

Staff Memorandum

TO: Village Board of Trustees

FROM: Greg Jackson, Village Manager 

CC: Melissa Wiak, Assistant Village Manager

DATE: October 20, 2022

RE: Sponsorship – Holiday Bridge Lighting Ceremony

Village staff received a Community Grant Application from Ms. Mary Prekop/Long Grove Confectionary. The request was for funding assistance to support the Second Annual Holiday Bridge Lighting Ceremony scheduled to take place on November 18th. The grant application was submitted at or about the same time the Village Board suspended the grant program pending rewrite/restructure. As a result of the program's suspension, funding is not available. A draft of the grant program rewrite is near completion with minor edits remaining however the document requires both legal review and Village Board approval. The earliest date of review, approval, and implementation has been identified as November 22, 2022 – four days after the lighting ceremony.

Unable to secure the grant funding the applicant is requesting the Village Board serve as an event financial sponsor in the amount of \$2,500. The Village has not served as a financial sponsor for this event in the past. For last year's inaugural event the Village provided logistical support and work with the applicant to secure sponsor funding from Commonwealth Edison.

For the Village Board's consideration -

- If the Community Grant were in place the scope of the event would certainly fall into program's objectives to provide activities available to all residents, and to promote community involvement.
- There are multiple sponsors for the event and the planned activities benefit the entire historic business district versus a single business entity.
- There was no indication of the grant program's suspension in advance of the planning of the bridge lighting event.
- The Village Board facilitates a SSA for the HDLGBA, but this event is not a HDLGBA event.

However –

- The Village has been deliberate in staying removed financially and or operationally from special events other than logistical support that is charged back to the requesting entity.
- The start of financial sponsorship has the potential of setting a precedence that may be difficult to step back from. In part, this was some of the reasoning behind suspending the Community Grant Program pending rewriting.
- Sponsorship is currently an unbudgeted function.

Staff Recommendation

If this request were part of the Community Grant Program a wholehearted recommendation to approve would be made. The event appeared to be successful last calendar year. Solely from an administrative and financial position due to the creating of precedence for sponsorship and funding being an unbudgeted request staff would advise against approving the request.

If the Village Board decided to approve the request the funding would be charged to the #01 General Fund, Dept #10 General Government, Line 880.01 Community Development Grant. An estimated \$20,000 remains in that line. When budget amendments are submitted for approval near the end of FY 22/23 a new budget line# 880.02 Event Sponsorship would be created and a journal entry for line transfer would be completed.