

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

GENERAL INFORMATION

Organization:	Lombard Garden Club, Inc.		
Name of event:	Lilac Sale 2021		
Date of event:	5/6/2021	Event location:	Lilacia Park
Contact person:	Sharon Rakowski	Title:	Grant Writer
Business address:	PO Box 885	City & Zip	Lombard 60148
Telephone:	630-805-2405	Email:	Sharonsrakowski@gmail.com

PROJECT OVERVIEW

Total cost of the project:	\$6207.54
Cost of city services requested in this application (if any):	\$\$0
Total funding requested in this application:	\$\$2000.00
Percent of total project cost being requested:	32%
Anticipated attendance:	1200
Anticipated number of overnight hotel stays:	unknown

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

The Lombard Garden Club's annual Lilac is the 3-day sale of lilac bushes and trees during the Village's Lilac Time held just prior to Mother's Day. The sale is a Lombard tradition dating back more than 40 years. In 2021, the Lilac Sale is planned for May 6 through May 8, 2021.

ORGANIZATION

Number of years that the organization has been in existence:	94 years since the founding of the Club and 11 years since incorporation as a non for profit organization.
Number of years that the project or event has been in existence:	At least since 1978; record prior to that year are incomplete.
Number of years the project has been supported by Village of Lombard funds:	4
How many years does the organization anticipate it will request grant funding?	1

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

Approaching its 95th year in existence, the Club was organized and incorporated as a Not for Profit in 2009. It has remained with its stated goals as found in its Constitution: The Object of this Club shall be to promote an interest and to beautify the landscape of our community." To raise the necessary funds to meet these goals the Club has held successful lilac sales since 1978. The costs of the lilacs, potting soil and containers has risen throughout the years, but the Club has kept the selling price of the lilacs competitive, since the Sale is a long-established tradition within the Village. The Sale attracts homeowners and gardeners from throughout the region. Many of the repeat sales are to Lombard families who return year after year for the Mother's Day gift for Mom or Grandma. Even people who move out of Lombard continue to return to purchase lilacs. In addition, there customers come from Michigan, Wisconsin and Indiana. The Club is confident that it can continue to make the Sale a success in the future. The Grant is being requested so prices can be kept within the reach of Lombard families and competitive enough to attract out of state customers. These additional funds will also allow the club to fund and expand its many community projects.

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 profit from the Lilac Sale issued as follows:

- College scholarships for Lombard students;
- Monthly educational programs open to club members and the public at no charge. In addition to gardening and landscaping topics, programs feature environmental issues and conservation;
- Purchase of materials for public gardens in the Village: Sheldon Peck Homestead Garden, Butterfly Garden in Lilacia Park; Maple Street Chapel; Helen Plum Library;
- Support of the vegetable garden at Parkview Elementary school and expansion to other schools;
- Annual donation to the Lombard Park District in recognition of their help with the Lilac Sale. This includes storing the plants after potting and monitoring the well-being of newly-potted bushes.

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

The project is currently self-sustaining. However, due to increasing costs of lilacs and materials, fees for the monthly educational programs, and rent for the meeting room, we are seeking grant funding so the Club can continue to sell the lilacs at a reasonable price while the commitment to community projects remains and is expanded.

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

2020 - \$2000.00

2019 - \$2000.00

2018 - \$2000.00

2017 - \$2000.00

If yes, provide grant awards for past 5 years:

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

Lilacs are ordered in the fall prior to the spring Sale. When they are received from the grower in early spring, approximately 25 club members sort, trim and pot the bare root plants about 6 weeks prior to the Sale. Potting soil and containers are purchased through the Park District. The plants are stored in the Park District Greenhouses until sale time. The Lilac Sale, held in Lilacia Park, begins at 3 p.m. on the Thursday prior to Mother's Day and ends when the last plant is sold; this can be Friday or Saturday, depending on the weather and number of customers. By the end of the Sale, nearly every one of the 68 Club members has donated time and expertise to make the Sale a success. The Club continues to order additional lilacs, in order to meet increased demand.

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

The funds will go toward the purchase of the lilacs.

- 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)?

Specialty cultivars have been added and additional shrubs of the most popular ones. As of the 2020 Sale, orders are taken online which offers buyers convenience in ordering/paying. Pickup is also pre-scheduled which alleviates waiting and allows an effective timetable for those who load purchases.

