



VILLAGE PRESIDENT

JEFFERY J. PRUYN

VILLAGE CLERK

JODY A. CONIDI

VILLAGE ADMINISTRATOR

CARIE ANNE ERGO

VILLAGE TRUSTEES

JEFF AIANI

MELISSA CHRISTENSEN

BRENDAN DALY

DINO GAVANES

ELLEN LEAHY

PATRICK POWERS

MEMORANDUM

TO: Carie Anne Ergo, Village Administrator
FROM: Deanne Curelo, ATVA
DATE: February 2, 2026
SUBJECT Establishment of Presidents Cup Grant Program Using Existing Budgeted Funds

RECOMMENDED MOTION: Move to approve the establishment of the Presidents Cup Grant Program and allocate a minimum of \$150,000 to support the program in FY27.

INTRODUCTION

Staff is requesting Village Board approval to establish a Presidents Cup Grant Program to allow Presidents Cup funds originally budgeted for Village use to also support hotel and business led visitor-focused efforts during the 2026 Presidents Cup.

DISCUSSION

The Presidents Cup is an international professional golf competition that will be held at Medinah Country Club from September 22 through September 27, 2026. The event is expected to attract approximately 200,000 visitors throughout the week, including a significant number of international guests. This presents a unique opportunity to showcase the Village and support local hotels and businesses during a high-profile global event.

The Village initially planned to host an event during the Presidents Cup period and budgeted \$50,000 for that purpose. As planning moved forward, it became clear that a centralized Village event would not align with how visitors are expected to experience the community. Meet Chicago, Discover DuPage, and local hotels have indicated that visitors are likely to remain near their hotels throughout the event period. A single Village-hosted event would compete with activities already happening where guests are staying and would introduce additional parking and transportation challenges.

Local hotels, including the Westin and Eaglewood, are exploring on-site programming throughout the Presidents Cup period. While no activities have been formally booked, ideas under consideration include musical entertainment, food and beverage tastings, and guest-focused amenities intended to keep visitors engaged where they are staying. Both hotels have indicated these efforts would occur throughout the week and estimate spending approximately \$5,000 per day on entertainment and related costs.

Given how visitors are expected to move through the community, staff recommends the Village shift its focus from hosting a single event to supporting multiple hotel and business led efforts across the Village. Village

involvement would focus on visibility and promotion, including street banners, signage, and other materials intended to highlight the Village and direct visitors to local hotels and businesses.

To support this approach and allow planning to move forward now, staff proposes establishing a Presidents Cup Grant Program and authorizing the rollover of FY26 Presidents Cup and unused FY26 Hotel funds into FY27.

Program Overview

If approved, the Presidents Cup Grant Program would be modeled after the Village’s hotel grant program. It would be open to hotels, businesses, and organizations in good standing with the Village.

The program would reimburse up to 50 percent of eligible costs. Examples of eligible expenses may include entertainment or performers, rental costs, transportation, promotional materials, and program fees related to food and beverage offerings.

Participants would be required to reference the Village name or logo in promotional materials when applicable and submit a request form, along with invoices and proof of payment for reimbursement.

Detailed program guidelines and application materials would be developed and administered by staff following approval of the program.

FISCAL IMPACT

The Village has \$50,000 budgeted in FY26 for Presidents Cup related activities across accounts 21-00-61900, 21-00-61025, and 21-00-69050. No expenditures are anticipated in FY26.

For FY27, staff anticipates utilizing FY26 Presidents Cup funds rolled over into FY27, along with unused hotel grant funds, which are currently estimated at approximately \$48,000. The final amount of hotel grant funds available for rollover will depend on remaining commitments. As part of the FY27 budget process, staff anticipates requesting additional Presidents Cup funding, as needed, with the goal of establishing a total Presidents Cup budget of approximately \$150,000 for both grant funding and Village led promotional and visitor information efforts.

RECOMMENDATION

Staff recommends the item be forwarded to the Village Board First Reading on February 17, 2026, for consideration and approval.

ATTACHMENTS

- FY26 Budget Decision Sheet

AFTER ACTION STEPS

- Outreach to Hotels and Businesses: Coordinate with local hotels and businesses to communicate program details.
- Budget Planning: Identify and request additional funding as part of the FY27 budget process.



**FY 2026 Budget
Decision Package
New Initiative/Major Change Request Form**
To Be Submitted for All New Budget Initiatives or Changes Over \$5,000

New Request/Change Name:	Presidents Cup
Fund:	Hotel
Dept:	Admin

Dept Priority (Please number all submitted projects):	1
--	---

New Request/Change Description and Justification:

In September 2026, the Presidents Cup will be hosted at Medinah Country Club, drawing international visitors and media attention to the surrounding area. To prepare for this high-profile event, the Village is working with Meet Chicago Northwest to identify opportunities that encourage guests to stay in the area and explore the community.

