, we have renewed our membership in the IL Farmers Market Association. We currently have 3 vendors ready to sign up when registration opens, and we have commitments to return from 7 vendors from 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. We did not have any hotel stays in 2022.

- 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. In 2022 we ended up creating a "kids area" with toys for the kids, chairs for families to sit in and enjoy time listening to the music, and we then noticed them heading to local restaurants. Economically this increases the sales tax revenue to the Village.

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

Target audience is community members that want fresh produce and an evening out. We are hoping to attract 200-300 people each week. We are also hoping to draw people from Villa Park as they do not have a Farmers Market, in 2022 we had many attendees come from Villa Park. We also had attendees from other nearby communities that had Farmers Market's on different days and wanted fresh meat and produce.

- 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 barricades each week is \$120/week but the cost was significantly lower than anticipated. We are not sure what the cost is going to be in 2023 so we are basing it on 2022 costs, and we are also requesting the cost of a port-o-let be included in the grant for 2023. 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 are looking to provide 1 booth space a week for non-profits at no cost to the organization. This will be done on a sign-up basis. We would like the opportunity for our local organizations to have opportunities to market themselves with minimal costs.

- 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. We will also be sending out flyers to all apartment buildings to send to their residents, as well as posters throughout the community.

- 7) Funding for the Local Tourism Grant Program for 2023 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 2023, 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:	MELISSA BOLTZ		
Title or office held:	President of RED	Date:	1/5/23

Signature: Melissa B. Boltz



## LOCAL TOURISM GRANT PROGRAM DETAILED BUDGET

Event: Lombard Farmers Market Date: 5/23/23 to 10/17/23

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 2022	ACTUAL	ANTICIPATED
Lombard Tourism Grant	\$385	\$	\$3640
Vendor registration	\$2315		\$5625
Sponsorships	\$1400		\$2000
<b>Total Income</b>	<b>\$4100</b>	<b>\$</b>	<b>\$11265</b>

**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
Entertainment	\$2200	\$	\$3300
Village Services	\$385		\$2640
Port-o-let	\$0		\$1000
Advertising/printing	\$100		\$200.00
One-time event costs	\$300		\$100
Misc weekly costs	\$100		\$200
Labor/administrative	\$3000		\$3000
<b>Total Expenses</b>	<b>\$6085</b>	<b>\$</b>	<b>\$10440</b>

**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)	\$	\$	



LOMBARD CHAMBER OF COMMERCE

**FARMERS MARKET 2022**  
**JUNE-OCTOBER**  
**TUESDAYS FROM 2PM-7PM**

Looking for a sponsorship opportunity?

Weekly Sponsor Member \$300 (Non-Member \$550\*)

- Vendor space at the event day of sponsorship -
- Social Media advertising -
- Promotion throughout the event -


Presenting Sponsor Member \$2000 (Non-Member \$2250\*)

- Signage & Promotion at event -
- Opportunity for vendor space every week -
- Three email blasts -
- Recognition on website event page -
- Social Media advertising -

Call Melissa at (630)627-5040  
[www.lombardchamber.com](http://www.lombardchamber.com)

\*Includes a 1 year membership with the Lombard Chamber of Commerce





LOMBARD CHAMBER OF COMMERCE

**FARMERS MARKET 2022**  
**JUNE 7TH-OCTOBER 18TH**  
**TUESDAYS FROM 2PM-7PM**

VENDOR SPOTS ARE AVAILABLE

SPOTS ARE \$200 FOR A 10X10 OR \$400  
FOR A 20X10 (SEASON RATE)

WEEKLY SPOTS AVAILABLE FOR \$30

TO REGISTER CONTACT MELISSA AT  
(630)672-5040





LOMBARD CHAMBER OF COMMERCE  
PRESENTS OUR FIRST ANNUAL

**FARMERS MARKET 2022**

**JUNE 7TH-OCTOBER 18TH**

**TUESDAYS FROM 2PM-7PM**

**20 E ST. CHARLES RD**

FOR MORE INFORMATION CONTACT THE  
LOMBARD CHAMBER OF COMMERCE

630.627.5040 [LOMBARDCHAMBER.COM](http://LOMBARDCHAMBER.COM)