LOCATION

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

Lilacia Park

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.

Fall 2020 – Lilacs were ordered

March/April 2021 – Lilacs will be received, sorted, labeled and potted.

May 6, 2021 – Sale/pickup held from 3 p.m. – 7 p.m.

May 7, 2021 – Sale/pickup held from 9 a.m. – 5 p.m.

May 8, 2021 – Sale/pickup held from 9.am. until last lilac is sold.

IMPACT

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

The Sale continues to attract buyers from the region and surrounding states. Depending on pandemic guidelines on the dates of the sale/pickup, we will continue to invite buyers to tour Lilacia Park and take part in other Lilac Time events.

- 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?

The impact will depend on pandemic guidelines in effect at the time of the Sale. If Lilac Time is allowed, the impact will be positive, as it provides a well-known and appreciated reason to visit Lombard, starting with Lilacia Park. The Club is adding online marketing venues and the internet ordering widens the audience that can be reached; this provides potential new visitors to Lombard, even beyond the areas that have participated in the past.

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

The target audience is homeowners and gardeners and in general, people who wish to increase their knowledge of lilacs. It's difficult to determine an actual count for attendance, but we estimate 1100-1200 people, since couples or entire families come to purchase one or two lilac bushes. There will be a total of 450 shrubs and 10 trees for sale, which indicates an estimate of just over 2 buyers per bush.

- 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.

Employees from Public Works set up signage regarding parking and also help carry lilac plants to vehicles. The Village is not reimbursed under this grant.

5) Please describe any collaborative arrangements developed or anticipated with other organizations to

There are none, other than the assistance from the Park District and Club members providing services at no cost.

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).

Local newspapers: Lombardian, Daily Herald, Suburban News for Lombard

Online newspapers: Glen Ellyn Patch, Triblocal, Daily Herald, Plan It Life, Spin Go

Monthly magazines: Chicagoland Gardening (online), Glancer Magazine

Quarterly Magazine: Garden Glories

ONLINE

Lombard Garden Club: www.lombardgardenclub.org

Facebook: Lombard Garden Club, "Anyone that Ever Lived in Lombard," "Happenings in Lombard," "Lombard Forward," "Lombard," "Lombard Garden Club Evening Group"

MISCELLANEOUS

Weekly Free Coffee News and Restaurant handouts

Direct mail to 20 local garden clubs

Inclusion in "Lilac Time" communications produced by the Village

Notice on Village's electronic bulletin board

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?

If full funding is not received, the Club will use its own receipts to fund the sale; we still anticipate to participate in the community projects mentioned, but may have to adjust expenditures.

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:

Since the Club's gross receipts are under \$50,000.00, it is not required to file the Federal form 990. A 990N is filed electronically. A copy of the receipt for the 990N is included.

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:	Cynthia B. Ward
Title or office held:	President
Date:	1/21/21

Signature: Cynthia B. Ward

**LOCAL TOURISM GRANT PROGRAM
DETAILED BUDGET**

Event: Lilac Sale

Date: January 23, 2021

Organization: Lombard Garden Club, Inc.

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 2019	ACTUAL 2020	ANTICIPATED
Lombard Tourism Grant	\$2000.00	\$2000.00	\$2000.00
Sale of Lilacs	13,594.32	\$14,594.32	\$14,700.00
Total Income	\$	\$	\$

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

ITEMIZED EXPENSES	ACTUAL 2019	ACTUAL 2020	ANTICIPATED
Refreshments	\$0	\$144.87	\$50.00
Lilac bushes	\$3822.77	\$3785.00	\$3746.50
Containers	\$380.75	\$341.56	\$350.00
Garden Mix	\$430.54	\$446.76	\$445.00
Ribbons for tagging bushes	\$116.57	\$102.00	\$110.00
Sales Tax	\$1125.00	\$1159.00	\$1212.75
Donation to Lombard Park Dist	\$450.00	\$1450.00	\$450.00
Shopify (e-commerce)	-0-	\$108.00	\$115.00
Ad in <i>Garden Glories</i>	-0-	\$70.00	\$70.00
Printer Ink/Toner	-0-	\$77.45	\$75.00
Forms, labels, paper	-0-	\$74.90	\$70.00
Total Expenses	\$	\$	\$

