

**VILLAGE OF LOMBARD  
LOCAL TOURISM GRANT PROGRAM APPLICATION FORM**

**GENERAL INFORMATION**

Organization:	Lombard Junior Women's Club (LJWC)		
Name of event:	Lilac Princess Program		
Date of event:	March-May 2018	Event location:	Village, Park District & COC sponsored events at multiple Lombard venues
Contact person:	Sue Horner & Nancy Spartz	Title:	Co-Chairs, Lilac Princess Program, LJWC
Business address:	837 S. Westmore A2-G	City & Zip	Lombard, IL 60148
Telephone:	Sue Horner 630-915-8541 Nancy Spartz 630-631-3735	Email:	<a href="mailto:Shorner5@comcast.net">Shorner5@comcast.net</a> ; <a href="mailto:Nancy@spartz.net">Nancy@spartz.net</a>

**PROJECT OVERVIEW**

Total cost of the project:	\$ 8118.68
Cost of city services requested in this application (if any):	\$ 0
Total funding requested in this application:	\$ 6029.00
Percent of total project cost being requested:	33% of project costs over \$5000 princess scholarships
Anticipated attendance:	Easter egg hunt 3000; Coronation 150; Little Lady Lilac Ball 225; Blood Drive 100; Flower Show 90; TLC Camp Carnival 150; Tiara Presentation 100; Lilac Ball 281; Arts & Crafts Fair 2000; Lilac Parade 2500
Anticipated number of overnight hotel stays:	At least 15 overnight stays directly r/t overnight guests associated with Lilac Princess families attending Coronation, Ball & Parade. Numerous other hotel stays associated with Lilac Time events in which princesses participate will occur.

Briefly describe the project for which are funds are being requested:

The Lilac Queen & her court has been a cornerstone of the Lilac Festival in Lombard since 1930. The Lilac Princesses and the Queen serve as ambassadors for the Village of Lombard during Lilac Time, making many community appearances including Easter Egg Hunt, Little Lady Lilac Ball, the Lilac Ball and the Lilac Parade. They serve as positive role models, volunteering at various community events throughout the year including the Blood Drive and TLC Camp, a camp for children with cancer held annually in Lombard. Each Princess and the Queen receives a \$1000 scholarship; this was established by the village in 2001 when we were asked to run the program by the park district. The grant funds requested in this application would be used to support the selection of the Lilac Queen and her court, to support 1/3 of the expenses associated with their participation in numerous Lilac Time Events, and to provide the \$1000 scholarships that have been provided by the village since 2001.

**ORGANIZATION**

Number of years that the organization has been in existence:	87
Number of years that the project or event has been in existence:	87
Number of years the project has been supported by Village of Lombard funds:	Village of Lombard has supported the scholarships for 17 years & additional program expenses for the past 3 years.
How many years does the organization anticipate it will request grant funding?	Undetermined for scholarships; we have worked to decreased funds requested for other program expenses each year.

1) Describe the organization (include brief history, mission, and ability to carry out this project):

Lombard Junior Women's Club (LJWC) was established in 1930 by members of the Lombard Women's Club. LJWC is part of the General Federation of Women Clubs, an international women's organization dedicated to community service. LJWC embraces this mission and participates in many local service projects that include First Things First, York Center Thanksgiving Baskets, Cooking & Providing Food for Lombard PADS, Lombard/Villa Park Food Pantry Support, Northern Illinois Food Bank and Christmas Gifts to the Needy, to name a few.

Our ability to successfully carry out the Lilac Princess program is demonstrated through the success of the program for the past 17 years under our leadership as well as the success of TLC Camp, our day camp for kids with cancer in its 36<sup>th</sup> year. These programs require dedication, leadership, management, fundraising and organizational skills. We take great pride in the countless hours our members have worked to improve our community through service and philanthropy, and we remain confident in our ability to carry out the Lilac Princess program in 2018.

- 2) Please describe how the program and any proceeds from the event support the goals and objectives of the organization, other local groups or initiatives, and the community at large:

Lombard has been called the Lilac Village since the late 1920s, and the first Lilac Festival was held in 1930. The Lilac Queen and her court have reigned over Lilac Time since this first festival. By supporting Lilac Time the Lilac Princess Program supports the Village of Lombard's brand, a priority identified by the community, as well as the village's vision of creating a distinctive sense of spirit and an outstanding quality of life for its residents. The Lilac Queen and her court also support Lombard Park District and Lombard Chamber of Commerce events during Lilac Time. In addition, the Princess Program supports LJWC's goals of service to the community and developing leadership, organizational and management skills in our members.

