



# Final Report & Recommendation

## Lombard Pride Committee

### **VILLAGE OF LOMBARD**

December 14, 2015

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Dave Kundrot, Lombard Park District Member  
Yvonne Invergo, Lombard Chamber of Commerce Member  
Dana Schwiewe, Student Member

# Final Report & Recommendation

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## Lombard Pride Committee

The Lombard Pride Committee submits the following Final Report & Recommendation for review and consideration by the Village of Lombard Board of Trustees.

### SUMMARY

The Lombard Pride Committee was created by the Village of Lombard to support the Village Board in evaluating potential future community festivals and advising on other matters concerning special events within the Village. Following initial preparatory work, the Committee issued a Request for Proposals seeking special event proposals from local not-for-profit organizations. Despite some initial interest, no formal responses to the Village Request for Proposals were received. The Lombard Pride Committee is concluding its work with this final report and the following recommendations to the Village of Lombard Board of Trustees:

The Village should continue with the Fourth of July fireworks display.

The Village should continue support of year-round special events.

The Village should remain open to special event proposals from interested organizations.

The Village should implement the proposed special events communications plan.

### LOMBARD PRIDE COMMITTEE CREATED

The Village Board of Trustees created the Lombard Pride Ad Hoc Committee in June of 2015 to support the Village Board in evaluating the potential for future community festivals and advising on other matters concerning special events within the Village of Lombard. Created by resolution, the Lombard Pride Committee would consist of eight members, including one representative of the Lombard Park District and one representative of the Lombard Chamber of Commerce.

Additionally, the Committee would include an additional non-voting student or youth member between the ages of 18-25. The Village President was designated as the Committee Chairperson, the Village Clerk was designated the Alternate Chairperson and the Village Manager was designated as the primary staff liaison.

The enabling resolution provided that the Lombard Pride Committee would serve as a recommending body, providing a final report to the Village President and Board of Trustees containing recommendations on a community festival to be held in future years and other matters concerning special events within the Village. The specific action items provided for consideration by the Lombard Pride Ad Hoc Committee included:

- (1) Development of a Request for Proposals (RFP) for a community festival to be held in 2016 and in future years, including an appropriate timeline to meet the objectives of the Village in regard to said community festival;
- (2) Issuance of the RFP for the aforementioned community festival; evaluation of the submissions in response to the RFP; and development of a recommendation relative to said responses to the RFP for consideration by the President and Board of Trustees;
- (3) Discussion and evaluation of proposed local special events; and,
- (4) Development of recommendations and guidelines for special event development, support and promotion, for consideration by the President and Board of Trustees.

The Village conducted outreach to the public seeking interested applicants to serve on the Lombard Pride Committee. In June 2015, the following members were appointed to serve on the Lombard Pride Committee: Ellen Bachner, Brittney Conway, Bob Difino, Jenelle Hardtke, Jeffrey Lenz, Melissa Schmitz, Dave Kundrot (Lombard Park District member), Yvonne Invergo (Lombard Chamber of Commerce member), Dana Schwiewe (Student Member).

The Lombard Pride Committee convened meetings in July and held regular meetings through October, prior to the development of the Final Report and Recommendation to the Village President and Board of Trustees.

## INITIAL COMMITTEE WORK AND SURVEYS

The initial work of the Lombard Pride Committee included preliminary discussion regarding the history of special events and festivals within the Village as well as receipt and review of comments from the public. Specifically, the Lombard Pride Committee reviewed and discussed the history surrounding the annual Fourth of July fireworks and Taste of Lombard festival.

To assist in their discussion and analysis, the Lombard Pride Committee sought to gather additional information and comparative data on special events. Accordingly, the Committee requested a survey of local special events and festivals within the area and sought to gauge preliminary interest from local non-profit organizations by issuing a request for interest survey.

### **Local Event Survey**

The Lombard Pride Committee requested that a survey be conducted evaluating various signature events in nearby communities. Village staff conducted a review of twelve annual area events, of varying type, scope, age and size. Information was collected on the type of event, dates, times, host organizations, profitability, funding mechanism, fees, age and municipal contributions. Village staff compiled the results of the survey in a report which was submitted to the Lombard Pride Committee for review. A copy of the local event summary is attached to this report for reference (Exhibit A).