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 2019	ACTUAL 2020	ANTICIPATED 2021
Estimated value of in-kind	\$1900.00 (total for 190 volunteer hours at \$10/hour)	\$1900.00 (total for 190 volunteer hours at \$10/ hour)	\$1900.00 (total for 190 volunteer hours at \$10/hour)

**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:	Lombard Garden Club, Inc.	Name of event:	Lilac Sale 2020
Date of event:	9/11/2020	Event location:	Online w/ pickup Lilacia Park
Contact person:	Sharon Rakowski	Title:	Grant Writer
Business address:	PO Box 885	City & Zip:	Lombard 60148
Telephone:	630-805-2405	E-mail address:	sharonsrakowski@gmail.com
Estimated attendance:	1100	Estimated hotel stays:	unknown
Method for estimating attendance:	Previous years		

- 1) Please summarize the advertising and marketing placed to promote the event. Please attach examples of event marketing pieces, advertisements and attribution given to the Village grant program.

Garden Glories – quarterly periodical of Garden Clubs of Illinois. Targets people outside a 50 mile radius. Newspapers, online sites and Facebook sites (see attached list)
Announcement of Lilac Sale in Park District brochure and Village electronic bulletin board.

- 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? How did the event compare to the proposal and concept as initially presented to the Village?

Despite the challenges of the Covid-19 pandemic and changing the Sale dates from the usual pre-Mothers Day dates, it was very successful. With the Tourism Grant, we were able to purchase additional plants and better quality potting soil. The original expectations were to hold the Sale at the traditional dates, but since that wasn’t possible, there was an additional hurdle of keeping the plants alive and thriving during the summer. Club members were able to successfully perform this task, while keeping socially distanced. A new challenge was first-time use of online customer ordering, sales and scheduling pickup time. Again, Club members completed this successfully and a small amount of grant funds were used to purchase software application to interface with the Club website.

- 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.

Due to support from the Village and Tourism Bureau, the Club is able to maintain scholarships and have additional funds to beautify, repair and maintain various locations in Lombard that are supported by the Garden Club. These include the Sheldon Peck House Garden, First Church of Lombard, Helen Plum Library and Butterfly Garden in Lilacia Park.

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

The long-term plans for funding this event continue to be Garden Club member support in preparing for and running the Lilac Sale, revenue from increased number of customers and the Tourism Grant.



CINDY WARD PHOTO Lombardian

What a 'sensation'

This week's highly popular featured lilac is named Sensation (*Syringa vulgaris*) due to its distinctive, large purple florets edged with white. The upright, deciduous shrub grows to 8-10 feet high and 8-12 feet wide. Blooming in mid-season the sweetly scented florets form large, pyramidal panicles, making it especially showy. Sensation tolerates light shade, but the best flower production occurs in full sun. Originated in the Netherlands by Eveleens Maarse in 1938, it is among the 16 types of lilacs available at the Lombard Garden Club Annual Lilac Sale, Sept. 10-12. Details about the sale can be found at www.lombardgardenclub.org/lilac-sale.html.

An 8-week series featuring Lilacs of the week ran in The Lombardian prior to the sale.



SUBMITTED PHOTO Lombardian

Minuet'

Syringa (Villosae Group) "Minuet" is featured this week. Classified as semi-dwarf it grows to 6-8 feet high and 4-6 feet wide. A relatively small lilac, it works well in a hedge or standing alone. Well shaped, it tends to not sucker and grows more slowly than standard lilacs. Its flowers are classified as single, purple with a spicy scent. Minuet comes from our neighbor to the north and was originated in 1972 by William A. Cumming. In 1981 it received the Award of Merit from the Western Canada Society for Horticulture. 'Minuet' is among the large variety of lilacs now available in the Lombard Garden Club's online Lilac Sale. Go to www.lombardgardenclub.org for a complete list of lilacs and directions on how to order.

Sunday Homes & Garden

A weekly series of 8 features about lilacs ran in the Daily Herald Sunday House and Garden Section beginning July 5 an drunning up to the sale in September.

Here is the first one. We used Declaration to time it with the 4th of July celebration

Lilac of the week



The Lombard Garden Club postponed its annual lilac sale from just before Mother's Day to Sept. 10-12 this year. To prepare for the sale, the club is offering this weekly feature, highlighting varieties that will be available at the sale in Lilia Park.

