

VILLAGE OF LOMBARD
REQUEST FOR BOARD OF TRUSTEES ACTION
For Inclusion on Board Agenda

Resolution or Ordinance (Blue) _____ *Waiver of First Requested*
 X Recommendations of Boards, Commissions & Committees (Green)
Other Business (Pink)

TO: PRESIDENT AND BOARD OF TRUSTEES
FROM: Scott Niehaus, Village Manager
DATE: February 10, 2021 (B of T) Date: February 18, 2021
TITLE: Local Tourism Grant Recommendation – Lilac Festival Parade Committee
Lilac Festival Parade 2021
SUBMITTED BY: Nicole Aranas, Assistant Village Manager

BACKGROUND/POLICY IMPLICATIONS:

Attached please find information regarding a recommendation from the Community Promotion and Tourism Committee for approval of funding to the Lilac Festival Parade Committee towards the 2021 Lilac Festival Parade. The Committee is recommending approval of a grant of up to \$18,000 through the Local Tourism grant program and coverage of Village expenses relating to the Parade (approximately \$17,820).

Please place this item on the consent agenda for the February 18, 2021, Board of Trustees meeting.

Review (as necessary):

Village Attorney X _____ Date _____
Finance Director X _____ Date _____
Village Manager X _____ Date _____

NOTE: All materials must be submitted to and approved by the Village Manager's Office by 12:00 noon, Wednesday, prior to the Agenda Distribution.

**Memorandum**

TO: Scott Niehaus
Village Manager

FROM: Nicole P. Aranas *NAA*
Assistant Village Manager

DATE: February 10, 2021

SUBJECT: Community Promotion & Tourism – Local Tourism Grant
Lilac Festival Parade Committee – Lilac Festival Parade

The following is a recommendation from the Community Promotion & Tourism Committee for funding through the Local Tourism Grant Program for the Lilac Festival Parade in an amount not to exceed \$18,000, plus approximately \$17,820 in Village services.

Grant Request: \$18,000

The Lilac Festival Parade Committee has requested a grant in the amount of \$18,000 to be used towards the annual Lilac Festival Parade. The Lilac Festival Parade will take place on May 16, 2021, and is a longstanding Lilac Time tradition.

Prior year funding of the Lilac Festival Parade through Village grants has been as follows: \$30,000 in 2011, \$25,000 in 2012, \$25,000 in 2013, \$15,000 in 2014 (plus carryover revenue of \$11,400), \$23,000 in 2015, \$17,000 in 2016 and \$18,000 in 2017, 2018 and 2019. The parade was cancelled in 2020 due to COVID-19 and a grant was not awarded. The current grant funding request is the same as requested since 2017 and is overall \$5,000 less than the 2015 grant award. Village grant funds have historically been the primary source of revenue for the parade but the Committee has made strides towards increasing sponsorships, donations and fundraising for the event. The grant request covers approximately 49.5% of the parade costs. As recently as 2015, the grant covered 100% of the parade costs, which have been reduced to 70% in 2016, 56% in 2017 and 49.5% in 2018 and 2019.

At the request of the Community Promotion & Tourism Committee, the Lilac Festival Parade Committee submitted a fundraising plan for 2021. Between fundraising events, donations, sponsorship and application fees, the Committee raised \$1,099 in 2020 (multiple events cancelled) and anticipates fundraising over \$9,500 in 2021.

The Lilac Festival Parade Committee has acknowledged that due to COVID-19 regulations and the size and scope of the proposed event, that it may not be possible to hold the event as scheduled on May 16, 2021. If the event is precluded due to COVID-19 regulations in May, they will have an alternate date of September 19, 2021.

The Parade Committee grant application, budgets and fundraising plan are attached here for your review. The Parade Committee estimates that the cost of city services for barricades, supplies and Police and Public Works Department overtime for this year's parade to be \$17,820.

RECOMMENDATION:

The Community Promotion & Tourism Committee has recommended a Local Tourism Grant award to the Lilac Festival Parade Committee in an amount not to exceed \$18,000. The recommendation would also include costs for city services for barricades, supplies and Village overtime anticipated to be almost \$17,820. The recommended \$18,000 grant award along with additional revenues will make up the total revenues for the 2020 parade.

Please place this item on the consent agenda of the February 18, 2021, agenda of the Board of Trustees. If you have any questions, please feel free to contact me. Thank you.

