

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

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

TO: PRESIDENT AND BOARD OF TRUSTEES

FROM: Scott Niehaus, Village Manager

DATE: January 28, 2025 (B of T) Date: February 6, 2025

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 2025 Lilac Times Arts and Craft Fair. The Committee is recommending approval of a grant of up to \$5,000 towards Village Services and Waste Management costs through the Local Tourism grant program.

Please place this item on the consent agenda for the February 6, 2025 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.



#250014
(DISTRICT #1)

Memorandum

TO: Scott Niehaus
Village Manager

FROM: Nicole P. Aranas
Deputy Village Manager

DATE: January 28, 2025

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 Area Chamber of Commerce in the amount of \$5,000 towards expenses related to the Lilac Times Arts & Craft Fair.

Grant Request: \$5,000

The Lombard Chamber of Commerce has requested a grant in the amount of \$5,000 to be used toward costs associated with their annual Lilac Times Arts and Craft Fair event, held in downtown Lombard. The funding will be used to cover Village services including, but not limited to, barricade and equipment rentals, as well as public works, fire, and police overtime and Waste Management costs.

The event is currently scheduled to take place on May 4, 2025, 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 \$5,000 to the Lombard Area Chamber of Commerce, to be used towards the reimbursement of expenses relating to the 2025 Lilac Times Arts & Craft Fair.

Please place this item on the February 6, 2025, 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 2025 APPLICATION FORM

GENERAL INFORMATION

Organization:	Lombard Chamber of Commerce		
Name of event:	Lilac Times Arts & Craft Fair		
Date of event:	5/4/2025	Event location:	Downtown Lombard on St. Charles Road between Main & Elizabeth
Contact person:	Rick Galfano	Title:	President & CEO
Business address:	145 S. Main Steet	City & Zip	Lombard 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):	\$ 3,000
Grant funding requested in this application (excluding city services)	\$ 2,000
Total funding requested in this application (grant including services):	\$ 5,000
Percent of total project cost being requested:	50 %
Anticipated attendance:	6,000
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 food vendors, sponsors, a complimentary family and 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:	71
Number of years that the project or event has been in existence:	29
Number of years the project has been supported by Village of Lombard funds:	29
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 Chamber of Commerce 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 26 years (excluding COVID) this event continues to grow in both popularity and size. Crafters continue to say it's the best run show they are involved with. Each year

it brings thousands into our downtown area and Lilacia Park. Our excellent committee of dedicated volunteers are credited with helping this event 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 event is one of the largest chamber fundraisers. The proceeds benefit several area non-profit organizations and businesses, as well as give the chamber the ability to offer more programs for the Lombard 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 nonprofit organization, the event will always need the cooperation and services of the village of Lombard. This event continues 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 & Craft Fairs, Farmers Market, Spooktacular & Candy Cane Lane

- 1) Provide a full detailed description of the proposed project or event. Street will be barricaded by 5am with chalking of the street to begin at that time. 125, or more, crafters, 5 food vendors and 10 or more kid zone sponsors, each with their own weighted tents, tables and chairs are set up in the chalked spaces on St. Charles Road and Park. Staggered set-up times begin at 6:30. LCPAAA assists with arrival, tear down and traffic control. The event opens at 10a and ends at 4p. We are receiving quotes from blow up rental companies for the family and kid zone area. 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 happen.
- 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 and Waste Management.
- 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 continuing 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 2025. We are asking our vendors to assist by promoting their participation on their social media, using the village electronic boards, Lombardian newspaper and the chamber community guide for marketing. It will also be in the Lombard Park District Lilac Time brochure. Since 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 Steet 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, we have not officially opened for registration yet. We are planning on opening for registration by the end of January 2025. Vendor registration will end by the end of April. The chamber will map out vendors at this date and notify vendors of move in times.

IMPACT

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

The chamber cross promotes the craft fair with the park district to draw visitors to the downtown area, Lilacia Park and Lilac Times event. Having over 150 crafters with a family kid zone will draw several thousand visitors to the downtown which will increase revenue for the 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 and constant contact with other chambers, communities and the Lilac Time Craft Fair Facebook Page, as well as all the Facebook pages we have.

- 3) Who is the target audience for your event or project? What is your anticipated attendance?
This event targets all ages. There is something for everyone at this event. We normally draw an estimated 4,000 to the event.

- 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 \$ 5,000 in grant funds to cover the cost of village services, police, fire, public works and Waste Management. We have no restrictions on capacity at this point, so we anticipate a very successful event for 2025. LCPAAA will continue to assist with traffic control and volunteers will assist with kid zone/family zone as well as the musical entertainment. The Lombard Park District provides the party wagon for tables, chairs as well as the mobile stage. Waste Management provides trash and port a pots management.

- 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).

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The chamber does social media advertising with Facebook, twitter and Instagram. We will boost on all platforms. We have a designated Facebook page as well as the chambers page. We have postings in major craft publications and online sources. Ad in Lombardian newspaper, as well as press releases to local papers and publications.

- 7) 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 2025, 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:	December 13

Signature: _____

**LOCAL TOURISM GRANT PROGRAM
DETAILED BUDGET**

Event: Lilac Times Arts & Craft Fair

Date: 1/2/25

Organization: Lombard 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 23	ACTUAL 24	ANTICIPATED
Lombard Tourism Grant	\$4500	\$4500	\$2,000
Family Zone Sponsor	1200	1200	1,200
Platinum Sponsor	3000	3000	3,000
Craft & Food Booth Sales	16950	21585	22,000
Electric Fees	150	150	200
Total Income	\$25,800	\$30,435	\$28,400

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
Fun Ones - Inflatables	\$1953	\$1230	\$4,000
Music	600	600	700
Advertising	449	515	600
Barricade	847	847	x
Public Works Overtime, Supplies & Barricades	752	752	3,000
Public Works Supplies	1590	1590	x
Printing	80	0	0
Misc.	270	300	300
Waste Management			2,600
Citizens Police			1,000
Total Expenses	\$6,541	\$6,589	\$12,200

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
\$	\$	