This week, meet Declaration (*Syringa xhyacinthiflora*), named for the U.S. Declaration of Independence, July 4, 1776. Bred here in America, its showy large and fragrant reddish-purple blooms appear early in the season. It attracts butterflies and hummingbirds and is deer resistant. It reaches 6-8 feet tall and spreads 6-7 feet. This lilac bush may be planted alone as a specimen plant or in a row to create an informal hedge or screen. It makes a nice cut flower for fragrant bouquets.

total consignment division of Sotheby's auction house, says it's a good time to divest items. "People are sitting at home staring at their walls and thinking about what they need." So, if you have the emotional bandwidth and are healthy, Rosenthal says, "it's a good time to start selling things."

You can open your own

need to organize, she says.

Decluttr (decluttr.com) is one of the buyback sites specializing in tech and media. The average price it will pay you for a CD is 82 cents; for a DVD, it's 78 cents. You download its app and scan bar codes, and Decluttr will give you a price and send a free shipping label.

Today's answer

Puzzle is on Page 3

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LOMBARDIAN 7-30-2020

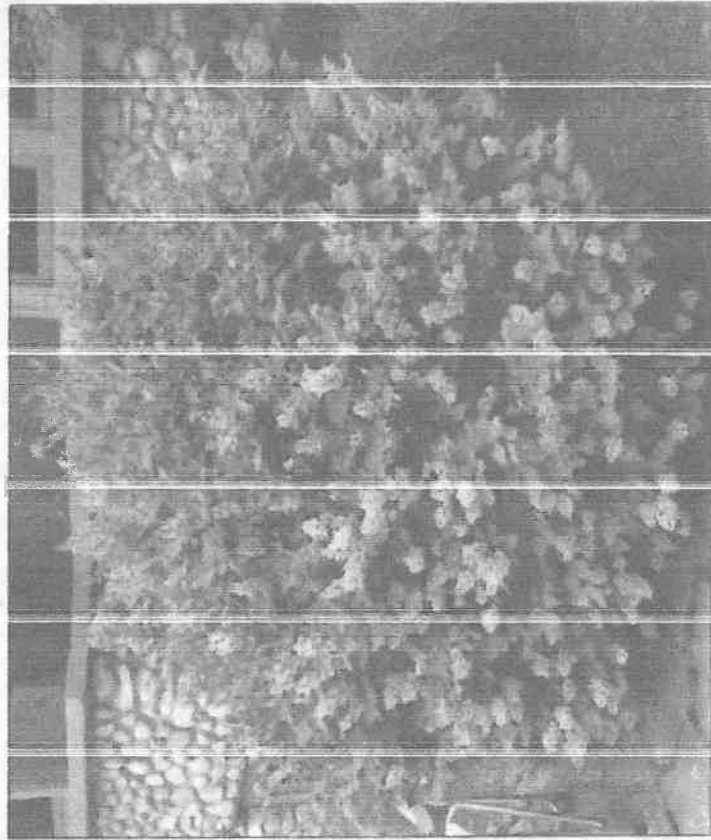
Fragrant 'Charles Joly'

The "Charles Joly" lilac (Syringa vulgaris) is one of the earliest French hybrids and the finest of the double dark red lilacs. It reaches a height of 10-12 feet and a width of 8-10 feet. Its small thyruses of purple buds turn to magenta during midseason. It is intensely fragrant. Cultivated in 1896 by the Lemoine Nursery, it was named for Victor Charles Joly, a French physician and writer on horticultural subjects. During a visit to France in 1911 Col. and Mrs. William Plum discovered lilacs at the Lemoine Nursery. They returned home to Lombard with their purchase of two lilacs and began what eventually became Lilacia Park. Charles Joly is one of 16 lilac cultivars for sale at the online Lombard Garden Club Lilac Sale starting in early August. Pick up will be Sept. 10-12. Visit www.lombardgardclub.org for details.



