

**ILLAGE 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 Lilac Festival Parade Committee	Name of event:	Lombard Lilac Festival Parade
Date of event:	5/17/2015	Event location:	Main and Wilson
Contact person:	Ellyn Murphy / Karen Lopez	Title:	Co-Chairs
Business address:	PO Box. 82	City & Zip:	Lombard 60148
Telephone:	630-415-2079/ 630-330-5409	E-mail address:	lilacparade@yahoo.com ellynmur@msn.com
Estimated attendance:	16,000	Estimated hotel stays:	5
Method for estimating attendance:	1.5 mile route, 1 person/foot along the route, both sides		

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

The Lilac Parade was promoted through Facebook postings on our page as well as other “Lombard” pages and our website [www.LombardLilacParade.com](http://www.LombardLilacParade.com). There were articles in the Lombardian, Daily Herald, and Suburban Life newspapers. Flyers (attached) were placed in local business. Although no specific ads were placed in the newspapers, ads were placed for the fundraising events.

- 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?

The parade was a big success. There were several new parade participants which were well received by the crowds.

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

The parade met and exceeded all of the organization’s expectations.

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

Long term funding plans would include more community involvement and sponsorship of the parade in general as well as sponsorship of individual units in the parade. We anticipate that the Village of Lombard will continue to provide the majority of financial support for this event which is the culmination of Lilac Time in Lombard.

Please submit completed form and associated application documents on or before December 17, 2014 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.