There are no direct proceeds from the Lilac Princess Program. However, the Lilac Princesses support the Park District at events including Little Lady Lilac Ball and the Easter Egg Hunt and the Chamber of Commerce at the Lilac Ball and the Arts & Crafts Fair where funds are raised. However, these funds do not directly benefit the Lilac Princess Program or the LJWC.

3) What is the organization's plan to make the project self-sustaining?

LJWC financially supported the Lilac Princess Program expenses from 2001-2014 at a cost of \$2500-\$4500 per year. This figure does not include the \$5000 scholarships provided by the Village of Lombard or the parade float provided by the Park District at a cost of \$650. We received a hotel grant to support the program expenses in 2015 in the amount of \$2125 plus \$5000 for the princess scholarships. In 2016 we requested \$1945 plus \$5000 for the princess scholarships and used funds raised by LJWC at a Mother-Daughter Tea to pay the remainder of the program expenses.

In 2016 and 2017 we held a Floral Showcase to raise funds for the Lilac Princess Program expenses. We have requested funds to support expenses that will not be covered by dollars raised plus the scholarships.

The Lilac Princess program inherently has no income and we must appropriate philanthropic funds used to support other projects such as TLC Camp to support it. Each year we continue to strive to fundraise to support Lilac Princess Program expenses. It is difficult to plan how this Lombard tradition, having no direct proceeds, might become completely self-sustaining and provide princess scholarships.

**PROJECT DESCRIPTION**

- |   |   |  |
|---|---|--|
| Have you requested grant funding in the past?                   | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No            |
| Is the event open to the general public?                        | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No            |
| Do you intend to apply for a liquor license for this project?   | <input type="checkbox"/> Yes            | <input checked="" type="checkbox"/> No |
| Will any revenues from this event be returned to the community? | <input type="checkbox"/> Yes            | <input checked="" type="checkbox"/> No |

1) Provide a full detailed description of the proposed project or event.

Detailed timeline attached reflects several months of planning and preparation prior to selection of the Lilac Court at Preliminary Judging to be completed in March 2017. From mid-March through mid-May the Lilac Queen and her court along with their LJWC sponsors will be actively involved in numerous community events as outlined, although new events will be considered and accepted as time allows. Over the summer the Queen and her court will continue to be active in community events such as TLC Camp, making this program a nearly year-long commitment for the LJWC sponsors.

2) If your application is accepted, how will the tourism grant funds be used?

Funds will be used to support Lilac Princess Program from selection of the court to their appearance in the Lilac Parade. Our detailed budget is attached and reflects the following needs: \$5000 Scholarships (\$1000 per eligible princess\*), Flowers for many appearances, Lilac Ball expenses and Printing costs, as well as other expenses related to the selection and many appearances of the Lilac Court.

\*We understand that Village grant funds cannot be used to provide a scholarship for a village employee's child. We will address this as our financial situation allows.

3) What modifications to the event or other steps will be taken to increase event attendance over previous years (not applicable to first time events)?

Based on previous experiences we plan to continue to review local school calendars to avoid conflicts with preliminary judging and will continue to work to increase advertising for potential princesses via posters in and outside of local high schools, via local newspapers and via social media. We have also created roles on our Lilac Princess committee aimed at increasing our communication with community partners with the goal of increasing visitor attendance at Lilac Time events. We plan to continue to leverage social media to draw former residents back to Lombard and Lilac Time, including past princesses and their friends and families.

**LOCATION**

Provide the location of the event or project. If a location has not been secured, list the venue(s) being proposed or considered.

Preliminary Judging – Lombard Commons; Parent & Princess Orientation – LJWC headquarters  
Tiara Presentation – Maple Street Chapel; Final Judging – Local Venue – last year was held at local hotel  
Mother-Daughter Tea –Lombard Commons; Coronation – Lilacia Park  
Arts & Crafts Fair – Downtown Lombard; Little Lady Lilac Ball – Lombard Commons  
Lilac Ball – Carlise; Lilac Parade – Main Street Lombard; Easter Egg Hunt – Lilacia Park  
TLC Camp – Sunset Knolls; Other events To Be Determined

**MILESTONES AND TIMETABLES**

Describe the milestones that will mark the progress towards implementing the project and provide a timetable for the completion of each milestone.

