

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

Resolution or Ordinance (Blue) Waiver of First Requested
Recommendations of Boards, Commissions & Committees (Green)
Other Business (Pink)

X

TO: PRESIDENT AND BOARD OF TRUSTEES

FROM: William T. Lichter, Village Manager

DATE: February 3, 2006 (B of T) Date: February 16, 2006

TITLE: Grant Applications from the Lombard Park District for 2006 Lilac Time Festival
Advertising and for a Fifth Party Wagon

SUBMITTED BY: Community Promotion & Tourism Committee through the Department of
Community Development

BACKGROUND/POLICY IMPLICATIONS:

Please find attached two grant recommendations from the Community Promotion & Tourism Committee
from the Lombard Park District.

The first grant is to be used for 2006 Lilac Time Festival advertising. The initial request was for 10,937.18.
The Committee recommended approval of a grant in an amount not to exceed \$12,000.

The second grant is to be used for the purchase of a fifth party wagon. The Committee recommended
approval of an amount not to exceed \$10,880.
(ALL DISTRICTS)

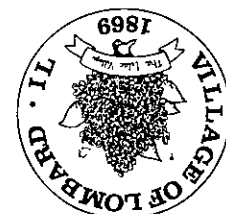
Please place this item on the consent agenda for the February 16, 2006 Board of Trustees meeting.

Fiscal Impact/Funding Source:
Hotel/Motel Tax Fund
Lilac Time Advertising amount not to exceed \$12,000
Party Wagon amount not to exceed \$10,880

Review (as necessary):

Village Attorney X
Finance Director X
Village Manager X
Date 2/6/06
Date 2/5/06

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.



February 2, 2006

TO: William T. Lichter
Village Manager

FROM: David Hulseberg, AICP
Director of Community Development

RE: Community Promotions & Tourism Committee Grant Recommendation

The following recommendation is for two grants to be awarded to the Lombard Park District. These grants were discussed at the Community Promotions & Tourism Committee's January 19, 2006 meeting.

1. Grant Request: \$10,937.18

The Lombard Park District requested a grant in the amount of \$10,937.18 to be used toward costs associated with the 2006 Lilac Time advertisements. Lilac Time will be held May 6-21, 2006.

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

RECOMMENDATION:

The Community Promotions & Tourism Committee recommended a grant not to exceed \$12,000 to the Lombard Park District to be used for costs associated with the 2006 Lilac Time advertising.

2. Grant Request: \$10,880

The Lombard Park District requested a grant in the amount of \$10,880 to be used toward costs associated with obtaining a fifth block party wagon for the community. The block party wagons are purchased with funds from the Village and are maintained by the Park District.

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

RECOMMENDATION:

The Community Promotions & Tourism Committee recommended a grant not to exceed \$10,880 to the Lombard Park District to be used for costs associated with a fifth block party wagon for the community.

Please place these items on the consent agenda on the February 16, 2006 agenda of the Board of Trustees. If you have any questions, please feel free to contact me. Thank you.

Attachments
DAH/jmk



PROVIDING LEISURE OPPORTUNITIES FOR PEOPLE TO ENJOY LIFE

PRINTED ON RECYCLED PAPER



Lesli Groth
Community Service Manager
Lombard Park District
227 W. Parkside Avenue
Lombard, IL 60148
(630) 953-7300 ext. 17
lgroth@lombardparks.com

Lesli Groth

Sincerely,

If you require any additional information, please contact me at your earliest convenience.

Enclosed are the documents required to complete our Hotel/Motel Funds grant application for the 2006 Liliac Time festival in Lombard, Illinois. Also included are the budget spreadsheet and a sample advertisement.

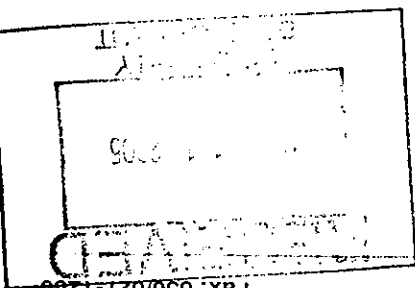
Dear Village of Lombard staff:

Village of Lombard
Attention: Joelyn Kott or Linda Opland
255 E. Wilson Avenue
Lombard IL 60148

November 9, 2006



227 W. Parkside Avenue, Lombard, Illinois 60148-2592
Phone: 630/627-1281
Fax: 630/627-1286





APPLICATION FOR HOTEL/MOTEL FUNDS

Application Deadline: _____ Date Submitted: _____

State law requires that Hotel/Motel funds be spent on tourism; more specifically, things and events which will promote overnight stays in Lombard.

