

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

<u>          </u> <u>    X    </u> <u>          </u>	Resolution or Ordinance (Blue) <u>          </u> <i>Waiver of First Requested</i> Recommendations of Boards, Commissions & Committees (Green) Other Business (Pink)
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TO: PRESIDENT AND BOARD OF TRUSTEES

FROM: Scott Niehaus, Village Manager

DATE: February 22, 2024 (B of T) Date: March 7, 2024

TITLE: Local Tourism Grant Recommendation  
Lombard Chamber of Commerce– Lilac Times Arts and Craft Fair

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 and Industry towards the 2024 Lilac Times Arts and Craft Fair. The Committee is recommending approval of a grant of up to \$4,500 in Village Services through the Local Tourism grant program.

Please place this item on the consent agenda for the March 7, 2024 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.



#240015  
(DISTRICT #1)

## Memorandum

**TO:** Scott Niehaus  
Village Manager

**FROM:** Nicole P. Aranas  
Deputy Village Manager

**DATE:** February 22, 2024

**SUBJECT:** Community Promotion & Tourism Committee Recommendation  
Lilac Times Arts and Craft Fair

The following is a recommendation for funding through the Local Tourism Grant Program for the Lombard Chamber of Commerce in the amount of \$4,500 towards expenses related to the Lilac Time Art & Craft Fair.

**Grant Request: \$4,500**

The Lombard Chamber of Commerce has requested a grant in the amount of \$4,500 to be used toward costs associated with their annual Lilac Time Art and Craft Fair event, held in downtown Lombard. The funding will be used to offset incurred municipal costs including, but not limited to, barricade and equipment rentals, as well as public works, fire, and police overtime.

The event is currently scheduled to take place on May 5, 2024, on St. Charles Road between Main Street and Elizabeth.

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 \$4,500 to the Lombard Chamber of Commerce, to be used towards the reimbursement of expenses relating to the 2024 Lilac Times Arts & Craft Fair.

Please place this item on the March 7, 2024, 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 2024 APPLICATION FORM**

**GENERAL INFORMATION**

Organization:	Lombard Area Chamber of Commerce		
Name of event:	Lilac Times Arts and Craft Fair		
Date of event:	5/5/2024	Event location:	Downtown Lombard on St. Charles Road between Main & Elizabeth
Contact person:	Rick Galfano	Title:	President & CEO
Business address:	10 Lilac Lane	City & Zip	Lombard, IL 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):	\$ 4,500
Total funding requested in this application:	<del>\$5,500</del> 4,500
Percent of total project cost being requested:	55%
Anticipated attendance:	5,000
Anticipated number of overnight hotel stays:	Unknown

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

150+ artisans and crafters set up along St. Charles Road between Main and Elizabeth. Additionally, there are limited food vendors, sponsors, a complimentary kid zone and entertainment. Barricades, electric hook ups, police presence and fire department inspections are needed for this event. The funding is requested to cover the village services.

**ORGANIZATION**

Number of years that the organization has been in existence:	70
Number of years that the project or event has been in existence:	28
Number of years the project has been supported by Village of Lombard funds:	28
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 and Industry is committed to promote positive development of our community and industries to enhance the business climate for its members and to stimulate economic growth' to encourage retail, professional service, industrial, cultural and civic growth within the Lombard area. Over the past 25 years (excluding COVID) this event continues to grow in both popularity and size. Crafters say it's the best run show they are involved with. Each year it brings thousands into our downtown area and Lilacia Park. An excellent committee of dedicated volunteers is credited with helping this event to run smoothly each year.

- 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:

This is one of the chambers main fundraisers. Proceeds benefit several area non-profit organizations and businesses, as well as give us the ability to offer more programs for the Lombard Area Chamber of Commerce members to enhance and grow their business. The community at large benefits from having a number of crafters and vendors come into the downtown area as well as an outdoor event to enjoy. The downtown businesses have an opportunity to draw customers from the event.

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

Being a non-profit organization, the event will always need the cooperation and services of the village of Lombard. This event is continuing to grow and develop and could not be self-sustaining. The Lombard Chamber does not have the budget to put in the extensive time and effort to staff, without grant assistance from the village. Planning for this event begins in October and many staff and volunteer hours are put in from that time through the day of the event.

#### **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:

Previous Lilac Times Arts & Craft Fairs, Farmers Markets and Spooktacular

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

Street to be barricaded by 5am with chalking of the street to begin at that time. 125+ crafters, 5 food vendors and 10+ kid zone sponsors, each with their own weighted tents, tables, chairs are set up in the chalked spaces on St. Charles Road and Park. Staggered set-up times begin at 6:30a. LCPAAA assists with arrival, tear down and traffic control. Event opens at 10am and ends at 4pm. We are receiving quotes from bounce house rental companies for the kids zone. Limited food vendors are located at the intersection of Park & St. Charles Road with spider electric access boxes provided by public works. Police personnel on hand during the day patrol the event and fire department is on call for any emergencies that may arise.