## Request for Interest Survey

The Lombard Pride Committee issued letters and surveys to local community and civic organizations seeking feedback and attempting to gauge the level of interest in participation and/or operation of a future community festival or signature special event. The Committee sent introductory letters and Request for Interest Surveys to more than thirty local organizations (Attached as Exhibit B). The survey specifically invited local groups to consider options for participation in a future event by multiple community organizations through consortiums, partnerships or other collaborative arrangements. The survey indicated that a future special event need not mirror past events, such as the Taste of Lombard and that the Committee would be open to events of three days or less, on dates other than the 4<sup>th</sup> of July weekend, in locations outside of Madison Meadow Park and in partnership with professional event planning companies.

Initial feedback received to the Request for Interest Survey showed limited interest by local organizations in participating in a future community festival as a sole organizer. A total of ten responses in total were received to the request for interest survey. Only one organization responded with interest in hosting a future event as a sole organizer and all remaining respondents expressed interest in limited participation with responsibility for only a single component of an event or with participation limited to a specific task (e.g., ticket sales, limited on-site operations, clean-up, etc.).

## COMMITTEE SPECIAL EVENT PREFERENCES

Using the information obtained through the survey of local events and the Request for Interest surveys, the Lombard Pride Committee developed and prioritized a list of special event criteria and preferences. Committee members developed and reviewed possible criteria for evaluating a potential new community festival or event and ranked the criteria that were most important. Potential special event criteria included the event duration, the time of year, time of day, location, type of event, inclusion of carnival rides, live music, food, and alcohol.

The potential special event criteria were ranked and prioritized by the Lombard Pride Committee (Exhibit C). The criteria were prioritized as follows (number reflects quantity of votes cast by Lombard Pride Committee membership prioritizing each preference as important):

### Highest Preference (8)

Time of Day – All day event  
Live Music  
Food  
Alcohol

### High Preference (6)

Local vendors  
Duration of 1-2 days

### Preferred (4)

Professional event planner  
Location in a park  
Tourism draw  
Family Atmosphere  
Carnival rides

### Marginal Preference (2-3)

Number of days 3+  
 Time of year –Summer  
 Specified type of event  
 Downtown location  
 Time of year – Fall  
 Support of local need/cause

### Low Preference (1)

No admission fees  
 Specified host agency

### Not Preferred (0)

Fourth of July  
 Fundraiser  
 Time of day – Evening  
 Time of day – Daytime

## REQUEST FOR PROPOSALS

Following preliminary investigation, prioritization of special event preferences and further discussion, the Lombard Pride Committee issued a Request for Proposals for Event Planning & Services (RFP). The RFP sought proposals from non-profit groups to produce a Village-wide community event with the intent of entering into an agreement with one or more organizations to provide event and festival services on a multi-year basis (Attached as Exhibit D).

The Request for Proposals sought new and creative ideas for a proposed community event and did not dictate fixed parameters or criteria. The RFP sought proposals for events conducted at any location in the Village, encouraging events including, but not limited to, food and music festivals, cultural festivals, art and wine festivals, family fun day festivals and other types of special events. The special event RFP included the following recommended event preferences as guidelines for consideration:

- Time of Day:** The event shall generally take place over a weekend with approximate hours ranging from noon to 10 p.m.
- Live Music:** Live music is seen as a priority, including a variety of music that appeals to multiple groups and ages.
- Food:** A variety of food vendors is encouraged with specific emphasis on Lombard-based companies.
- Alcohol:** While the Village of Lombard is seeking to have a family friendly event, it is recognized that providing alcohol is a helpful way of attracting attendance. To that end, it is recommended that the proposal does include a component for adult beverages provided in a safe and manageable approach. However, it is not expected that alcohol be a primary focus or purpose of the event.
- Local Vendors:** As previously noted, a focus on local food vendors is a preference of the Village of Lombard. In addition, any other goods or services that

can be provided by local companies is encouraged. Strong consideration will be given to proposals that include local vendors, however, it will not be the only deciding factor.

**Duration:**

Ideally, the event will take place over a two day or 48 hour period. This may include a kick off day starting after work on a Friday evening and through Sunday early evening.

Strict adherence to the special event recommendations offered in the RFP was not required and proposed special events could vary or deviate from suggested specifications. Additionally, groups lacking sufficient experience in event planning could be considered in partnership with a professional event planning company or other not-for-profit organizations.

