

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

TITLE: Local Tourism Grant Recommendation
Lombard Junior Women's Club – Lombard Beer Fest

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 Junior Women's Club towards the 2024 Lombard Beer Fest on July 20, 2024. The Committee is recommending approval of a grant of \$17,500 inclusive of Village Services.

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.



#240018

Memorandum

TO: Scott Niehaus
Village Manager

FROM: Nicole P. Aranas
Deputy Village Manager

DATE: February 22, 2024

SUBJECT: Community Promotion & Tourism Committee Recommendation
Lombard Junior Women's Club - Lombard Beer Fest

The following is a recommendation from the Community Promotion & Tourism Committee for funding through the Local Tourism Grant Program for the Lombard Junior Women's Club in the amount of \$17,500 including Village Services for a summer food and craft beer fundraiser, the Lombard Beer Fest, to be held on July 20, 2024.

Grant Request: \$17,500

The Lombard Junior Women's Club has requested a grant in the amount of \$17,500 inclusive of Village services to be used toward the Lombard Beer Fest to be held on July 20, 2024, on Parkside Avenue in downtown Lombard. The event will feature live music, local eats, and beer tastings from Chicagoland breweries and cideries. All proceeds of this event will benefit the Lombard Junior Women's Club.

The 2024 grant request will cover event expenses of \$12,500 to be used toward security, waste removal, fencing, and entertainment. Approximately \$5,000 will be used toward Village services (e.g., barricades, Public Works overtime, Police overtime).

The grant request from the Junior Women's Club and event budget are attached for your review.

RECOMMENDATION:

The Community Promotion & Tourism Committee recommended a grant in the amount of \$17,500 inclusive of Village services to the Lombard Junior Women's Club, to be used towards the reimbursement of expenses relating to the Lombard Beer Fest fundraiser.

Please place this item on the consent agenda of 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 Junior Women's Club		
Name of event:	Lombard Brew Fest		
Date of event:	7/20/2024	Event location:	Parkside Ave
Contact person:	Jenelle Metcalf	Title:	Ways & Means Chair
Business address:	PO Box 512	City & Zip	Lombard, 60148
Telephone:	630-624-1321	Email:	Jenelle.metcalf@gmail.com

PROJECT OVERVIEW

Total cost of the project:	\$XX,000
Cost of city services requested in this application (if any):	\$5,000
Total funding requested in this application:	\$17,500
Percent of total project cost being requested:	%
Anticipated attendance:	1,000+
Anticipated number of overnight hotel stays:	10+

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

The funds being requested are to offset some of the most crucial elements of a beer festival including police overtime, additional security, tenting needs, fencing, and more. These elements are vital to the success of a major community-wide event and ensuring the safety of all participants.

ORGANIZATION

Number of years that the organization has been in existence:	92 years
Number of years that the project or event has been in existence:	1 year with the LJWC
Number of years the project has been supported by Village of Lombard funds:	1 year with LJWC
How many years does the organization anticipate it will request grant funding?	Since this event will require many resources, we hope that the Village will choose to assist with financial resources for the coming years.

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

Established in 1930, Lombard Junior Women's Club (LJWC) is a member of the General Federation of Women's Clubs (GFWC), one of the largest non-denominational, non-partisan women's volunteer organizations in the world. It is also affiliated with 190 federated clubs in GFWC Illinois, including 20 clubs in DuPage County, as members of the 5/6 District. LJWC has 501(c)3 status as a philanthropic organization as recognized by the Internal Revenue Service.

- 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:

The Lombard Junior Women's Club is a non-profit service organization. All funds that are raised via the Lombard Junior's Women's Club Philanthropic Fund are generously donated back to worthy organizations – many of which are local to the Lombard and neighboring Chicagoland communities. In addition, since this is a new event, we are also brainstorming ways to help other local community organizations achieve their own goals, receive exposure in the community, and take part of the event.

