

**VILLAGE OF LOMBARD**  
**LOCAL TOURISM GRANT PROGRAM 2023 APPLICATION FORM**

**GENERAL INFORMATION**

Organization:	Lombard Junior Women's Club		
Name of event:	Lombard Beer Fest		
Date of event:	July 22 or July 29, 2023	Event location:	Parkside Ave
Contact person:	Jenelle Metcalf	Title:	Ways & Means Co Chair
Business address:	PO Box 512	City & Zip	Lombard, IL 60148
Telephone:	630-624-1321	Email:	Jenelle.metcalf@gmail.com

**PROJECT OVERVIEW**

Total cost of the project:	\$ \$67,000
Cost of city services requested in this application (if any):	\$2,500
Total funding requested in this application:	\$15,000
Percent of total project cost being requested:	21%
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. From security, police, waste removal and fencing to entertainment assistance, these elements are vital to the success of a major community-wide event.

**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:	This would be a new partnership, previous was hosted by GE Athletic Boosters.
Number of years the project has been supported by Village of Lombard funds:	0
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 likely will not be able to be self-sustained by the Lombard Junior Women's Club for a number of years. Our annual budget won't cover all of the expenses to host this event. That said, we are working with an event management company, Ravenswood Event Services (RES), that is familiar with running beer festivals with the Morton Arboretum. 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?

X ☐ Yes ☐ No

Do you intend to apply for a liquor license for this project?

X ☐ Yes ☐ No

Will any revenues from this event be returned to the community?

X ☐ Yes ☐ No

Have you requested grant funding in the past?

X ☐ Yes ☐ No

If yes, provide grant awards for past 5 years:

We recently submitted a grant application for a summer music/street festival. After discussions with the Village of Lombard, this application is being held for the 2024 year once larger construction projects in downtown Lombard are complete.

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 hold a one day brew fest featuring live music, local eats, and beer tastings from Chicagoland breweries and cideries. This event would be very similar to the former Lombard Ale Fest that was put on by Lou Dog Events and the Glenbard East Athletic Boosters.

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)?

Not applicable.

### **LOCATION**

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

Based on previous conversation with Village officials, we plan to proposed the previous Lombard Ale Fest location alongside 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. Given that this is a brand new event to the LJWC and RES, we expect that this document may need to be rather fluid. We expect after one full year, that our timeline will be a detailed tool to ensure the best planning process over the course of an entire year.

### **IMPACT**

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

As this is a alcohol-focused event, we are hopeful that our event will attract out of town guests. There's a lot going on around Lombard in late July and we hope that we can select a date that might also lure cycle-enthusiasts to stick around Lombard a little longer.

- 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.

This is a new event for the Lombard Junior Women's Club and Ravenswood Event Services. While we have already had brief communication about this idea with the Village, we are still in discussion with how the Village of Lombard services may be useful for the event production. At this time, we do know that these Village services requested would be covered under this grant.

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

Since this is a new event, we do not yet have collaborative arrangements made yet with other location organizations. However, that is our hope and a very large priority

- 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](http://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 2023 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 2023, how will your organization adjust? What modifications can/will you make to your budget or event if full grant funding is not made available?

This event has an opportunity to attract visitors from Lombard and surrounding areas, and perhaps even beyond. That said, an event this large does require some financial support and can be incredibly risky since weather plays a role.

### **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 & Means Co Chair	Date:	3/17/23

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

# **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)

<b>ITEMIZED REVENUES</b>	<b>ACTUAL</b>	<b>ACTUAL</b>	<b>ANTICIPATED</b>
Lombard Tourism Grant	\$	\$	\$
<b>Total Income</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>

**EXPENSES:** Include an itemized list of all actual and estimated project expenses (advertising, supplies, labor, rentals, insurance, materials, entertainment, other expenses)

<b>ITEMIZED EXPENSES</b>	<b>ACTUAL</b>	<b>ACTUAL</b>	<b>ANTICIPATED</b>
	\$	\$	\$
<b>Total Expenses</b>	<b>\$</b>	<b>\$</b>	<b>\$</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)

	<b>ACTUAL</b>	<b>ACTUAL</b>	<b>ANTICIPATED</b>
Estimated value of in-kind contributions (explain)	\$	\$	

