VILLAGE OF LOMBARD REQUEST FOR BOARD OF TRUSTEES ACTION

For Inclusion on Board Agenda

X	Resolution or Ordinance (Blue Recommendations of Boards, Other Business (Pink)	·	_ Waiver of First Requested ttees (Green)
TO:	PRESIDENT AND BOAR	_	
FROM:	David A. Hulseberg, Villag	ge Manager LaM	•
DATE:	April 25, 2011		Date: May 5, 2011
TITLE:	Grant Request for 2011 Tas Grant Request from Elmhu		Association
SUBMITTED BY:	Community Promotion & T	Courism Committee	
	OLICY IMPLICATIONS: I two funding recommendation	ns from the Community	Promotion & Tourism
•	om the Lombard Jaycees reque . The Committee recommende	•	associated with the 2011 Taste of at of \$30,000.
associated with man	from the Elmhurst Symphony keting, promotion and a perforoval of an amount of \$15,000.		requesting \$15,000 for costs t High School. The Committee
Please place these i	tems on the consent agenda for	r the May 5, 2011 Board	of Trustees meeting.
Fiscal Impact/Fund Hotel/Motel Tax Fu Taste of Lombard - Elmhurst Symphon	and:		
Review (as necessa Village Attorney X Finance Director X Village Manager	ry): Doe de Hale	<u> </u>	DateDateDate

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:

David A. Hulseberg

Village Manager

FROM:

Joelyn Kott (

Communications Coordinator

DATE:

April 25, 2011

SUBJECT: Community Promotion & Tourism Committee Recommendations

The following are two recommendations for requests from the Community Promotions & Tourism Committee. These requests were presented at the Committee's April 21, 2011 meeting.

1. Grant Request For 2011 Taste of Lombard

The Lombard Jaycees requested a grant in the amount of \$30,000 to be used toward costs associated with the annual Fourth of July fireworks.

The grant request & supporting documentation are attached for your review.

RECOMMENDATION:

The Community Promotions & Tourism Committee recommended approval of funding for the Taste of Lombard in the amount of \$30,000.

2. Grant Request from the Elmhurst Symphony Orchestra Association

The Elmhurst Symphony Orchestra Association requested a grant in the amount of \$15,000 for costs associated with marketing, promotion, & holding a symphony performance at Glenbard East High School.

The grant request & supporting documentation are attached for your review.

RECOMMENDATION:

The Community Promotions & Tourism Committee recommended approval of a grant for \$15,000 for marketing, promotion, & holding a symphony performance in Lombard.

Please place these items on the consent agenda on the May 5, 2011 agenda of the Board of Trustees. If you have any questions, please feel free to contact me. Thank you.

Attachments

From: support@civicplus.com

Sent: Wednesday, April 06, 2011 1:11 PM

To: Kott, Joelyn; Polak, Cindy

Subject: Online Form Submittal: Hotel/Motel Tax Grant Application

If you are having problems viewing this HTML email, click to view a Text version.

Hotel/Motel Tax Grant Application

This application is to request funding from the Hotel/Motel tax fund. Applications must be accompanied by a budget that reflects the request by the organization. Applications are reviewed by the Community Promotions & Tourism Committee and are then referred to the Village Board.

Date:
April 6th, 2011
Why are you requesting Hotel/Motel Tax funding?*
The Lombard Jaycees present a fireworks display on July 4th.
Amount of funds being requested:* \$30,000.00
Specifically, what will the Hotel/Mote! Tax funding be used for?*
To cover costs associated with the fireworks on July 4th.
Have you requested Hotel/Motel tax funds in the past?
• Yes C No

A budget of the event or item that is being requested must be attached to the application or the grant application may be not be addressed until the budget is received. If this is a repeat request, the cancelled check(s) from the previous year must have been received by the Village Finance Department or be attached to the application.

Name of Organization Requesting Funding:*	
Lombard Jaycees	
Name of Person Submitting Grant Application:*	
Adam Eakins	
Phone:*	
630-363-1101	

Email:*

adameakins74@yahoo.com	
J	
Event/Project/Activity	
Taste of Lombard 2011	
Taste of Lombard 2011	
Date of Event/Project/Activity	
July 4th, 2011	
, ,,	
Estimated Attendance:	
100,000 including surrounding area	
Is the event open to the general public?	
● Yes	⊂ No
_	
Do you intend to apply for a liquor licens	
Yes	C No
Harrist and the second of the	
How does this promote tourism/overnigh	The state of the s
The Taste of Lombard is a community fesitval that is	-
with the 4th of July holida	
promotes family get together	-
town relatives & people from	-
, and the second of the second	
Will any profits generated be returned to	the community?
€ Yes	C No
. 30	
If so, how?	
The Taste of Lombard donate	es to numerous
community groups & organiza	_
town in upwards of \$20,000	in donations.
J	

* indicates required fields.

