

**MEMORANDUM**

**TO:** Community Relations Committee

**FROM:** Avis Meade, Communications Coordinator

**DATE:** February 8, 2018

**SUBJECT:** Senior Fair Vendor Fees

The Village of Lombard hosts its annual Senior Fair at the Lombard Community Building at Lombard Common Park on the first Wednesday of October from 9 a.m. – 1 p.m. The event consists of approximately 30 local vendors including businesses and non-for-profit organizations, providing free information and/or services to attending senior citizens.

In the past, the event has reached capacity for vendors as early as August. In 2017, the senior fair vendor list included:

**Not For Profit Vendors****Community Organizations/Agencies**

- DuPage Homeownership Center
- DuPage Senior Citizen Council
- Healthy Lombard
- Lilac Post 5815
- Lombard Lion's Club
- A.A.
- B. Ryall YMCA
- Lombard Sr. Men's Club
- National Ovarian Cancer Coalition
- Tri Town YMCA
- Senior Suburban Orchestra

**Government/Elected Offices**

- Lombard Park District
- Helen Plum Library
- York Township Senior Center
- Circuit Court Clerk Chris Kachiroubas
- IL Secretary of State Jesse White
- Illinois State Treasurer Michael Frerichs
- Representative Peter Breen
- Senator Chris Nybo
- Senator John Cullerton

**For Profit Vendors**

- CovenantCare at Home
- Edward Jones
- Elmhurst IWG - Illinois Wellness Group
- FirstLight Home Care of Roselle, IL
- Sunrise at Fountain Square - senior living
- Gladden Home Care, LLC
- Humana Marketplace
- Humana Medicare - heart disease & diabetes
- Jewel Osco Pharmacy
- Lexington Square
- lifebutton24.com
- Lombard Pharmacy
- Lombard Place Assisted Living
- National University of Health Sciences
- Soarella services (Insurance)
- Walgreens

Traditionally, this event is attended by approximately 200-250 senior citizens from Lombard and the surrounding area.

Currently, there is no charge for a vendor booth at the Senior Fair. Village staff researched similar senior fairs in the area and found that:

- Drury Lane charges vendors between \$495 and \$995.
- College of DuPage Charges \$300 for private businesses and \$175 for non-profits.
- DuPage County Board Chairman Dan Cronin and Senator Connelly do not charge vendors for participation in their Senior Fair.

The Community Relations Committee has been tasked with determining whether or not a Senior Fair vendor fee should be implemented for future events, beginning in 2019, and what that fee should be for businesses or not-for-profit community organizations.

- Option 1: Status Quo
  - No change to the event. Do not implement a vendor fee for any senior fair vendors.
- Option 2: Charge all vendors the same fee
- Option 3: Charge differing fees to private businesses and not-for-profits

Please note that the Lombard Park District provides the facility for the Senior Fair at no charge to the Village. In the event that the Committee recommends an option that includes charging vendors for their participation, staff recommends that the Village either offer to share a portion of the vendor fees with the Park District to cover the cost of the room or at a minimum, not charge the Park District for their participation in the event.