Lombard Craft Beer Festival	2023 Proposed	2022 Actual	Notes	2023 Anticipated Revenue			
				Lombard Tourism Grant & City Services	\$15,000.00		
<b>Labor &amp; Outside Services</b>				Ticket Sales			
				Ticket VIP	\$26,000.00	30-40% of total ticket sales	
				Ticket General Admission	\$33,000.00	based on 1,000	
Set-Up & Tear Down Labor	\$1,500.00			Food		could go as high as 1250	
Run Crew	\$800.00			Gate Sales			
Security (inc ID checkers)	\$2,000.00			Ice \$10.00/Bag	N/A		
Gate Staff	\$500.00			ATM Fee Split	N/A		
Maintenance Service	\$1,500.00			Restaurants	N/A		
Ticket Sellers	\$300.00			Merchants			
Police	\$1,500.00			Sponsorship	\$5,000.00		
<b>MISC Costs</b>	\$5,000						
<b>Total Labor &amp; Outside Service</b>	<b>\$13,100.00</b>			<b>Total Revenue:</b>	<b>\$79,000.00</b>		
<b>Marketing</b>							
Print Ads	\$500.00						
Facebook Ads/Paid search	\$500.00			<b>TOTAL EXPENSES</b>	<b>\$71,575.00</b>		
Design work	\$1,500.00						
Photographer	\$250.00						
<b>Total Marketing</b>	<b>\$2,750.00</b>			<b>Event Total Profit:</b>	<b>\$7,425.00</b>		
<b>Equipment &amp; Services</b>				First \$5000.00 to RES	-\$5,000.00	Revenue Share	
Signage	\$2,000.00			Remaining Profit	\$2,425.00		
Sign Design	\$350.00			25% to Womens Club	\$606.25		
Beer Glasses 5oz	\$3,500.00	need to purchase 4oz (Neary)		75% to RES	\$1,818.75		
Generators	\$1,000.00						
Furniture & Equipment Renta	\$2,000.00			Women's Club Donation	\$2,500.00		
Tents and Fence	\$5,000.00			Plus 25% Profit Share	\$606.25		
Portable Toilets & Sinks	\$2,000.00			<b>TOTAL</b>	<b>\$3,106.25</b>		
Dumpsters	\$600.00						
Radios	\$200.00						
Fuel for Generators				RES Management:	\$10,000.00		
Water Truck				\$5000 Profit	\$5,000		
Kwik Covers				Plus 75% Profit Share	\$1,818.75		
Trucking	\$750.00			<b>TOTAL</b>	<b>\$16,818.75</b>		
Community Group Donations	\$2,500.00						
<b>Total Equipment &amp; Services</b>	<b>\$19,900.00</b>						
<b>Cash Management Supplies</b>							
F&B Tickets							
F&B Ticket Booths							
Cash Management	\$1,000.00						
<b>Total Cash Man. Supplies</b>	<b>\$1,000.00</b>						
<b>Entertainment</b>							
Music/Talent	\$1,200.00						
Sound	\$500.00						
Stage Manager							
<b>Total Entertainment</b>	<b>\$1,700.00</b>	<b>\$0.00</b>					
<b>Permits &amp; Licenses</b>							
Village/State/Health permits	500						
Liquor License	\$75.00						
Fire Department Inspections	\$500.00						
Insurance	\$2,500						
<b>Total Permits &amp; Licenses</b>	<b>\$3,075.00</b>	<b>\$0.00</b>					
<b>Beverage Operations</b>							
Beer	\$18,000						
Beverage Manager	\$900.00						
Beer sellers	\$0.00						
Ice	\$1,000.00						
Extra Supplies	\$150.00						
<b>Total Beverage Operations</b>	<b>\$20,050.00</b>	<b>\$0.00</b>					
<b>RES Costs</b>							
Ravenswood Management Fe	\$10,000.00						
Sponsorship Commission							
<b>Total Fees</b>	<b>\$10,000.00</b>	<b>\$0.00</b>					
<b>TOTAL EXPENSES</b>	<b>\$71,575.00</b>	<b>\$0.00</b>					