The following form was submitted via your website: Hotel/Motel Tax Grant Application

Date:: April 6th, 2011

Why are you requesting Hotel/Motel Tax funding?: The Lombard Jaycees present a fireworks display on July 4th.

Amount of funds being requested:: \$30,000.00

Specifically, what will the Hotel/Motel Tax funding be used for?: To cover costs associated with the fireworks on July 4th.

Have you requested Hotel/Motel tax funds in the past?: Yes

Name of Organization Requesting Funding:: Lombard Jaycees

Name of Person Submitting Grant Application:: Adam Eakins

Phone:: 630-363-1101

Email:: adameakins74@yahoo.com

Event/Project/Activity: Taste of Lombard 2011

Date of Event/Project/Activity: July 4th, 2011

Estimated Attendance:: 100,000 including surrounding areas around the festival

Is the event open to the general public?: Yes

Do you intend to apply for a liquor license for this event/project/activity?: Yes

How does this promote tourism/overnight stays in Lombard? : The Taste of Lombard is a family oriented community fesitval that is run in conjunction with the 4th of July holiday. This event promotes family get togethers & brings in out-of-town relatives & people from surrounding communities to see what our beautiful town has to offer.

Will any profits generated be returned to the community?: Yes

If so, how?: The Taste of Lombard donates to numerous community groups & organizations throughout the town in upwards of \$20,000 in donations.

Additional Information:

Form submitted on: 4/6/2011 1:10:40 PM Submitted from IP Address: 98.223.122.182 Referrer Page: No referrer - Direct link

Form Address: http://www.villageoflombard.org/forms.aspx?FID=46

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INCOME:				Sub-totale
Gross Receipts				20012
	Number	Value		
\$3 Admission Projected	Projected	Projected	Projected Total	
\$5.00 / 16oz Glass - Alt. Beverages		Projected cups 6,325		\$31,625.00
		Projected cups 27,638	Projected Total	\$138,190,00
E			No No No no proper Selling	
eol .				
Pop	Removed	No Pop Sales		0.00
ATM Machines				\$1,200.00
Arts & Crafts			Projected Total	\$3,000
Bingo			Projected Total	\$3,200
Business Tent			Projected Total	\$8,000
Carnival (net)			Projected Total	\$30,000
Miller/Uciid (net)			Projected Total	\$10,000
Restaurants	Number	Value		
Security Deposits	28	\$250.00		\$7,000,00
Fees	28	\$1,500.00		\$42,000.00
Additional Electricity				\$500.00
			Projected Total	\$49,500.00
Park Security Deposit Return				
Deposit Return				\$5,000.00
Pre-Event Start-Up Funds				
Funds				\$24,000.00
Income				
Grants				
Fireworks				\$30,000.00
Total Income				\$335,715
EXPENSES:				:
Alcoholic Beverages				
Alternative Beverages				\$13,000.00
Beer				\$26,000.00
Liquor License				\$100.00
Supplies				\$150.00

Arto & Croffe			
Alis & Cialis			00 000
			\$300.00
Bingo			
Business Tent			
Postage			\$300.00
Carnival			
Supplies			\$150.00
Committee Expenses			
Committee meetings			\$200.00
			\$425.00
Operating meals			\$0.00
Office supplies			\$250.00
Park District deposit			\$5,000.00
Internet Access			\$100.00
Telephones			\$100.00
Voicemail (932-4812)			\$200.00
Postage			\$300.00
Storage			\$3,100.00
Shirts/badges/other apparel			\$1,500.00
Incentives			\$500.00
TGIO			\$0.00
Community Organizations			
Group donations	Projected Reduced due to	no longer selling pop	\$18,000.00
Fire, Police, Park Wish List Items			\$2,000.00
Construction			
Office trailer			\$1,200.00
Equipment rental			\$2,000.00
Golf carts			\$1,500.00
Portable toilets			\$14,500.00
Tents/tables/chairs rental			\$29,000.00
Ticket Booths	3		\$1,800.00
Wastewater bucket rental			\$300.00
Insect Spraying			\$500.00
Lumber			\$700.00
Set up meals			\$0.00
Gas			\$1,000.00
Corporate Sponsors			
Banners			\$500.00