See attached detailed timeline for Lilac Princess Program.

**IMPACT**

1) Please describe how the event or program will promote overnight stays and/or tourism within the Village of Lombard.

The Lilac Court serves as community ambassadors throughout Lilac Time in Lombard at numerous events. Directly we can attribute at least 13 overnight stays in 2017 to relatives and friends of the Lilac Court. Indirectly, Lilac Time events supported by the Lilac Court, accounted for many more overnight stays as well as visitors to local merchants such as restaurants. We plan to increase this number to 15 this year.

- 2) Please describe the economic benefit to local businesses and the Lombard community. How will your event draw more people from outside the local market (50 miles or more) or attract a new visitor audience?

We continue to work with other community organizations to promote Lilac Time to new potential visitor groups. We will continue to invite former princesses to Lilac Time events. Many of these women live outside of the area and would travel over 50 miles with their friends and/or families to attend Lilac Time events. We will also continue to encourage princess families to invite their own out of town guests to attend Lilac Time events.

- 3) Who is the target audience for your event or project? What is your anticipated attendance?

- 4) Please identify and detail the cost of any Village of Lombard services anticipated as part of the event (e.g., Police, Public Works, etc.) and whether such costs will be reimbursed or funded under this grant. Please describe any collaborative arrangements developed or anticipated with other organizations to fund or otherwise implement the project (including in-kind donations).

Village of Lombard services - \$0  
Lombard Service League – purchases tiaras for princesses and crown for Queen; provides refreshments at coronation  
Lombard Park District – provides float for parade up to \$650 value; also provides venues free of charge for Lilac princess preliminary judging.

- 5) Please describe your marketing plan. Detail the strategies your organization will use to promote the event or project (e.g., advertising, public relations, marketing, print materials, promotional pieces).

We market to potential princesses via Park District catalog, local newspaper, and posters in and outside of local high schools. We work jointly with the Park District, the Village, the Chamber of Commerce and other community organizations as needed to promote Lilac Time events prior to and during the events via appearances and participation.

### **FINANCES**

- Please include a detailed itemized budget for your entire event on the attached budget form (2 years of past actuals and estimates for upcoming event).
- Attach a copy of the most recently completed agency audit and Federal Form 990. If these documents are not available, please explain why they are not available. \*See comment below

### **CHECKLIST**

- Completed Local Tourism Grant Program Application Form.
- Completed detailed budget form.
- Promotional materials from past events (not applicable to first time events).

- Post event summary from past event (not applicable to first time events).
- Copy of the most recently completed agency audit or explanation of why it is not available.
- Copy of the most recent Federal Form 990 for the agency or explanation of why it is not available.

Additional Notes, Comments or Explanations:

Our organization does not employ an agency to perform an audit. However, we have practices in place to maintain the integrity of our accounts. All payments require a receipt attached to a check voucher that is signed by the requestor, the chair of the committee, and the vice-president or president of our club. At the end of the year, the treasurer along with several board and at-large club members audit our books.

We are no longer required to submit a Federal Form 990. We submit electronically.

**CERTIFICATION**

The undersigned certifies that to the best of his or her knowledge and belief that data in this application are true and correct, the application has been duly authorized by the organization and any funds received under this grant will be used for the purposes described in this application.

Name:	Sue Horner & Nancy Spartz		
Title or office held:	Co-Chairs, Lombard Princess Program, Lombard Junior Women's Club	Date:	12/8/17

Signature:     Sue Horner

**LOCAL TOURISM GRANT PROGRAM  
DETAILED BUDGET**

Event: Lilac Princess Program Date: March-May 2017

Organization: Lombard Junior Women’s Club (LJWC)

**INCOME:** Include an itemized list of all actual (past 2 years) and estimated project revenues (entry fees, gate receipts, food/beverage sales, donations, sponsorships, booth rentals, souvenir sales, other revenues)

ITEMIZED REVENUES	ACTUAL 2016	ACTUAL 2017	ANTICIPATED
Lombard Tourism Grant	\$6945	\$6645	\$6029
Lilac Princess Program Income	\$0	\$0	\$0
Donations	\$625	\$1000	\$0
LJWC Fundraising	\$720	\$1000	\$1500
<b>Total Income</b>	<b>\$8290</b>	<b>\$8645</b>	<b>\$7529</b>

**EXPENSES:** Include an itemized list of all actual and estimated project expenses (advertising, supplies, labor, rentals, insurance, materials, entertainment, other expenses)