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

GENERAL INFORMATION

Organization:	Lombard Lilac Festival Parade Committee		
Name of event:	Lombard Lilac Parade		
Date of event:	5/16/2021	Event location:	Main St & Wilson
Contact person:	Nicole Sittig	Title:	Chairperson
Business address:	PO Box 82	City & Zip	Lombard, IL 60148
Telephone:	630-415-2079/630-273-1857	Email:	lilacparade@yahoo.com/ nicolesittiglilacparade@ yahoo.com

PROJECT OVERVIEW

Total cost of the project:	\$36,358
Cost of city services requested in this application (if any):	\$17,820
Total funding requested in this application:	\$18,000
Percent of total project cost being requested:	49.5%
Anticipated attendance:	16000
Anticipated number of overnight hotel stays:	5-10

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

Helping cover expenses for presenting a family orientated quality parade on behalf of the Village of Lombard.

ORGANIZATION

Number of years that the organization has been in existence:	54
Number of years that the project or event has been in existence:	60+
Number of years the project has been supported by Village of Lombard funds:	60+
How many years does the organization anticipate it will request grant funding?	Every year there is a parade

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

The parade committee has been in existence for over 50 years and is made up of one hundred percent of volunteers. Some of our volunteers have been a part of this organization for over 15 years. Our entire mission is to present a family orientated and quality parade for the enjoyment of the citizens of Lombard and others who come to see the Lilac Village, and Lilacia Park. This will be our 66th parade and the 54th that this committee has presented.

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:

The committee solely exists to present the annual Lilac Parade. There are no proceeds from the event and all funds raised and grant monies obtained are used to present the parade.

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

There is no plan at this time to make the Parade self-sustaining, as it is presented on behalf of the Village of Lombard, and it’s the final event of Lilac Time. We have instituted entrance fees for commercial units and seated politicians. We are also requesting sponsorships from local businesses to defray the cost of other units. As of this revision we have not received a commitment from a sponsor. We do not anticipate receiving any for 2021 due to the pandemic. We will continue hosting our fundraising events once the mitigation allows for us to host them.

PROJECT DESCRIPTION

- Is the event open to the general public? Yes No
- Do you intend to apply for a liquor license for this project? Yes No
- Will any revenues from this event be returned to the community? Yes No
- Have you requested grant funding in the past? Yes No

If yes, provide grant awards for past 5 years:

2020 Granted \$18,000 but cancelled due to Pandemic/ 2019 \$18,000/ 2018 \$18,000/ 2017 \$18,000/ 2016 \$18,000/

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

The parade kicks off from Main ST and Wilson at 1:30pm, runs north on Main St to Maple and turns east to Craig Pl. The entire parade usually runs 3-4 hours.

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

Grant funds are used to support all expenses of the parade, honorariums paid to the participants, advertising expenses, and recognition expenses.

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)?

We focus on presenting a family orientated and quality parade. We are always actively seeking new parade participants to maintain the high reputation of the Lilac Parade, thereby attracting additional visitors. We've incorporated the use of social media (Facebook, Twitter) to help increase the amount of possible participants as well as spectators for the parade, without the need to spend more on advertising. Each year we attempt to add new interesting units to the parade as well as welcoming our returning favorites to entertain the parade watchers.

LOCATION

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

Starts at Main St and Wilson north to Maple, the east to Craig Pl. Due to the number of parade units the committee has always organized event set up areas with local schools and businesses.

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.

The parade committee meets once a month beginning 9 months in advance of parade day. Parade application are due 1 month prior to the event. Parade line up is finalized 2 weeks prior o the parade. The day after the parade we have a debriefing meeting to discuss what went well or things that we may need to improve on. Additional meetings will be held as necessary.

IMPACT

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

The parade is the final event of Lilac Time. Although one afternoon in length, out of town guests may come in early to experience other events and stay through the parade. Many families in town host parties and barbeques on Parade Day.

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?

Business along the parade route (Main St.) most likely receive more customers than any other Sunday of the year. (Dairy Queen, Gianorio's, Senior Jalapeno's, Seven Eleven, etc.)

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

The parade is open to the public and is geared toward quality family entertainment. Anticipated audience is over 16000.

4) Please identify and detail the estimated cost of any Village of Lombard services anticipated as part of the event (e.g., Police, Public Works, barricades, etc.). For each cost, confirm whether the costs for such services be reimbursed to the Village or are requested to be covered under this grant.