Event/Project/Activity: Palace Time
Event Date(s): May 6-20, 2006
Name of Organization or Group Sponsoring Event: Lombard Park District

Organization Address: 227 W. Parkside Avenue

Organization Phone: 630/627-1281

Contact Person: Lesli Groh, Community Service Manager
(Please indicate position in the organization)

Address: 227 W. Parkside Avenue

Home Phone: _____ Business Phone: 630/953-7300 x.17

1. Is this the first year for your event? Yes No X. If not, how many years has this event been held? 75

2. What is the estimated attendance? 14,000+

3. Where will the event be held? Lalasia Park and Park District facilities

4. What specifically would the Hotel/Motel funding be used for? Funds are used to pay for advertisements designed to generate out of town visitors and overnight stays from surrounding states and northern, central & southern Illinois

Total Amount Requested: \$10,937.18

5. Is this event open to the general public? Yes No X

6. Do you intend to apply for a liquor license? Yes No X

7. How will this promote tourism/overnight stays in Lombard? Many of our events span the entire weekend, and the majority of visitors are non-residents, so many do stay in our hotels and visit other businesses.

8. Will any profits generated be returned to the community? Yes No X

How will this be spent? Profits benefit the Lombard Community by

Please submit a budget for your event, along with this application, explaining what funding sources

will be used no later than December 31.

Helping the Park District Confusionally provide

Revised 12-30-92

Tourism Marketing Partnership Program Application - Attachment

2006 ADVERTISING - PRINT MEDIA (Newspapers)

Publication	Market Area	Circulation	Ad Run Dates (Proposed)	Size of Ad	Net Rate	Target
Champaign News Gazette	Champaign, IL	43,000	4/19, 4/23	2x6"	\$980.96	Travel/Entertainment
Herald & Review	Decatur, IL	43,000	4/19, 4/21, 4/23	2x6"	\$1,089.72	Travel/Entertainment
The Pantagraph	Bloomington, IL	47,000	4/17, 4/18	2x4"	\$763.92	Travel/Entertainment
Quad-City Times	Quad Cities, IA/IL	52,274	4/19, 4/23	2x6"	\$1,413.48	Travel/Entertainment
State Journal Register	Springfield, IL	59,600	4/19, 4/21, 4/23, 4/25	2x6"	\$1,056.71	Travel/Entertainment
Rockford Register Star	Rockford, IL	85,000	4/17, 4/19, 4/21, 4/23	2x6"	\$1,954.56	Travel/Entertainment/News
Peoria Journal Star	Peoria, IL	88,000	4/19, 4/21, 4/23	2x6"	\$1,175.76	Travel/Entertainment
Milwaukee Journal Sentinel	Milwaukee, WI	253,708	3/19, 3/24, 3/25, 4/20, 4/23, 4/25	2x6"	\$5,773.53	Garden/Weekend/Travel
Indianapolis Star	Indianapolis, IN	273,000	4/16, 4/18, 4/20, 4/21	2x7.25"	\$4,020.00	Travel/Healthy Living/Go!

TOTAL PRINT MEDIA COST:

\$18,228.64



it's lilac time...

enjoy 1,200 lilacs, 25,000 tulips, historic tours,
concerts, and activities for all ages!

May 6-21, 2006

Enjoy your stay!

- | | |
|--------------------|----------------|
| Residence Inn | (630) 629-7800 |
| StudioPlus | (630) 424-1000 |
| Fairfield Inn | (630) 629-1500 |
| Comfort Suites | (630) 268-1300 |
| Towne Place Suites | (630) 932-4000 |

- | | |
|-------------------|----------------|
| Embassy Suites | (630) 969-7500 |
| Hampton Inn | (630) 916-9000 |
| AmeriSuites | (630) 932-6501 |
| Homestead Village | (630) 928-0202 |

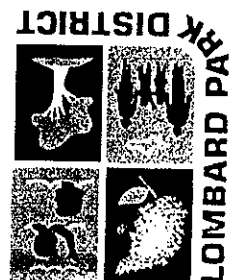
Lilacia Park, 150 S. Park Ave.
Lombard, IL (22 miles west of Chicago)
hotline: (630) 953-6000
www.lombardparks.com



DuPage
CONVENTION & VISITORS BUREAU
800-232-0502



ILLINOIS, MILE AFTER MAGNIFICENT MILE.



August 15, 2002

Village President William Mueller
Village of Lombard
255 E. Wilson Avenue
Lombard, IL 60148

Dear President Mueller,

As you may recall, this is the fourth year of providing the Block Party Wagons for use throughout the Village of Lombard. The program has grown by leaps and bounds considering that the first year included 34 rentals while we are currently at 173 for 2005. In an effort to accommodate the growth and alleviate existing wait lists, we are looking for your approval to add a fifth unit to the fleet.