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

This brew fest is not be able to be self-sustained by the Lombard Junior Women's Club. Our annual budget won't cover all of the expenses to host this event. That said, we will continue to work with Ravenswood Event Services (RES), a Chicago-based event management company. In order for the event to be financially successful this year and in the coming years, additional financial support from the Village will be crucial. Once the event begins to consistently turn a larger profit, the Lombard Junior Women's Club hopes to be able to fund more of the initial, early on expenses.

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:

2023: We were awarded \$12,500 in cash and \$2,500 in city services. City services ended up being higher than anticipated so \$3,428.55 went to cover those. The remainder went back to the Lombard Junior's Philanthropic fund to reimburse expenses

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

The Lombard Junior Women's Club, along with Ravenswood Event Services (RES), would like to bring back the one-day Lombard Brew Fest. The event will feature live music, local eats, and beer tastings from Chicagoland breweries and cideries.

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

If the grant application is accepted, all of the funds requested will go toward the expenses to make the event a reality. These expenses can include, but are not limited to:

- Security and police
- Maintenance and general operations/logistics
- Waste removal
- Fencing/barricades
- Misc. city services
- Portable restrooms

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)?

In the event's first year, we sold nearly 750 in just 4 ½ weeks. With advanced planning and more time to promote the event we are confident that we can increase those ticket sales.

LOCATION

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

We will use the same location along Parkside Ave in Downtown Lombard.

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.

Attached to this grant application is a detailed timeline/checklist for our proposed event. We plan to kick off planning at the beginning of 2024.

IMPACT

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

We take pride in bringing the Chicagoland's best breweries, cideries, and meaderies to our event. Events that really focus on the brewers in attendance in the end attract beer enthusiasts from all over.

- 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?

In addition to generating revenue, our objective for this event is to bring together our local community. The Lombard Ale Fest was an annual event that was popular within the community. We look forward to working with local breweries in and around Lombard to showcase some of the best of the best beers, ciders, seltzers, etc.

Food is also a crucial component to alcohol-related events. We feel that the only route is to feature Lombard restaurants and businesses as a part of this event. If there's something we're missing and can't get in Lombard, we will consider partnering with a local business in a neighboring town.

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

Our target audience is adults (21+) from the Lombard and surrounding areas. We are budgeting for an estimated attendance of 1,000 individuals.

- 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.

Total costs last year: \$1942.80 for total overtime costs and \$1495.75 for road closures and barricades. We expect that these might increase in 2024. We hope to include water for the tent weights next year.

- 5) Please describe any collaborative arrangements developed or anticipated with other organizations to

This year we received wonderful support from the community. Waste Management sponsored our restroom facilities, trash cans, and dumpsters. JT's Porch was our glass sponsor and donated the glassware. Noon Whistle sponsored our lanyards. In total, we received \$9,000 in event sponsorship not counting the value of the glasses and the Waste Management products.

fund or otherwise implement the project (including in-kind donations).

- 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).

Word of mouth will be a huge asset to our marketing plan. All event details will live on our website (www.lombardjrs.com) and in a Facebook Event created by the Lombard Junior Women's Club. We hope that we can work jointly with the Lombard Park District, the Village of Lombard, the Chamber of Commerce, and other community organizations. Our social media presence has been growing over the years and we believe that an event such as we're proposing will increase our following and be a resource of information in Lombard.

- 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?

The LJWC knows there is an appetite for community programming in Lombard. As a prominent organization in our community, we are committed to helping bring these events to Lombard. It's a bonus when we are able to raise extra funds that we can then insert right back into our own community via our Lombard Junior Philanthropic Fund.

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:

Our organization does not employ an agency to perform an audit. However, we have practices in place to maintain the integrity of our accounts. All payments require a receipt attached to a check voucher that is signed by the requestor, the chair of the committee, and the vice-president or president of our club. At the end of the year, the treasurer along with several board and at-large club members audit our books. We are no longer required to submit a Federal Form 990. We submit electronically. This is the same practice as the Lombard Lilac Princess Program.