Overall the Lilac Parade is a community endeavor to promote the Village of Lombard. The parade committee receives the service of local schools and businesses for the use of their property for Parade unit set up. We encourage local businesses to sponsor parade units. The parade has worked and will continue to work with the community organizations (Boys/Girls Scouts, Schools, Churches) to provide parade day support. We have implemented a participation fee for commercial businesses and seated politicians. The Village of Lombard provides police support, Public works provides Port-a-potties and street sweepers, and Park district provides bleachers and the show mobile. Details of the village support and in-kind donations are in the finance section. Village services are shown as part of the total cost of the parade but funding for them is not part of this grant request.

5) Please describe any collaborative arrangements developed or anticipated with other organizations to fund or otherwise implement the project (including in-kind donations).

6) 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).

The parade committee advertises via website, social media (Facebook and Twitter), and newspaper ads/interviews. We have placement in the Lilac Time brochure published by the Park district and in the Lombard Pride. In addition, during Lilac Time, we advertise using flyers, yard signs, and banners placed throughout the village.

7) Funding for the Local Tourism Grant Program for 2021 is constrained. The Committee anticipates the possibility of reduced funding over prior year grant awards. What have you done to reduce the amount of funds your organization is requesting under this grant? If you do not receive the full funding you requested for 2021, how will your organization adjust? What modifications can/will you make to your budget or event if full grant funding is not made available?

We will look at reducing the honorariums to parade participants, which ultimately may risk having some of our regulars decline to join, due to the costs for them to participate. (Travel expenses, busses, etc.). We were not able to host our fundraising events due to the pandemic, so the only other thing we can do is also cut down advertising and use our social media outlets and yard signs.

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.

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:

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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:	Nicole Sittig		
Title or office held:	Chairperson	Date:	1/24/2021

Signature: Nicole Sittig

Income	2019 Budget	2019 Actual	2020 Budget	2020 Actual	2021 Budget	2021 Actual
Donations-Business & Personal	\$ 600.00	\$ 600.00	\$ 600.00		\$ -	\$ -
Easter Egg Hunt Fundraiser	\$ 1,500.00	\$ 1,509.00	\$ 1,500.00	\$ -	\$ 1,500.00	\$ -
Cheesecake Fundraiser	\$ 900.00	\$ 1,022.00	\$ 1,000.00	\$ 1,099.00	\$ 1,000.00	\$ -
Spring Wine Walk Fundraiser	\$ 3,000.00	\$ 2,767.72	\$ 3,500.00		\$ 3,500.00	
Fall Haunted Wine Walk Fundraiser	\$ 3,000.00	\$ 3,666.85	\$ 3,500.00		\$ 3,500.00	
Interest Income	\$ 5.00	\$ 8.25	\$ 8.00	\$ 1.97	\$ 2.00	
Other Income- Local Tourism Grant	\$ 18,000.00	\$ 18,000.00	\$ 18,000.00	\$ -	\$ 18,000.00	
Sponsorships	\$ 8,500.00	\$ 6,650.00	\$ 6,000.00	\$ 827.31	\$ -	\$ -
Application fees	\$ 300.00	\$ 750.00	\$ 300.00	\$ -	\$ 300.00	
Carry over from previous year		\$ 2,019.73		\$ 3,211.09		\$ 2,703.70
Revenue	\$ 35,805.00	\$ 36,993.55	\$ 34,408.00	\$ 5,139.37	\$ 27,802.00	\$ 2,703.70

