

VILLAGE OF LOMBARD
LOCAL TOURISM GRANT PROGRAM 2025 APPLICATION FORM

GENERAL INFORMATION

Organization:	Lombard Area Chamber of Commerce		
Name of event:	Candy Cane Lane Holiday Market		
Date of event:	12/6/25	Event location:	South Park between St. Charles and Michael McGwire Drive
Contact person:	Rick Galfano	Title:	President & CEO
Business address:	145 S. Main Street Suite B	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:	1500
Anticipated number of overnight hotel stays:	unknown

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

The Lombard Area Chamber of Commerce is partnering with the Lombard Park District, the village of Lombard and the Lombard Historical Society for the 2025 Jingle Bell Jubilee Candy Cane Lane Holiday Market. In 2023, each organization took a specific role in executing the event, with the Lombard Chamber taking on the Candy Cane Lane Holiday Market. The market was envisioned to be a “farmers market” with a holiday feel including gift items and not just food. In 2024, we started the event with Schiller Real Estate, and it was a huge success for the community, vendors and the stores around the area. We would like to do this again in 2025.

ORGANIZATION

Number of years that the organization has been in existence:	71
Number of years that the project or event has been in existence:	1
Number of years the project has been supported by Village of Lombard funds:	1
How many years does the organization anticipate it will request grant funding?	Unsure at this time

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 community. The Lombard Chamber is committed to continue promotion of the community and feels that events like this one attract many visitors to the community and we wish to encourage the visitors to shop and dine locally during the event.

- 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 Jingle Bell Jubilee Candy Cane Lane Holiday Market is the official kickoff of the Lombard holiday season in the community and is highlighted by the lighting of Lilacia Park. This brings many visitors to the community, and we feel that continuing this celebration will draw more visitors to the downtown area so shoppers can enjoy the shops and restaurants of Lombard.

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

Continue to work with the Park District, Village and Historical Society to gain momentum and sponsorships for 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:

Candy Cane Lane Holiday Market, Farmers Market, Spooktacular and Lilac Arts & Craft Fair

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

Jingle Bell Jubilee Candy Cane Lane Holiday Market is the celebration that kicks off the official Lombard holiday season for the community and it is when the Park District lights up Lilacia Park for the holiday season. Many organizations participate in this event and offer different activities throughout the community and the downtown area. There is a downtown trolley that runs through the community, so visitors don't have to worry about driving to the different locations and parking. The Candy Cane Lane Holiday Market portion of the event offers fun activities, crafters and food items in the downtown area for guests to enjoy, including a live performance of the Nutcracker provided by Schiller Real Estate.

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

We are requesting the funds for public works overtime and village services that involve blocking off S. Park between St. Charles and Michael McGuire Drive. The remaining funds will be used for patio heaters and street decorations (lighted candy canes).

- 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)?

Increased social media marketing and more signage. We also will be requesting the trolley to stop at Park and St. Charles for pickups and drop offs.

LOCATION

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

South Park Ave. Between St. Charles Road and Michael McGuire Drive. We would like to request that Michael McGuire Drive be closed for this day, for the safety of the attendees.

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 this is an event spearheaded by the Lombard Park District, we will be following their timeline for implementation of the event.

IMPACT

- 1) Please describe how the event or program will promote overnight stays and/or tourism within the Village of Lombard.
This is a community event that goes beyond just the chamber's involvement. The event is advertised heavily by all participating organizations involved and since it is the lighting of the famous Lilacia Park, people come from many different areas and towns to see the lights and celebrate the official start of the holiday. In 2024 many of the downtown restaurants and bars were filled with people that shopped at our mart.
- 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?
With the lighting of the famous Lilacia Park being the center point, we drew attendees from many surrounding communities and towns. As the chamber of commerce focus that we bring, we are always planning on attracting more citizens to the shops, services and restaurants.
- 3) Who is the target audience for your event or project? What is your anticipated attendance?
All demographics attended 2024's Candy Cane Lane. Kids, parents, grandparents and couples. We do not have a way to count people at this point, but we filled the street from 4 to 7. Estimation 2,000.
- 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 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.
2024 was our first year doing this, I do not know what the village services cost is currently.
- 5) Please describe any collaborative arrangements developed or anticipated with other organizations to fund or otherwise implement the project (including in-kind donations).
This is a partnership with the Park District, village of Lombard and Lombard Historical Society. The cost of the postcard and trolley is mostly covered by sponsors and any remaining costs are split among the organizations.
- 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).
The event is heavily marketed through the Park District, The Lombard Chamber of Commerce, Historical Society and the village. Marketing includes publications, postcards, social media, eblasts and village marketing. The chamber also promotes using all the above options including our weekly e newsletter.
- 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?
We would need to locate more sponsorships and raise vendor prices to cover village services.

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:			
Title or office held:		Date:	

Signature: _____

**LOCAL TOURISM GRANT PROGRAM
DETAILED BUDGET**

Event: Candy Cane Lane Holiday Market

Date: 1/3/25

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 24	ACTUAL	ANTICIPATED
Lombard Tourism Grant	\$ 2,000	\$	\$ 2,000
Craft Vendors	1950		1,000
Sponsorships	1750		1,500
Total Income	\$ 5,700	\$	\$ 4,500

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

ITEMIZED EXPENSES	ACTUAL 24	ACTUAL	ANTICIPATED
Light Up Candy Canes	\$ 550	\$	\$ 600
Batteries	\$ 100		100
Print	50		50
Postcards	200		200
Holiday Character's	400		400
Sax Player	100		100
Trolley	300		300
Public Works & Services	X		3000
Abbott Party Rental (heaters)	612.94		600
Total Expenses	\$ 2,312.94	\$	\$ 5,350

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)

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