This may include hosting special events, coordinating transportation options, and launching targeted marketing efforts that showcase local businesses and amenities. As this is an international event, many logistical arrangements must be secured well in advance. The proposed budget will support early planning and bookings during the current fiscal year to ensure the Village is ready to participate in and benefit from this global event.

Please attach any additional pages, if needed.

New Initiatives/Major Changes			FY 2025 Budget	FY 2026 Budget	\$ Change	% Change
Type	Account #	Description				
Services	21-00-61025	Event Staff Services	\$ -	\$ 10,000	\$ 10,000	
Rentals	21-00-61900	Rentals	\$ -	\$ 25,000	\$ 25,000	
Sponsorships	21-00-69050	Donations/Sponsorships/Partnerships	\$ -	\$ 15,000	\$ 15,000	
					\$ -	
					\$ -	
					\$ -	
					\$ -	
					\$ -	
					\$ -	
Total Expenditures			\$ -	\$ 50,000	\$ 50,000	

Revenues/Expenditure Offset (if applicable)			FY 2025 Budget	FY 2026 Budget	\$ Change	% Change
Type	Account #	Description				
Total Revenues			\$ -	\$ -	\$ -	

Total Budget Impact	\$ -	\$ 50,000	\$ 50,000
----------------------------	------	-----------	-----------

Administrative Review Comments:

Action (Budget/Defer):

RESOLUTION NO. 1695-26

**A RESOLUTION AUTHORIZING THE ESTABLISHMENT OF A PRESIDENTS CUP
GRANT PROGRAM AND THE ROLLOVER OF PRESIDENTS CUP AND
HOTEL GRANT FUNDS**

WHEREAS, the Presidents Cup is an international professional golf competition scheduled to be held at Medinah Country Club from September 22 through September 27, 2026, and is expected to attract a significant number of domestic and international visitors to the region; and

WHEREAS, the Village of Itasca seeks to support local hotels, businesses, and organizations during the Presidents Cup period by encouraging visitor focused activities that promote overnight stays, dining, and entertainment within the Village; and

WHEREAS, funds were previously budgeted in FY26 for Presidents Cup related activities with the intent of supporting Village led efforts, and the Village now seeks to also support hotel and business led initiatives associated with the event; and

WHEREAS, establishing a Presidents Cup Grant Program will provide a framework to support such efforts and allow planning and coordination with hotels and businesses to move forward in advance of booking timelines; and

WHEREAS, the Village desires to authorize the rollover of FY26 Presidents Cup funds and unused FY26 Hotel Grant funds into FY27 to support Presidents Cup related grant funding and Village promotional efforts.

NOW, THEREFORE, BE IT RESOLVED by the Village President and the Board of Trustees of the Village of Itasca, DuPage County, Illinois, as follows:

SECTION ONE: The President and Board of Trustees hereby authorize the establishment of a Presidents Cup Grant Program to support hotel, business, and organization led visitor focused efforts during the 2026 Presidents Cup.

SECTION TWO: The President and Board of Trustees hereby authorize the rollover of FY26 Presidents Cup funds and any unused FY26 Hotel Grant funds into FY27 for use in support of the Presidents Cup Grant Program and Village Presidents Cup related promotional efforts.

SECTION THREE: Administration of the Presidents Cup Grant Program, including the development of program guidelines and application materials, is hereby delegated to the Village Administrator or designee.

SECTION FOUR: SEVERABILITY. If any section, paragraph or provision of this Resolution shall be held to be invalid or unenforceable for any reason, the invalidity or unenforceability of such section, paragraph or provision shall not affect any of the remaining provisions of this Resolution.

SECTION FIVE: REPEAL OF PRIOR RESOLUTIONS. All prior Resolutions and Ordinances in conflict or inconsistent herewith are hereby expressly repealed only to the extent of such conflict or inconsistency.

SECTION SIX: EFFECTIVE DATE. This Resolution shall be in effect immediately from and after its passage and approval.

	Trustee Aiani	Trustee Christensen	Trustee Daly	Trustee Gavanes	Trustee Leahy	Trustee Powers	Mayor Pruyn
Aye	<input type="checkbox"/>						
Nay	<input type="checkbox"/>						
Absent	<input type="checkbox"/>						
Abstain	<input type="checkbox"/>						

APPROVED and ADOPTED by the Village President and Board of Trustees of the Village of Itasca this 3rd day of March, 2026.

APPROVED:

Village President Jeffery J. Pruyn

ATTEST:

Village Clerk Jody Conidi