SUBMITTED PHOTO Lombardian

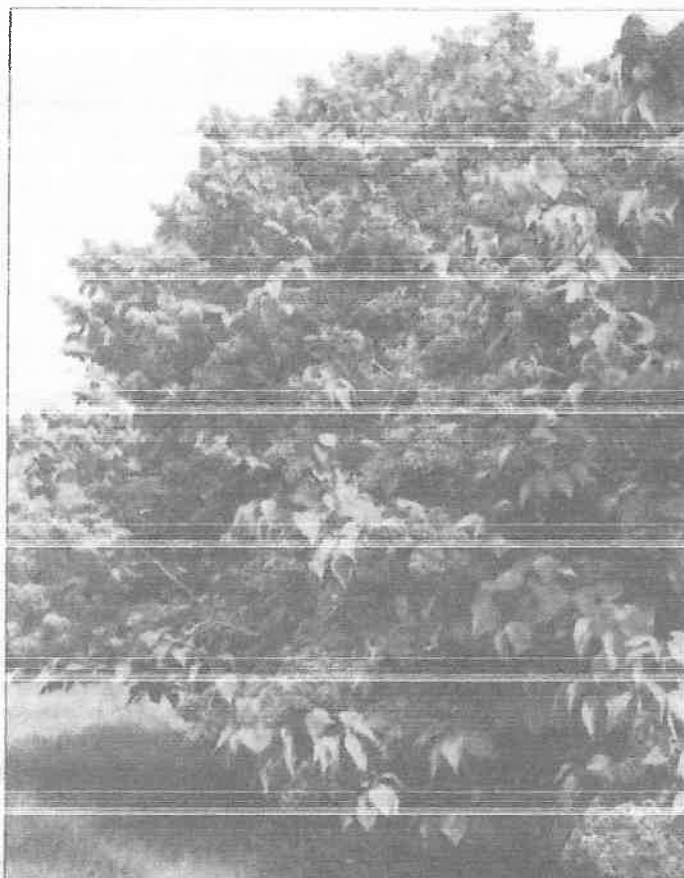
AKB-151 10 2020



CHER HERLACHE PHOTO Lombardian

Miss Kim

The Miss Kim lilac (Syringa pubescens subsp. patula "Miss Kim") was named for "any and all beautiful Misses Kim of Korea by its originator, Professor Elwyn Meader, while he was stationed in Korea as an army horticulturalist. Back in 1947, he gathered seeds in the Pook Han mountains. Popular for its smaller size, the semi-dwarf Miss Kim reaches a height of 4-7 feet and width of 5-6 feet. It is highly fragrant, which makes it quite desirable. In the spring its purple buds open to violet and in the fall its dark green glossy leaves turn a burgundy red. Miss Kim is one of 16 lilac cultivars for sale at the online Lombard Garden Club Lilac Sale starting in early August with pick up to be Sept. 10-12. Visit www.lombardgardclub.org for details.



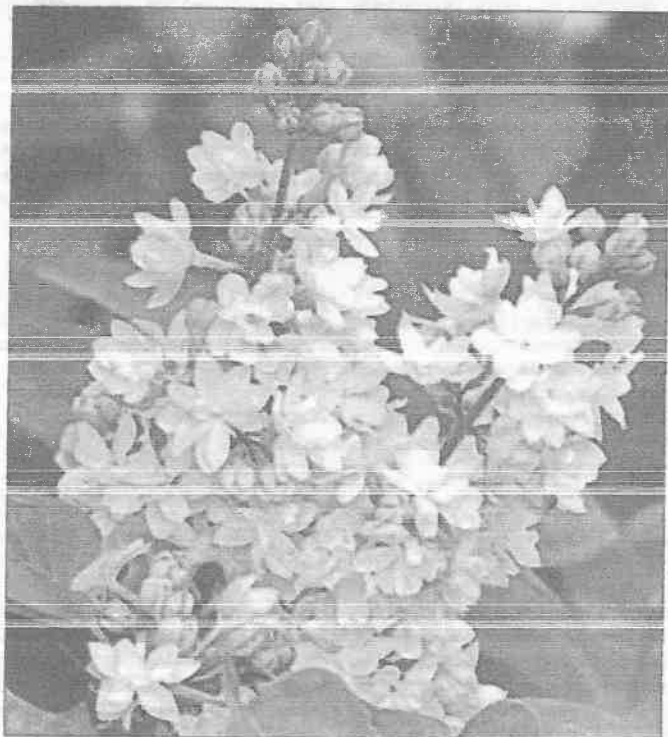
'Monge' available at sale

An outstanding French hybrid, *Syringa vulgaris* "Monge" has showy, short broad panicles of single, magenta florets. The flowers are held on long stems that lend themselves to great cut flowers. It grows to 10-12 feet tall and 8-12 feet wide. Bred at the famed Lemoine Nursery in the early 1900s, it is named after Gaspard Monge (1746-1818), a French mathematician who invented descriptive geometry and was involved in the reform of the French educational system. Highly respected, his name can be found along with 71 others on the base of the Eiffel Tower. Monge is among the large selection of cultivars available at the online Lombard Lilac Sale now through Sept. 11 at Lombardgardenclub.org.