Expenses	2019 Budget	2019 Actual	2020 Budget	2020 Actual	2021 Budget	2021 Actual
Annual Fee	\$ 15.00	\$ 15.00	\$ 15.00	\$ 15.00	\$ 15.00	\$ 15.00
Administration- Tax Prep	\$ 550.00	\$ 550.00	\$ 550.00	\$ 400.00	\$ 400.00	\$ 400.00
Auto	\$ 1,100.00	\$ 1,100.00	\$ 1,100.00	0	\$ 1,100.00	
Banners & Signs	\$ 2,300.00	\$ 1,554.00	\$ 2,300.00	0	\$ 2,300.00	
Marshal Shirts	\$ 500.00	\$ 1,141.00	\$ 500.00	0	\$ 500.00	
Deluxe Checks		\$ 71.00				\$ 71.00
Egg Hunt Expenses (eggs;candy)	\$ 25.00	0	\$ 25.00	0	\$ 150.00	0
Wine Walk Expenses-Spring	\$ 3,000.00	\$ 2,832.78	\$ 3,000.00	0	\$ 3,000.00	0
Wine Walk Expenses-Fall	\$ 3,000.00	\$ 3,368.15	\$ 3,000.00	0	\$ 3,000.00	
Flowers	\$ 200.00	\$ 188.00	\$ 200.00	0	\$ 400.00	
Food	\$ 2,300.00	\$ 1,016.06	\$ 2,300.00	0	\$ 2,300.00	
Honorarium	\$ 22,000.00	\$ 18,000.00	\$ 22,000.00	0	\$ 18,000.00	
Insurance	\$ 963.00	\$ 963.00	\$ 1,000.00	\$ 988.00	\$ 1,000.00	
Judges	\$ 200.00	0	\$ 400.00			
Office Expense	\$ 200.00	0	\$ 200.00	0	\$ 200.00	

Plaque and Ribbons	\$200.00	\$200.00	\$200.00	\$200.00	0	\$200.00
Postage	\$50.00	0	\$50.00	0	0	\$50.00
Printing and Reproduction	\$1,000.00	0	\$1,000.00	\$0	\$0	\$1,000.00
Publicity	\$1,200.00	\$1,398.00	\$1,200.00	\$597.25	\$1,000.00	\$1,000.00
Utilities	\$200.00	\$179	\$300.00	\$263.28	\$300.00	\$300.00
Website	\$735.00	\$1,206.07	\$300.00	\$172.14	\$250.00	\$250.00
Total Expenses	\$39,738.00	\$ 33,782.46	\$ 39,640.00	\$ 2,435.67	\$ 35,165.00	\$ 486.00
Total carry over to next year		\$ 3,211.09		\$ 2,703.70		\$ 2,217.70

In-Kind Estimates	2019 Budget	2019 Actual	2020 Budget	2020 Actual	2021 Budget	2021 Actual
National University of Health Scie.		\$300.00		0		
Lombard Commons		\$150.00		0		
Lombard Pharmacy		\$150.00		0		
First United Methodist Church		\$100.00		0		
Glenbard East		\$300.00		0		
Park District		\$96.00		0		
Lombardian		\$400.00				
Comcast						
Illinois Center for Broadcasting		\$400.00		0		
Wine Walk - Tasting Wine (distributors)		\$1,000.00				
Facebook Boost Ad				\$45		
Miller's Ale House		\$502.00				
Famous Raffle Prizes		\$250.00				
Lombard Roller Rink		\$90.00		\$70.00		
Fringe		\$100.00		\$100.00		
Ellyn Murphy		\$120.00		\$120.00		
Lombard Commons Park		\$108		\$108		
York Radio Club		\$200.00				
McDonald's - water		\$50				
Walgreen's - water		\$50				
Park District - Showmobile		\$150.00				
Noon Whistle Brewing Gift Basket		\$50.00				

The Salon By Instyle				\$227.31			
Candy donated by committee members				\$190.00			
Zanies				\$160.00			
Improv				\$150.00			
Enchanted Castle				\$43.00			
Drury Lane				\$100.00			
In-Kind total				\$5,436.31		\$ 443.00	

Village Costs							
Barricades		\$1,509.00	\$1,509	\$1,509.00	\$1,509.00	\$1,509.00	\$1,509
Police OT & Supplies			\$ 13,284.44			\$ 13,284.44	
Public Works OT & Supplies			\$ 3,027.08			\$ 3,027.08	
Village total cost			\$ 14,793.44			\$ 17,820.52	
Total Cost Estimate			\$ 54,012.21			\$ 20,699.19	
Volunteer Hours - Estimates							
Wine Walk - 12 people for 5 hours			60 hours			60 hours	
Easter Egg Hunt 8 people for 3 hours			24 hours			24 hours	
Parade Day 80 people for 7 hours			560 hours			560 hours	
Committee Meeting hours			360 hours			360 hours	
Parade Chair			100 hours			100 hours	
Secretary			15 hours			15 hours	
Treasurer			20 hours			20 hours	
Parade Secretary			100 hours			100 hours	
Marshall			50 hours			50 hours	
Other members			200 hours			200 hours	