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:	Jenelle Metcalf		
Title or office held:	Ways & Mean Chair	Date:	12/15/2023

Signature: Jenelle Metcalf

LOCAL TOURISM GRANT PROGRAM **DETAILED BUDGET**

Event: _____ Date: _____

Organization: _____

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	\$	\$	\$
Total Income	\$	\$	\$

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
	\$	\$	\$
Total Expenses	\$	\$	\$

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
Estimated value of in-kind contributions (explain)	\$	\$	

Lombard Craft Beer Festival	2023 Actual	Lombard Craft Beer Festival 2024 Estimated	Notes	2024 Revenue	Total Sold Tickets
Labor & Outside Services				Lombard Tourism Grant	\$17,500.00
Set-Up & Tear Down Labor	\$900	\$1,980	4-May add 2 more Crew Members	Ticket Sales	
Run Crew	\$900	\$1,980	4-May add 2 more Crew Members	Ticket VIP	SOLD
Security (Inc ID checkers)	\$2,270	\$2,724		Ticket General Admission	SOLD
Golf Cart Flat Bed	\$125	\$150		Non-Drinker Tickets	SOLD
Maintenance Service	\$904	\$1,085		Total Amount Collected for Tickets	
Ticket Sellers	\$0	\$0		Food Vendor Fee	
Police	\$0	\$0		Gate Sales	
City Services	\$3,439	\$4,126		Brewery Refunds	
Total Labor & Outside Services	\$8,538	\$12,045		Merch sales	
Marketing				Restaurants	
Email Marketing	\$500	\$800		Merch sponsorship	
Facebook Ads/Paid search	\$366	\$439		Sponsorship	
Logo Design/Design for Event	\$950	\$1,140		Total Revenue:	\$17,500.00
Lanyards	\$1,137	\$1,365		TOTAL EXPENSES	\$85,999.46
Merch	\$3,144	\$3,772			
Total Marketing	\$6,097	\$7,318		Event Total Profit:	-\$68,499.46
Equipment & Services				Remaining Profit	-\$68,499.46
Signage	\$0	\$2,000			
Sign Design	\$0	\$350			
Beer Glasses 3oz	\$0	\$3,000			
Generators	\$1,198	\$1,438			
Furniture & Equipment Rentals	\$9,150	\$10,980			
Fencing	\$1,499	\$1,798			
Portable Toilets & Sinks	\$0	\$1,500		Women's Club Donation	\$3,000.00
Dumpsters	\$0	\$600		Remaining Profit	
Radios	\$0	\$600		TOTAL	\$3,000.00
Fuel for Generators	\$0	\$150			
Water Truck		\$2,000			
Kwik Covers	\$266	\$319		RES Management	\$12,000.00
Eventbright scanners	\$252	\$303		Remaining Profit	
Community Group Donations	\$2,500	\$3,000		TOTAL	\$12,000.00
Total Equipment & Services	\$14,665	\$28,038			
Cash Management Supplies				Grant Asks for 2024	Notes - water was free in 2023
F&B Tickets		\$0		Cash	\$12,500
F&B Ticket Booths		\$0		City Services	\$5,000
Cash Management		\$1,000		- Police OT	
Total Cash Man. Supplies	\$0	\$1,000		- Barricades	
Entertainment				- Fire and Water	
Music/Talent	\$1,500	\$1,800			\$17,500
Sound	\$500	\$600			
Stage	\$535	\$642			
Total Entertainment	\$2,535	\$3,042			
Permits & Licenses					
Village/State/Health permits	\$75	\$90			
Liquor License	\$50	\$60			
Class J Liquor License		\$0			
Fire Department Inspections		\$0			
Insurance	\$625	\$750			
Total Permits & Licenses	\$750	\$900			
Beverage Operations					
Beer	\$16,370	\$19,644			
Beverage Manager	\$0	\$0			
Beer sellers	\$0	\$0			
Ice	\$1,200	\$1,440			
Extra Supplies	\$479	\$575			
Total Beverage Operations	\$18,049	\$21,659			
RES Costs					
Ravenswood Management Fee	\$10,000	\$12,000			
Bank Fees		\$0			
Capital Fees	\$10,000	\$12,000			
TOTAL EXPENSES	\$60,833	\$85,999			