ITEMIZED EXPENSES	ACTUAL 2016	ACTUAL 2017	ANTICIPATED
Princess Scholarships	\$5000	\$5000	\$5000
Princess Parade Float	\$0* See in-kind	\$0* See in-kind	\$0* See in-kind
Flowers (5-6 events)	\$592.50	\$547	\$547
Lilac Ball Expenses	\$924.75	\$910	\$910
Printing Costs	\$182.99	\$23	\$23
Judging(Venues, Food, Supplies)	\$496.80	\$558.73	\$558.73
Tiara; Coronation (Music,Food)	\$347.00	\$437.63	\$437.63
Princess Tea	\$326.59	\$468.26	\$426.26
Other (sashes, gifts, appearance expenses)	\$401.13	\$174.06	\$174.06
<b>Total Expenses</b>	<b>\$8290</b>	<b>\$8118.68</b>	<b>\$8118.68</b>

**IN-KIND CONTRIBUTIONS:** Include an itemized list of all actual and estimated in-kind contributions. In-kind contributions are non-cash donations, contributions or gifts which can be given a cash value (include Village of Lombard in-kind services, where applicable)

	ACTUAL 2016	ACTUAL 2017	ANTICIPATED
Estimated value of in-kind	\$650	\$650	\$650



contributions (explain)

Parade float provided by Lombard Park Dist.	Same	Same
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**VILLAGE OF LOMBARD  
LOCAL TOURISM GRANT – POST EVENT SUMMARY**

This post event summary must be completed within 90 days of the event completion. Failure to submit a post-event summary may affect the applicant’s ability to receive future grant funds.

**GENERAL INFORMATION**

Organization:	*2017 post event summary attached.	Name of event:	
Date of event:		Event location:	
Contact person:		Title:	
Business address:		City & Zip:	
Telephone:		E-mail address:	
Estimated attendance:		Estimated hotel stays:	
Method for estimating attendance:			

1) Please summarize the advertising and marketing placed to promote the event. Please attach examples of event marketing pieces and advertisements.

2) Provide a general assessment of the event. What were the successes of the event? Are there any concerns or recommendations of changes for future events?

3) How did the actual outcomes of the program or event compare to your original expectations?

4) Summarize how the program performed from a budgetary standpoint and describe how the program and any proceeds from the event were supportive of the organization, other local groups, initiatives or the community at large.

5) Describe your organization’s long term plans for funding this project or event.

**SUBMISSION INSTRUCTIONS**

First-time applicants - Please submit completed form and associated application documents on or before **December 11, 2017** to Nicole Aranas, Assistant Village Manger, by e-mailing [aranasn@villageoflombard.org](mailto:aranasn@villageoflombard.org) or by using the submit button below.

Submit

\*Please note that the applicant must save the completed form and have Microsoft Outlook to use the submit button above. If you do not receive a confirmation receipt of your completed application, please contact Nicole Aranas at 630-620-3085 or [aranasn@villageoflombard.org](mailto:aranasn@villageoflombard.org) to confirm.

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	ACTUAL 2016	ACTUAL 2017	ANTICIPATED
Estimated value of in-kind	\$650	\$650	\$650

contributions (explain)

Parade float provided by Lombard Park Dist.	Same	Same
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Telephone:	Sue Horner 630-915-8541 Nancy Spartz 630-631-3735	Email:	<a href="mailto:Shorner5@comcast.net">Shorner5@comcast.net</a> ; <a href="mailto:Nancy@spartz.net">Nancy@spartz.net</a>

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Anticipated number of overnight hotel stays:	At least 15 overnight stays directly r/t overnight guests associated with Lilac Princess families attending Coronation, Ball & Parade. Numerous other hotel stays associated with Lilac Time events in which princesses participate will occur.

Briefly describe the project for which are funds are being requested:

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**ORGANIZATION**

Number of years that the organization has been in existence:	87
Number of years that the project or event has been in existence:	87
Number of years the project has been supported by Village of Lombard funds:	Village of Lombard has supported the scholarships for 17 years & additional program expenses for the past 3 years.
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1) Describe the organization (include brief history, mission, and ability to carry out this project):

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**PROJECT DESCRIPTION**

- |   |   |  |
|---|---|--|
| Have you requested grant funding in the past?                   | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No            |
| Is the event open to the general public?                        | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No            |
| Do you intend to apply for a liquor license for this project?   | <input type="checkbox"/> Yes            | <input checked="" type="checkbox"/> No |
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1) Provide a full detailed description of the proposed project or event.