The Village of Lombard issued the RFP, sharing the release of the RFP on the Village website, through local media outlets and social media and by sending it directly to more than thirty area not-for-profit organizations. The Lombard Pride Committee conducted an informational meeting prior to the RFP deadline to review the RFP and answer any questions regarding the proposal process and the Lombard Pride Committee work. Despite some limited preliminary interest and group attendance at the RFP informational meeting, the Village did not receive any formal responses to the issued RFP for event planning services.

## **LOMBARD PRIDE COMMITTEE RECOMMENDATION**

The Lombard Pride Committee met and discussed the outcome of the RFP process and offers the following final recommendations to the Village Board of Trustees in regards to special events and festival planning within the Village of Lombard:

### **Continue with Village Fourth of July Fireworks**

In 2015, following the dissolution of the Lombard Jaycees and the cessation of the annual Taste of Lombard festival, the Village of Lombard hosted an Independence Day fireworks celebration on the Fourth of July. The Lombard Pride Committee recommends that in the absence of a community festival surrounding the Fourth of July weekend or any not-for-profit proposals for an Independence Day special event, that the Village of Lombard continue to coordinate, fund and host an annual fireworks display.

### **Continue Village Support of Year-round Special Events**

The Lombard Pride Committee conducted an evaluation of the local calendar of events within the Village and noted that there are numerous events throughout the year that are hosted, sponsored, and/or funded wholly or in some part by the Village of Lombard. Without a pending proposal for an additional signature festival or special event, it is important that the Village continue to support existing community events to ensure that the current variety and selection of special events throughout the year are maintained.

Village support for local special events also comes in the form of funding support or the provision of services, such as public safety personnel, barricades, or other equipment. Specifically, the Village annually issues grants to local organizations for special events through the Local Tourism Grant Program. The Lombard Pride Committee recommends that the Village continue the promotion and awarding of financial support and Village services to special events and programs that promote special events and local tourism through the Local Tourism Grant Program. Further, the Committee recommends that the Village continue to maintain and promote the Local Tourism Grant program as a means to encourage new and continuing special events within the community.

Special events that have been supported by the Village include:

**Events Hosted/Co-hosted by Village**

- Cruise Nights
- Downtown summer music concerts
- Fourth of July Fireworks
- National Night Out
- Jingle Bell Jubilee

**Events Provided Village Funding or Services**

- Lilactime Arts & Crafts Fair
- Lilac Festival Parade
- Lilac Queen program and coronation
- Lombard Civil War Reenactment
- Spooktacular Fall Festival
- Downtown sports viewing events
- Taste of Lombard
- Lombard Ale Fest

**Remain Open to Special Event Proposals from Interested Organizations**

As the fall issuance of the special event RFP did not yield any formal proposals from local organizations for future events, the Lombard Pride Committee recommends that the Village remain continually open to special event proposals from local organizations. The initial requests for interest survey and feedback obtained from local organizations reveal that while interest in a future special event may exist within the local community and with local organizations, groups may not presently be prepared to propose or organize such an event without additional planning, growth, and/or collaboration with other groups or a professional event coordinator. To facilitate opportunities for development of future special events within the community, the Lombard Pride Committee recommends that the Village remain open to receipt of special event proposals from local organizations on an open-ended and continual basis.

The recommended special event preferences of the Lombard Pride Committee contained in the RFP and the opportunity to submit event proposals on a continual basis should be shared throughout the community, specifically with local not-for-profit organizations to encourage continual consideration and maximize the potential for future proposals. The Lombard Pride Committee can reconvene as needed to review and evaluate event proposals should any be received from local organizations throughout the year.

## Implement Special Events Communications Plan

To facilitate communication with the public and local community organizations regarding the outcome and recommendations of the Lombard Pride Committee, the Committee recommends that the Village implement the attached Special Events Communications Plan (Attached as Exhibit E). Robust and proactive communication will ensure that the public understands the outcome of the Lombard Pride Committee work and that local organizations continue to consider possibilities for future special events within the community.

Public and community organization engagement on the following specific items is recommended:

- **Outcome of the Lombard Pride Committee work**
- **Awareness of existing special events that are hosted or supported by the Village**
- **Awareness that the Village remains continually open to future special events**
- **Promotion and availability of funding through the Local Tourism Grant Program**

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