The four existing Block Party Wagons have generally all been booked from May through October with use starting as early as January and running through December. The units have also been used for community wide special events as well as mid-week events and activities. The previous units were purchased through grants from hotel/motel taxes. The cost breakdown for the fifth unit is as follows:

Total Projected Costs	
Trailer 8'x14' (new)	\$ 4,580
10 8' HD Plastic Tables	\$ 750
100 Molded Plastic Chairs	\$ 2,000
Sound System/Mixer Board	\$ 2,250
60" Weber Kettle Grill	\$ 900
Supplies - Lettering/Logos	\$ 200
Barricades	\$ 200
Total	\$ 10,880

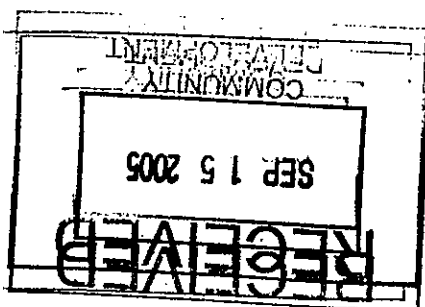
If you have any additional questions, please do not hesitate to give me a call at 953-6110. As always, we appreciate your continued support of the Lombard Park District and the Block Party Wagon Program.

Sincerely,

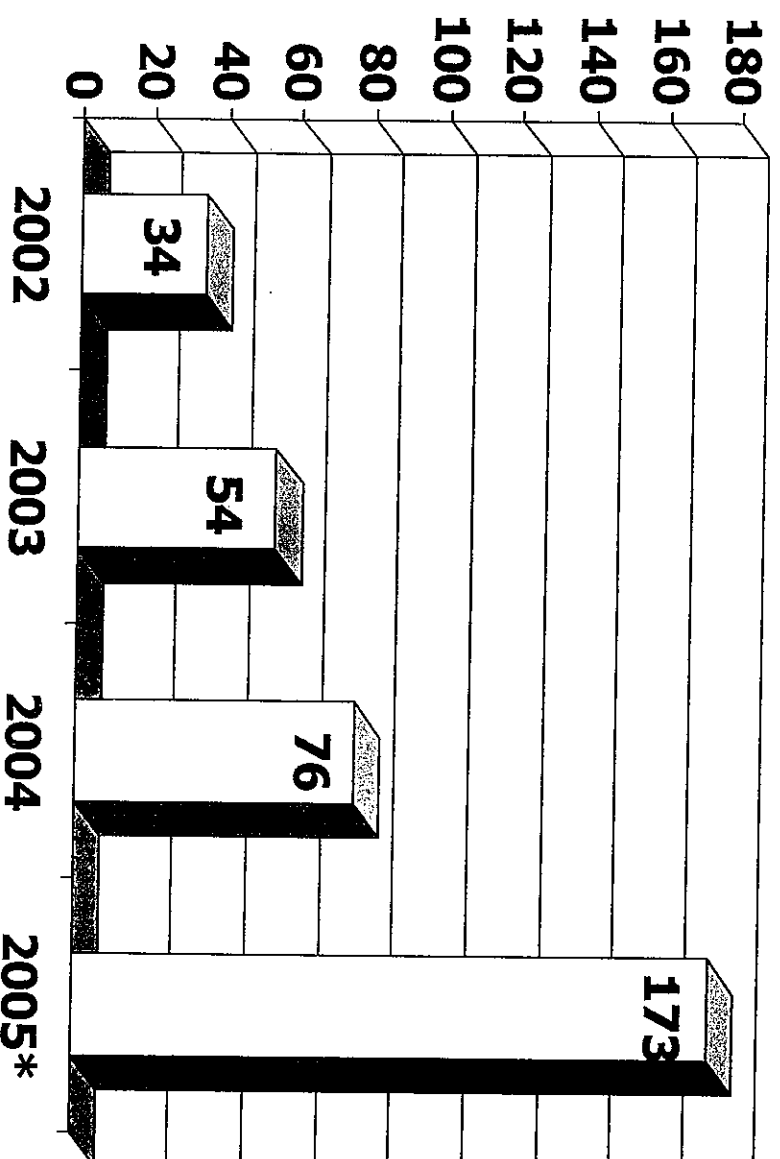
Michael A. Fugiel
Executive Director

cc: Mr. David Hulseberg, Director of Community Development
Mr. William Ware, President, Board of Park Commissioners

PROVIDING LEISURE OPPORTUNITIES FOR PEOPLE TO ENJOY LIFE



Village of Lombard/Lombard Park District Block Party Wagon Rentals



* As of 9/13/05