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

To cover the costs of barricades, public works supplies, police, fire and public works overtime.

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)?

Each year is a learning process to take what worked last year and then expand on that, and learn from those opportunities. Given the costs rising faster than the income, we continue to look at strategic marketing for 2024. We are asking our vendors to assist by promoting their participation on their social media, using village electronic boards, Lombardian newspaper and the Chamber Community Guide for marketing. It will also go in the Lombard Park District Lilac Time brochure. After coming out of COVID, we continue to see big increases in attendance each year as people continue to feel more comfortable attending events. We will continue to increase our email marketing campaigns and add to our social media presence, as well.

#### **LOCATION**

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

St. Charles Road and Park Ave. between Main and Elizabeth and Park to Michael McGuire

#### **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.

As of December 13th, 2023, we have not officially opened registration for vendors. Our marketing materials are designed and ready and we aiming to "officially" open registration on January 15th 2024. Early bird registration will close March 1st 2024. Vendor registration will end on April 19th 2024. The chamber will map out vendors starting April 26th with final mailing instructions to crafters, food vendors and sponsors when that is complete.

### **IMPACT**

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

We cross promote the Craft Fair with the Park District to draw visitors to the downtown area and Lilacia Park. Having 150+ crafters with a family zone will draw several thousand visitors to the downtown area which will increase revenue for restaurants and retail.

- 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?

Local businesses are highly encouraged to be open that day and will have an opportunity to attract attendees into their stores and restaurants. We plan to share event information by email to other Chambers of Commerce in IL and on a professional Chamber of Commerce Facebook page, as well as the Lilac Time Craft Fair Facebook page.

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

The event targets all ages. There is something for everybody at our event. We normally draw around 4,000 to the event, although the size and number of vendors is hard to get accurate readings.

- 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.
- 5) Please describe any collaborative arrangements developed or anticipated with other organizations to fund or otherwise implement the project (including in-kind donations).

Requesting \$ 5500 in grant funds, or whatever the amount will be, to cover the cost of village services, police, fire and public works. In 2023 we requested \$ 5000 and this year we would like to factor in inflation over 2024. We have no restrictions on capacity, so we anticipating a very successful event for 2024. LCPAA will assist with traffic control and volunteers will assist with kid zone and garbage control as needed. We depend on local businesses to assist with funding for the family zone as well as the musical entertainment. The Lombard Park District provides the party wagon for table and chairs as well as the mobile stage.

6)

- 7) 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 do social media advertising with Facebook, Twitter and Instagram. We will boost on all platforms. We have designated event Facebook page as well as the main Chamber Facebook page. We continue to double our social media presence in 2023. We have postings in major craft publications and online sources (Midwest Art Fairs & FestivalNet.com) Ad in Lombardian newspaper, press releases to the Lombardian, Daily Herald and Suburban Life. Calendar posting on Chicago Tribune and listing in the Lombard Park District Lilac Time brochure.

- 8) 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 or event if full grant funding is not made available?

If we do not receive the full funding requested for 2024, we will adjust our sponsorships to assist with village 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.

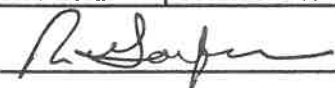
Additional Notes, Comments or Explanations:

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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:	12/13/2023

Signature: 



**LOCAL TOURISM GRANT PROGRAM  
DETAILED BUDGET**

Event: Lilac Times Arts & Craft Fair Date: Dec. 13 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 2022	ACTUAL 2023	ANTICIPATED
Lombard Tourism Grant	\$ 3,189	\$4,500	\$5,500
Family Zone	\$ 600	\$1,200	\$1,500
Platinum Sponsors	\$ 1,800	\$3,000	\$3,500
Craft Booth Sales	\$ 15,540	\$16,250	\$17,000
Food Vendors	\$700	\$700	\$800
Electric Fees	\$150	\$150	\$150
<b>Total Income</b>	<b>\$21,979</b>	<b>\$25,800</b>	<b>\$28,450</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
Family Zone Rentals	\$1,953	\$2,000	\$2,200
Music Entertainment	\$600	\$600	\$800
Advertising & Promotion	\$449	\$500	\$600
Barricade Rental	\$847	\$847	\$950
Public Works Overtime	\$752	\$752	\$850
Public Works Supplies	\$1590	\$1590	\$1,800
Printing	\$80	\$0	\$200
Misc. Costs	\$270	\$300	\$400
<b>Total Expenses</b>	<b>\$6541</b>	<b>\$6589</b>	<b>\$7800</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
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Estimated value of in-kind  
contributions (explain)

\$	\$	