

VILLAGE OF LOMBARD  
REQUEST FOR BOARD OF TRUSTEES ACTION  
For Inclusion on Board Agenda

<u>          </u>	Resolution or Ordinance (Blue) <u>          </u> <i>Waiver of First Requested</i>
<u>    X    </u>	Recommendations of Boards, Commissions & Committees (Green)
<u>          </u>	Other Business (Pink)

TO: PRESIDENT AND BOARD OF TRUSTEES

FROM: Scott Niehaus, Village Manager

DATE: June 7, 2023 (B of T) Date: June 15, 2023

TITLE: Local Tourism Grant Recommendation  
Downtown Lombard Business Alliance – Spooktacular

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 Downtown Lombard Business Alliance towards the 2023 Spooktacular Event. The Committee is recommending approval of a grant of up to \$10,000 through the Local Tourism grant program.

Please place this item on the consent agenda for the June 14, 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:** June 7, 2023

**SUBJECT:** Community Promotion & Tourism Committee Recommendation  
Downtown Lombard Business Alliance - Spooktacular

The following is a recommendation from the Community Promotion & Tourism Committee for funding through the Local Tourism Grant Program for the Downtown Lombard Business Alliance in an amount not to exceed \$10,000 for the 2023 Spooktacular event to be co-hosted with the Lombard Chamber of Commerce.

**Grant Request: \$10,000**

The Downtown Lombard Business Alliance has requested a grant in the amount of \$10,000 to be used to cover the cost of Public Works, barricades, Police, Fire, and Waste Management expenses (porta-potties, dumpsters, and toters). Village services account for an estimated \$5,000 of expenses under this grant.

Last year, the Lombard Chamber of Commerce received a grant to work with the Downtown Lombard Business Alliance to restart the Spooktacular Halloween event. The grant request this year is being made by the Downtown Lombard Business Alliance, but the event will again be presented in partnership with the Chamber of Commerce. The event will be geared towards families and will feature bounce houses, petting zoos, craft booths, and various activities for children.

The grant request from the Downtown Lombard Business Alliance and event budget are attached for your review.

**RECOMMENDATION:**

The Community Promotion & Tourism Committee recommended a grant in an amount up to \$10,000 to the Downtown Lombard Business Alliance to be used towards the 2023 Spooktacular event.

Please place this item on the consent agenda of the June 15, 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 APPLICATION FORM**

**GENERAL INFORMATION**

Organization:	Downtown Lombard Business Alliance		
Name of event:	Spooktacular 2023		
Date of event:	10/22/2023	Event location:	Downtown Lombard
Contact person:	Dan Whittington	Title:	President
Business address:	39 N Elizabeth Street	City & Zip	Lombard, IL 60148
Telephone:	630-518-2457	Email:	Whittington112505@gmail.com

**PROJECT OVERVIEW**

Total cost of the project:	\$20,000.00
Cost of city services requested in this application (if any):	\$5000.00
Total funding requested in this application:	\$10,000.00
Percent of total project cost being requested:	50%
Anticipated attendance:	2500
Anticipated number of overnight hotel stays:	0

Briefly describe the project for which are funds are being requested:

We are requesting funds to continue the successful "Spooktacular" Halloween event, which was rebooted in 2022 after a few years hiatus. The community was very excited to have this event back and the downtown businesses welcomed it back as well. The Downtown Lombard Business Alliance ("DLBA") already has 2 fundraisers scheduled for 2023 to help finance the event. DLBA will be partnering again with the Lombard Chamber of Commerce. The event will be geared towards families, we are looking at bounce houses, petting zoos, kids activities, and crafters along with bands and other fun activities. We are also hoping to have a fire truck and police car out for kids.

**ORGANIZATION**

Number of years that the organization has been in existence:	1
Number of years that the project or event has been in existence:	10
Number of years the project has been supported by Village of Lombard funds:	10 (although each year was less)
How many years does the organization anticipate it will request grant funding?	4

1) Describe the organization (include brief history, mission, and ability to carry out this project):

Dan and Colleen Whittington were formerly on the Lombard Town Centre organization and ran the yearly Spooktacular event. During their years with LTC, they were able to substantially grow Spooktacular to an event that the community looked forward to every year. They partnered with the Lombard Chamber of Commerce in 2022 to bring the event back after a few years after LTC disbanded. They will continue to bring their experience and passion to this event which benefits our downtown and community. DLBA was formed to create and continue events to support downtown Lombard.

