



**VILLAGE OF LOMBARD**  
**2021 LOCAL TOURISM GRANT PROGRAM**  
**CALL FOR PROPOSALS**

The Village of Lombard Local Tourism Grant Program provides funding for local programs and events that promote tourism and conventions within, or otherwise attract overnight nonresident visitors to the Village of Lombard.

Deadline for submission: Applications must be received on or before Monday, January 25, 2021.

Grant awards for returning programs will be made once a year. To be considered for funding in 2021, applicants for programs which have previously received Village funding must apply by January 25, 2021.

**COVID-19** – The current State of Illinois Restore Illinois guidelines and Region 8 Resurgence Mitigations for COVID-19 severely restrict gatherings of all types. While the Village of Lombard is accepting proposals for 2021 projects, grant funding under the Local Tourism Grant Program is contingent upon the ability to hold the proposed event or program in full compliance with federal, state and local COVID-19 precautions and requirements at the time of the event. **Funding recommended or approved under this grant program for 2021 will be withheld if the COVID-19 pandemic and associated guidelines ultimately preclude or prohibit the proposed event.** The State of Illinois will not reach Phase 5 of the Restore Illinois Plan, where all sectors of the economy reopen and large events and festivals can take place, until “testing, tracing and treatment are widely available throughout the State” and” either a vaccine is developed to prevent additional spread of COVID-19, a treatment option is readily available that ensures health care capacity is no longer a concern, or there are no new cases over a sustained period.”

**FUNDING** - Funding for the 2021 Local Tourism Grant Program is constrained. **The grant committee may prioritize grant awards, adjust funding levels, or choose to fund a portion of any request based upon availability of funds.**

Eligibility

Applicants to the Local Tourism Grant Program must be organizations seeking to produce and promote a clearly defined festival, program or event that promotes tourism and conventions within, or otherwise attracts overnight nonresident visitors to the Village of Lombard.

Review Criteria

All events must show the potential to generate overnight hotel stays and should include Village hotel(s) in their promotion. Applications will be assessed based upon criteria including, but not limited to the following:

1. Ability of the event to attract overnight visitors in past years.
2. Ability of the event to grow over two or more years.
3. Food, beverage and retail expenditures by out of market visitors and the extent to which the event provides economic opportunities for Lombard businesses.
4. Ability of the event to project a positive image of the Village of Lombard and to increase the visibility of Lombard tourism, attractions, and events.

### How to Apply

Guidelines for the Local Tourism Grant Program and an application for the 2021 grant cycle can be found on the Village of Lombard website at [www.villageoflombard.org/localtourismgrant](http://www.villageoflombard.org/localtourismgrant). First-time applicants will be required to schedule and attend a grant-seekers workshop with the Chair of the Community Promotion & Tourism Committee and Village staff.

For more information on the Local Tourism Grant Program, to receive additional assistance with completion of your application, or to schedule a grant-seekers workshop, please contact Nicole Aranas, Assistant Village Manager, at [aranasn@villageoflombard.org](mailto:aranasn@villageoflombard.org) or 630-620-3085.