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Electrical Service Certified electrician Equipment upgrade Generators Supplies Diesel Fuel ment Entertainers Supplies Supplies Supplies Supplies Supplies Set up meals Set up meals Supplies Set up meals Set up meal	noved Village Expense TOL Projected	\$600.00 \$3,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$250.00 \$250.00 \$250.00 \$250.00 \$250.00
Electrical Service Electrical Service Certified electrician Generators Supplies Supplies Diesel Fuel Entertainers Supplies Supplies Supplies Supplies Fireworks for show \$30,000 Fireworks for show \$200 Removed Village Expense Supplies Set up meals \$200 Set up meals \$200 Removed Village Expense Supplies Cleaning supplies \$200 Resouring supplies Supplies Cleaning supplies \$200 Rests and Hand stamps Number of Hours		
Certified electrician Certified electrician Equipment upgrade Generators Generators Supplies Diesel Fuel Colored Fuel Iment Entertainers Supplies Colored Fuel Postage Colored Fuel Supplies Colored Fuel Supplies Colored Fuel Supplies Colored Fuel Supplies Colored Village Expense Supplies \$200 Supplies Cleaning supplies Cleaning supplies Cleaning supplies Miscellaneous Kets and Hand stamps Rest and Hand stamps Number of Officers Police Security Number of Officers		
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Miscellaneous kets and Hand stamps Police Security Number of Officers Number of Hours		<u> </u>
kets and Hand stamps Police Security Number of Officers Number of Hours		\$20(
Police Security Number of Officers Number of Hours		\$350.00
Police Security Number of Officers Number of Hours		
	Number of Hours Pay Rate / Hour	<u>.</u>
11:30 pm 4 7	7 Village service	\$0.00
11:30 pm 4 7	7 Village Service	
1 - 5:00 pm 4 5.5	5.5 Village Service	
11:30 pm 6.5	6.5 Village Service	\$0.00
- 5:00 pm, 4 5.5	5.5 Village Service	
11:30 pm 6	6.5 Village Service	
- 5:00 pm	5.5 Village Service	
9	6.5 Village Service	
	Total	otal \$
t Security Number of Personal Number of Hours		
11:00 pm 10	6 Willane service	\$0.00
11:00 pm	0014 1000 080111 4	•

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7/2/2011 : 5:00 pm - 11:00 pm	101	9	6 Village Service	
7/3/2011 : 12:00 pm - 5:00 pm	10	5	5 Village Service	
7/3/2011: 5:00 pm - 11:00 pm	10	9	6 Village Service	
7/4/2011: 12:00 pm - 5:00 pm	10	5	5 Village Service	
7/4/2011: 5:00 pm - 11:00 pm	10	9	6 Village Service	
increas	increased by 3 for ticket booths		Total	
On-Site First Aid, Fire Department	Number of Personal	Number of Hours	Pay Rate / Hour	
6/30/2011 - 4:30 pm - 11:00 pm	2	7	Village Service	
7/1/2011 : 4:30 pm - 11:30 pm		7		
7/2/2011 : 4:30 pm - 11:30 pm	2	2		
7/3/2011 : 11:3 0am - 5:00 pm		5.5		
7/3/2011 : 5:00 pm - 11:30 pm		6.5		
7/4/2011 : 11:30 am - 5:00 pm	2	5.5		
7/4/2011: 5:00 pm - 11:30 pm	2	6.5		
Perimeter Show Fence Install				;
27~Jun			Village Service	=
28-Jun			Village Service	
30-Jun			Village Service	
No Parking Signs Install				
27-Jun			Village Service	
28-Jun			Village Service	
29-Jun			Village Service	
Insurance				
Liability				\$22,000.00
Dram Shop				\$3,300.00
Event				\$6,000.00
Main Stage Entertainment				
Entertainers				\$35,000.00
Production/Stage				\$20,000.00
Supplies				\$200.00
Lombard Idol				\$2,000.00
Publicity				
Advertising				\$9,000.00
Printing				\$1,100.00
Website				\$100.00
Restaurants			Deposit Return	\$7,000

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AuroTallow			\$350.00
Postage			\$300.00
Supplies			\$100.00
Security			
Ear Buds			\$200.00
Pop and Ice			
eol			\$4,000.00
Pop and water			\$1,000.00
Supplies			\$100.00
Tear Down			
Site clean up			\$750.00
Tear down meals			\$0.00
Park repairs			\$750.00
Total Income		Projected	\$335,715.00
Tiotall Expenses		Projected 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	\$294,925,00
RETURN TO CHAPTER:			
Proceeds		Projected Total	\$15,000.00
Reimbursable Cost return to Village		Projected Total	

Polak, Cindy

From:

support@civicplus.com

Sent:

Monday, April 11, 2011 4:44 PM

To:

Kott, Joelyn; Polak, Cindy

Subject: Online Form Submittal: Hotel/Motel Tax Grant Application

If you are having problems viewing this HTML email, click to view a Text version.