- 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:

DLBA's goal is to self-fund downtown events such as Spooktacular and continue to add new events. This will continue to bring foot traffic into our downtown, grow businesses and add events to our community.

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

In years past, the event was extremely successful in the community. With the success of the 2022 Spooktacular event, we plan on receiving more corporate funding, adding more crafters along with fundraising throughout the year.

### **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:

2022 funding was requested through a partnership with Lombard Chamber of Commerce.

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

The event will be completely geared towards families and kids. Acostume contest will direct participants to participants to a local businesses social media to gain brand awareness, we will have bounce houses, trick or treating within the businesses, and a petting zoo. We will be adding additional activities this year to keep people downtown as long as possible. We will also have a craft fair with vendor booths.

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

We are asking for the grant to cover the cost of public works, barricades, police and fire, porta-potties, and garbage (dumpster and toters) and cover any activities that are not covered by sponsorships.

- 3) What modifications to the event or other steps will be taken to increase event attendance over

Vitual backpack advertisements in the local grammar schools. Advertise with the DuPage Tourism along with other fall festival sources.

previous years (not applicable to first time events)?

### **LOCATION**

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

Downtown Lombard, St. Charles Road between Main and Elizabeth.

### **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 will be submitting the Village application, we are moving forward with marketing and securing vendors. We have sponsors lined up and have several requests out. We have sponsorships that will be opening up shortly for different aspects of the event, including costume contest sponsor, bounce house sponsor, and vendor spots available.

### **IMPACT**

- 1) Please describe how the event or program will promote overnight stays and/or tourism within the

We anticipate this bringing in attendees from neighboring towns, and with the scavenger hunt and other activities planned we will be driving attendees into local businesses. We do not anticipate any hotel stays.

Village of 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 are anticipating a higher volume of people than normal entering the businesses based on the activities planned, we are also developing a marketing plan that will attract people from outside the local market (boosted social media posts, online advertising)

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

We are targeting families with younger children. We are anticipating over 1000 kids.

- 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.

Based on past events, we are anticipating the cost at \$5000.00

- 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 be partners with the Lombard Chamber of Commerce, we have also contacted Citizens Police Academy to participate. We will also be offering booths to the Lombard Historical Society and the Lombard Library

- 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 will be advertising this through e-mail blasts, festival.net, social media, online advertising, and print ad, virtual backpacks in the grammar schools

- 7) Funding for the Local Tourism Grant Program for 2022 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 2022, 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 continue to move forward with the event, we will look at other avenues of funding and fundraisers (higher sponsorships, raffles)

### **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:	Dan Whittington		
Title or office held:	President	Date:	1/5/2023

Signature: \_\_\_\_\_

**LOCAL TOURISM GRANT PROGRAM  
DETAILED BUDGET**

Event: Spooktacular 2023 Date: 1/5/2023

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	ACTUAL	ANTICIPATED
Lombard Tourism Grant	\$	\$	\$10,000
Sponsorships			\$5000.00
Fundraisers			\$5000.00
Crafters			\$3000.00
<b>Total Income</b>	<b>\$</b>	<b>\$</b>	<b>\$23,000</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	ACTUAL	ANTICIPATED
Advertising/printing	\$	\$	\$1,500.00
Police/fire/barricades			\$5000.00
Prizes/candy			\$500.00
Petting zoo			\$1000.00
Bounce houses/kids games			\$7,500.00
Citizens police academy donation			\$500.00
Entertainment			\$1500.00
Pumpkins			\$500.00
Waste Management			\$2,200.00
<b>Total Expenses</b>	<b>\$</b>	<b>\$</b>	<b>\$ 20,200.00</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)

Estimated value of in-kind contributions (explain)

ACTUAL	ACTUAL	ANTICIPATED
\$	\$	