SUBMITTED PHOTO Lombardian

Carney Cello Tri

The Lombard Historical Society (LHS) presents Lavender Tea & Sweets Social featuring the Ryan Carney Cello Trio in the William J Mueller Gazebo on Thursday, Sept 24, at 6:30 p.m. The grounds open

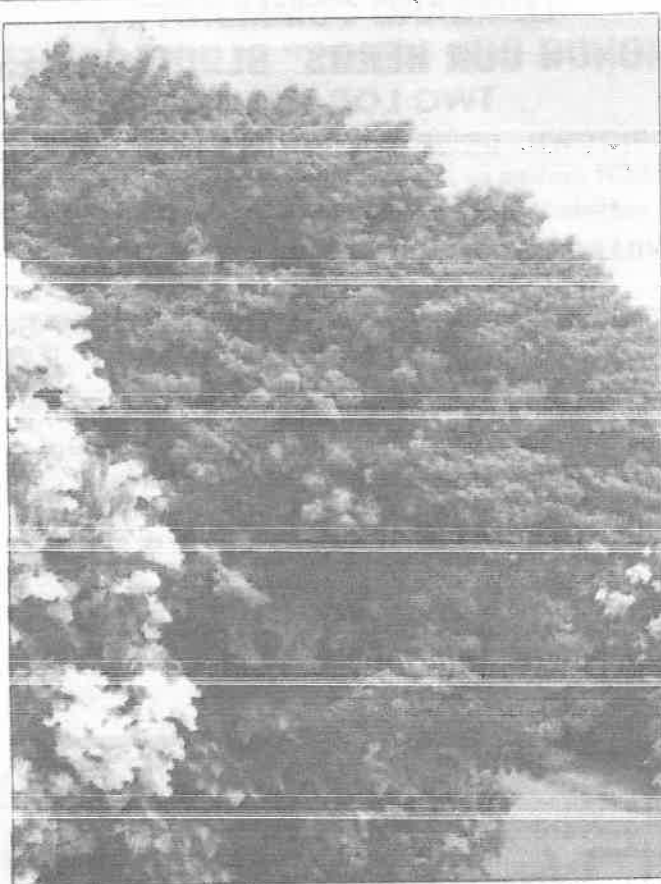


SUBMITTED PHOTO Lombardian

'Beauty of Moscow'

Beauty of Moscow is known for its pinkish lilac buds that open to a very pale lavender tint on white. The density of its double flowers makes it a stunning midseason bloomer. It grows to a height of 10-12 feet and width of 8 feet. Registered with the International Lilac Society as *Syringa vulgaris* "Krasavitsa Moskvyy" it was originated by Leonid A. Kolesnikov, a self-taught breeder who introduced the world to the "Russian Lilac." It is among the few remaining in the online Lombard Lilac Sale through tomorrow, Sept. 11, at lombardgardenclub.org.

Sept 3, 2020



SUBMITTED PHOTO Lombardian

Early bloomer

Syringa "Pocahontas" blooms earlier than most other lilacs. Its deep maroon-purple buds open to single deep violet florets. Pocahontas, which grows to an impressive height of 10-12 feet and width of 10-12 feet, was bred in 1935 by Canadian Frank L. Skinner, a self-taught horticulturalist in Manitoba. He named this cultivar for the Indian princess, daughter of Powhatan, chief of the Algonquian Indians in the Tidewater region of Virginia. Pocahontas is among a large selection of lilacs currently being sold online on the Lombard Garden Club website, www.lombardgardenclub.org. Buy now, pick up Sept. 10-12 in Lilacia Park.



Confirmation

NAME: [REDACTED]

Your Form 990-N(e)-Postcard has been submitted to the IRS.

- Organization Name: LOMIARD GARDEN CLUB INC
- EIN: 273271067
- Tax Year: 2019
- Tax Year Start Date: 04-01-2019
- Tax Year End Date: 03-31-2020
- Submission ID: 10365520210204752703
- Filing Status Date: 01-20-2021
- Filing Status: Pending

Note: Print a copy of this filing for your records. Once you leave this page, you will not be able to edit this filing.

MANAGE FORM 990-N SUBMISSIONS