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

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

TO: PRESIDENT AND BOARD OF TRUSTEES

FROM: Scott Niehaus, Village Manager

DATE: February 25, 2025   (B of T) Date: March 6, 2025

TITLE: Local Tourism Grant Recommendation
                  Lombard Area Chamber of Commerce – Spooktacular

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 towards the 2025 Spooktacular Event. The Committee is recommending approval of a grant of up to $10,000 through the Local Tourism grant program.

Please place this item on the consent agenda for the March 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.

Memorandum

TO: Scott Niehaus
            Village Manager

FROM: Nicole P. Aranas
            Deputy Village Manager

DATE: February 25, 2025

SUBJECT: Community Promotion & Tourism Committee Recommendation
             Lombard Area Chamber of Commerce - Spooktacular

The following is a recommendation from the Community Promotion & Tourism Committee for funding through the Local Tourism Grant Program for the Lombard Area Chamber of Commerce in an amount not to exceed $10,000 for the 2025 Spooktacular event.

Grant Request: $10,000
The Downtown Lombard Business Alliance has requested a grant in the amount of $10,000 inclusive of Village Services to be used to cover the cost of Public Works, barricades, Police, Fire, Waste Management expenses, and any activities that are not covered by sponsorships. Village services account for an estimated $3,000 of expenses under this grant.

The event will be geared towards families and will feature bounce houses, food vendors, and various activities for children.

The grant request from the Lombard Area 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 $10,000 to the Lombard Area Chamber of Commerce to be used towards the 2025 Spooktacular event.

Please place this item on the consent agenda of the March 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 Area Chamber of Commerce		
Name of event:	Spooktacular		
Date of event:	October 19th 2025	Event location:	Downtown Lombard
Contact person:	Rick Galfano	Title:	President and CEO
Business address:	145 South Main suite B	City & Zip	Lombard 60148
Telephone:	630-627-5040	Email:	Rick @lombardchamber.com

PROJECT OVERVIEW

Total cost of the project:	$ 20,000
Cost of city services requested in this application (if any):	$3,000
Grant funding requested in this application (excluding city services)	$7,000
Total funding requested in this application (grant including services):	$10,000
Percent of total project cost being requested:	50%
Anticipated attendance:	4,000
Anticipated number of overnight hotel stays:	Unknown

Briefly describe the project for which are funds are being requested:
Spooktacular has been happening for many years, but this will be the 4th year we have been hosting it. We increased the kidszone inflatables in 2024 (our largest expense) and may add a few more in 2025. It was a great success with the kids and their parents. The petting zoo also was a big draw, and we will bring it back in 2025. We will be marketing it more to the local schools and print advertising. We increased sponsorships and will add a few more 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:	16
Number of years the project has been supported by Village of Lombard funds:	4
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 area chamber of commerce is an organization that supports business growth and development, along with community promotion. We are looking to continue with Spooktacular on

Sunday afternoon to promote downtown businesses. We are planning to continue offering live music to enhance the fair and overall, of shopping downtown during and after attending the market.

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:
   By organizing these events and working with the local businesses we are bringing foot traffic to downtown Lombard and bringing awareness to what we have downtown.

3) What is the organization's plan to make the project self-sustaining?
   Proceeds from each year's event, fundraising and sponsorships.

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?	☐ Yes ☐x No	
Will any revenues from this event be returned to the community?	☐ Yes x ☐ No	
Have you requested grant funding in the past?	x☐ Yes	☐ No

   If yes, provide grant awards for past 5 years:
   Applied for grants in 2022, 2023, 2024

1) Provide a full detailed description of the proposed project or event.
   Spooktacular fall festival 12-5pm on St Charles Road. Trick or treating through businesses; bounce houses(inflatables), activities and bands.

2) If your application is accepted, how will the tourism grant funds be used?
   To cover waste management and village costs and any non-funded activities.

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)?
   Virtual backpacks to local schools, increase media advertising.

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 from Main Street to Elisabeth Street, also S. Park

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.
Letters to companies for sponsorships by February 2nd 2025
Invites to crafters sent by February 2nd 2025
Site map completed by October 1st 2025

IMPACT
1) Please describe how the event or program will promote overnight stays and/or tourism within the Village of Lombard.
   Increased foot traffic in downtown Lombard and some vendors traveling to Lombard

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 and very involved in Spooktacular. We also hold a scavenger hunt and trick or treating through the businesses to bring people in. With inflatables parents and grandparents stay longer to watch their children, which helps local businesses. Spooktacular's reputation has grown by word of mouth. The chamber will also increase social media marketing to areas outside of Lombard.

3) Who is the target audience for your event or project? What is your anticipated attendance?
Families with school age children. Projected attendance is 4,000.

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 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.
Approximately $3,000

5) Please describe any collaborative arrangements developed or anticipated with other organizations to fund or otherwise implement the project (including in-kind donations).
We invite different Lombard organizations to have a booth and participate in the event.

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).
Virtual backpacks to the local schools, social media advertising, local media advertising, promoting on chamber newsletter, and printed flyers throughout downtown businesses.

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?
Increasing sponsorship requests, increasing craft invites, and fundraising. If we do not receive funding, we will have to scale back the event.

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:

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: Spooktacular   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	$ 10,000	$ 10,000	$10,000
Sponsorships	2,200	4,455	5,000
Vendors	4,185	6,580	7,000
Total Income	**$ 16,385**	**$ 21,035**	**$ 22,000**

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

ITEMIZED EXPENSES	ACTUAL __23__	ACTUAL __24__	ANTICIPATED
Waste Management / Pro Waste	$ 2,433	$ 2,600	$2,700
Fun Ones / Record A Hit	3,990	9,255	10,000
Petting Zoo	900	1,025	1,100
Bands	725	725	800
Citizens Police	200	200	300
Public Works, Police, other			3,000
Total Expenses	**$ 8,248**	**$13,805**	**$ 17,900**

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)