Hotel/Motel Tax Grant Application

This application is to request funding from the Hotel/Motel tax fund. Applications must be accompanied by a budget that reflects the request by the organization. Applications are reviewed by the Community Promotions & Tourism Committee and are then referred to the Village Board.

Date:

4/8/11

Why are you requesting Hotel/Motel Tax funding?*

The Elmhurst Symphony has in the past performed at Beister Auditorium in Lombard. Next season we are very excited to be doing a collaboration with the orchestra from Glenbard East High School in the form of a "side by side" for the November

Amount of funds being requested:*

\$15,000

Specifically, what will the Hotel/Motel Tax funding be used for?*

The monies will be used to help offset the rental fees for Beister Auditorium and the personel costs for some of the musicians. It would also be used to do special marketing/promotions for this concert as it is not included in our regular

Have you requested Hotel/Motel tax funds in the past?

No

A budget of the event or item that is being requested must be attached to the application or the grant application may be not be addressed until the budget is received. If this is a repeat request, the cancelled check(s) from the previous year must have been received by the Village Finance Department or be attached to the application.

Name of Organization Requesting Funding:*

Elmhurst Symphony Association

Name of Person Submitting Grant Application:*

Cynthia Bergquist Krainc

Phone:*

630-941-1660

Email:*

boxoffice@elmhurstsymphony.org		
Event/Project/Activity		
Orchestra Concert - The Planets ar		
Date of Event/Project/Activity		
Saturday, November 12, 2011, 7:00		
Estimated Attendance:		
750		
Is the event open to the general public?		
• Yes	\subset	No
Do you intend to apply for a liquor license for this ev	ent/	project/activity?
C Yes	•	No
How does this promote tourism/overnight stays in Lo	omb	ard?
The programing for this particular		
very appealing to all sorts of peo		
Hopefully, drawing people from out will be staying overnight at local		
added appeal of having the orchest		
Will any profits generated be returned to the commu	nity	?
C Yes	•	No
If so, how?		
* indicates required fields.		

The following form was submitted via your website: Hotel/Motel Tax Grant Application

Date:: 4/8/11

Why are you requesting Hotel/Motel Tax funding?: The Elmhurst Symphony has in the past performed at Beister Auditorium in Lombard. Next season we are very excited to be doing a collaboration with the orchestra from Glenbard East High School in the form of a "side by side" for the November concert performing in the "Star Wars Suite".

Amount of funds being requested:: \$15,000

Specifically, what will the Hotel/Motel Tax funding be used for?: The monies will be

used to help offset the rental fees for Beister Auditorium and the personel costs for some of the musicians. It would also be used to do special marketing/promotions for this concert as it is not included in our regular subscription series.

Have you requested Hotel/Motel tax funds in the past?: No

Name of Organization Requesting Funding:: Elmhurst Symphony Association

Name of Person Submitting Grant Application:: Cynthia Bergquist Krainc

Phone:: 630-941-1660

Email:: boxoffice@elmhurstsymphony.org

Event/Project/Activity: Orchestra Concert - The Planets and Star Wars Suite

Date of Event/Project/Activity: Saturday, November 12, 2011, 7:00 pm

Estimated Attendance: 750

Is the event open to the general public?: Yes

Do you intend to apply for a liquor license for this event/project/activity?: No

How does this promote tourism/overnight stays in Lombard? : The programing for this particular concert is very appealing to all sorts of people. Hopefully, drawing people from out of town, who will be staying overnight at local hotels. The added appeal of having the orchestra members from Glenbard East High School join us on stage will draw family members from all over. We are trying very hard to have a guest appearance by Glenbard East Alumn, Astronaut Dan Tanni to correspond with a performance of "The Planets" by Gustav Holst. Music Director, Stephen Alltop, has said he would give up his baton for the "Darth Vadar March" and teach Dan to conduct the ESO and Glenbard East strings in that piece.

Will any profits generated be returned to the community?: No

If so, how?:

Additional Information:

Form submitted on: 4/11/2011 4:43:57 PM Submitted from IP Address: 99.135.148.182 Referrer Page: No referrer - Direct link

Form Address: http://www.villageoflombard.org/forms.aspx?FID=46

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Lombard Concert Budget

Name	Date	Income	Expense	Margin
	11/12/2011			0
musicians]	10,000	-10000
rental			2,500	-2500
marketing			3,000	-3000
administration			10,940	-10940
	!	1		0
ticket sales				0
450 @ avg. \$25		11,250		11250
				0
				0
				0
]	. 0
				0
				0
				0
			-	-15190

Correction to the original grant application.

The Elmhurst Symphony has requested and received funding from the Hotel/Motel tax funds. I was not aware what fund we have received monies from.