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The Lilac Court serves as community ambassadors throughout Lilac Time in Lombard at numerous events. Directly we can attribute at least 13 overnight stays in 2017 to relatives and friends of the Lilac Court. Indirectly, Lilac Time events supported by the Lilac Court, accounted for many more overnight stays as well as visitors to local merchants such as restaurants. We plan to increase this number to 15 this year.

2) Please describe the economic benefit to local businesses and the Lombard community. How will your event draw more people from outside the local market (50 miles or more) or attract a new visitor audience?

We continue to work with other community organizations to promote Lilac Time to new potential visitor groups. We will continue to invite former princesses to Lilac Time events. Many of these women live outside of the area and would travel over 50 miles with their friends and/or families to attend Lilac Time events. We will also continue to encourage princess families to invite their own out of town guests to attend Lilac Time events.

3) Who is the target audience for your event or project? What is your anticipated attendance?

4) Please identify and detail the cost of any Village of Lombard services anticipated as part of the event (e.g., Police, Public Works, etc.) and whether such costs will be reimbursed or funded under this grant. Please describe any collaborative arrangements developed or anticipated with other organizations to fund or otherwise implement the project (including in-kind donations).

Village of Lombard services - \$0  
Lombard Service League – purchases tiaras for princesses and crown for Queen; provides refreshments at coronation  
Lombard Park District – provides float for parade up to \$650 value; also provides venues free of charge for Lilac princess preliminary judging.

5) Please describe your marketing plan. Detail the strategies your organization will use to promote the event or project (e.g., advertising, public relations, marketing, print materials, promotional pieces).

We market to potential princesses via Park District catalog, local newspaper, and posters in and outside of local high schools. We work jointly with the Park District, the Village, the Chamber of Commerce and other community organizations as needed to promote Lilac Time events prior to and during the events via appearances and participation.

**FINANCES**

- Please include a detailed itemized budget for your entire event on the attached budget form (2 years of past actuals and estimates for upcoming event).
- Attach a copy of the most recently completed agency audit and Federal Form 990. If these documents are not available, please explain why they are not available. \*See comment below

**CHECKLIST**

- Completed Local Tourism Grant Program Application Form.
- Completed detailed budget form.
- Promotional materials from past events (not applicable to first time events).

- Post event summary from past event (not applicable to first time events).
- Copy of the most recently completed agency audit or explanation of why it is not available.
- Copy of the most recent Federal Form 990 for the agency or explanation of why it is not available.

Additional Notes, Comments or Explanations:

Our organization does not employ an agency to perform an audit. However, we have practices in place to maintain the integrity of our accounts. All payments require a receipt attached to a check voucher that is signed by the requestor, the chair of the committee, and the vice-president or president of our club. At the end of the year, the treasurer along with several board and at-large club members audit our books.

We are no longer required to submit a Federal Form 990. We submit electronically.

**CERTIFICATION**

The undersigned certifies that to the best of his or her knowledge and belief that data in this application are true and correct, the application has been duly authorized by the organization and any funds received under this grant will be used for the purposes described in this application.

Name:	Sue Horner & Nancy Spartz		
Title or office held:	Co-Chairs, Lombard Princess Program, Lombard Junior Women's Club	Date:	12/8/17

Signature:     Sue Horner

# **2017 LOMBARD LILAC QUEEN COMPETITION**

**SCHOLARSHIP AWARDED  
*BY THE GFWC LOMBARD JUNIOR WOMEN'S  
CLUB***

**YOUNG WOMEN OF LOMBARD  
AGES 16 – 21**

**SATURDAY, MARCH 11, 2017  
REGISTRATION AT 9:00 A.M. – 9:30 A.M.  
JUDGING STARTS AT 9:30 A.M.  
SUNSET KNOLL RECREATION CENTER  
820 S. FINLEY ROAD, LOMBARD, IL**

**APPLICATION SITE  
LOMBARDIAN, HIGH SCHOOL OFFICE, LOMBARD  
PARK DISTRICT SPRING BROCHURE  
LOMBARD JUNIOR WOMEN'S CLUB WEBSITE**

**SPONSORED BY:  
*GFWC IL LJWC***

**FOR INFORMATION:  
NANCY (630) 631-3735, SUE (630) 915-8541**