

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  
Lombard Junior Women's Club – Lilac Princess Program  
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 Lombard Junior Women's Club towards the 2021 Lilac Princess Program. The Committee is recommending approval of a grant of up to \$6,000 through the Local Tourism grant program.

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 *NPA*  
Assistant Village Manager

**DATE:** February 10, 2021

**SUBJECT:** Community Promotion & Tourism Committee Recommendation  
Lombard Junior Women’s Club – Lilac Princess Program

The following is a recommendation from the Community Promotion & Tourism Committee for funding through the Local Tourism Grant Program for the Lombard Junior Women’s Club in an amount not to exceed \$6,000, for the 2021 Lilac Princess Program.

**Grant Request: \$6,000**

The Lombard Junior Women’s Club (LJWC) has requested a grant in the amount of \$6,000 to be used towards the administration of the 2021 Lilac Princess Program. The Lilac Princess Program has been administered by the LJWC for the past 19 years.

Until 2015, expenses for administration of the program had previously been borne by the LJWC and were supplemented by \$5,000 in scholarships to individual princesses awarded by the Village of Lombard. In 2015, the Village awarded funding the LJWC in the amount of \$9,500 for the program administration and scholarship award expenses for the Lilac Princess Program. The grant request for 2021 of \$6,000 reflects a decrease in funding of \$500 from the 2020 grant awarded.

The requested grant funds to the LJWC are requested in lieu of direct scholarship awards by the Village and include administrative expenditures for events, flowers, and printing. The funds requested amount to 7.5% decrease in funding, of the administrative expenses above the princess scholarship awards.

The LJWC has represented that regardless of the COVID-19 mitigation measures in place during Lilac Time this year, the Lilac Princess program will continue to take place. Subsequent restrictions and mitigations may impact other Lilac Time events where the Princesses appear and may impact whether the coronation is held virtually or in person.

The grant request from the Lombard Junior Women’s Club and event budget are attached for your review.

**RECOMMENDATION:**

The Community Promotion & Tourism Committee recommends a grant in an amount up to \$6,000 to the Lombard Junior Women’s Club to be used towards the 2021 Lilac Princess Program.

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 Junior Women's Club (LJWC)		
Name of event:	Lilac Princess Program		
Date of event:	5/16/2021	Event location:	Village, Park District, and Chamber sponsored events at multiple Lombard venues throughout Lilac Time in Lombard, including events at Lombard businesses and virtual events
Contact person:	Brittney Conway	Title:	Chair, Lilac Princess Program, LJWC
Business address:	837 S. Westmore Ave., A2-G	City & Zip	Lombard, IL 60148
Telephone:	217-649-7180	Email:	lilacprincessprogram@gmail.com

**PROJECT OVERVIEW**

Total cost of the project:	\$ 11,015.00
Cost of city services requested in this application (if any):	\$ 0.00
Total funding requested in this application:	\$ 6,000.00
Percent of total project cost being requested:	16.6% of project costs over \$5,000 Princess scholarships
Anticipated attendance:	Tiara Presentation – <50 in-person, 100+ virtual; Lombard Park District Easter Egg Hunt – 100; Village Blood Drive – 100; Little Lady Lilac Ball – 100; Coronation – <50 in-person, 100+ virtual; Lilac Ball – 225; Virtual Princess Party – 100; Lilac Day Parade – 2,500; TLC Camp Carnival – 100 virtual; Instagram live promo - 75 virtual
Anticipated number of overnight hotel stays:	At least 10 overnight stays directly related to overnight guests associated with the Lilac Princess families attending the Coronation, Lilac Ball, & Lilac Parade.

	<p>Additionally, we anticipate numerous other hotel stays that will occur that are associated with Lilac Time events in which the Princesses participate. This number is dependent on state and local guidelines that allow Lilac Time events to occur.</p>
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Briefly describe the project for which are funds are being requested:

The Lilac Queen and her Court have 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 the Park District Easter Egg Hunt, Little Lady Lilac Ball, Lilac Ball, and the Lilac Parade. They serve as positive role models, volunteering at various community events throughout the spring and summer, including the Village Blood Drive and TLC Camp, a camp for children with cancer held annually in Lombard. Each Princess (4) and the Queen receives a \$1,000 scholarship, which was established by the Village in 2001, at the time the Lombard Junior Women’s Club was asked by the Park District to run the program.

The grant funds requested in this application would be used to support the selection of the Lilac Queen and her Court, to support a portion of the expenses associated with their participation in numerous Lilac Time Events, and to provide the five (5) \$1,000 scholarships that have been awarded by the Village of Lombard since 2001. In addition, a portion of the grant may be used to support the costs of a 2nd and 3rd float in the Lilac Parade for the 2019 Lilac Court and 2020 Lilac Court. Due to weather circumstances, the 2019 Lilac Parade was cancelled, and due to COVID-19, the 2020 Lilac Parade was cancelled. It is important for us to provide these past Lilac Courts with an opportunity to participate in the parade, which is an honored tradition in Lombard. While we are expecting to find in-kind support for this expense, it has been included as a line item in the budget.

**ORGANIZATION**

Number of years that the organization has been in existence:	90
Number of years that the project or event has been in existence:	90
Number of years the project has been supported by Village of Lombard funds:	The Village of Lombard has supported the scholarships for 20 years and additional program

	expenses for the past 6 years.
How many years does the organization anticipate it will request grant funding?	Undetermined for scholarship funds; the LJWC continues to find opportunities to raise more money to support program expenses and to decrease the grant request beyond the scholarships. In 2020 the grant represented 23.5% of program expenses beyond the scholarship and in 2021 the grant request represents 16.6% of program expenses.

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

The Lombard Junior Women's Club (LJWC) was established in 1930 by members of the Lombard Woman's Club. LJWC is part of the General Federation of Women's Clubs, an international women's organization dedicated to community service. LJWC embraces this mission and participates in many local service projects with organizations such as, Easterseals, Reclaim 13, SCARCE, Northern Illinois Food Bank, Hines VA Hospital, Feed My Starving Children, cooking and providing food for DuPage PADS, providing Christmas gifts for low-income families in York Township, and providing Thanksgiving baskets through York Center, to name a few.

The LJWC has successfully run the Lilac Princess Program for the past 20 years in addition to TLC Camp, our day camp for children with cancer and a sibling, which is in its 39th year. These programs require dedication, leadership, management, fundraising, organizational, and collaboration skills. We take great pride in the countless hours our members have worked to improve our community through service and philanthropy, and we have built strong relationships with community organizations through this program throughout the years. We remain confident in our ability to carry out the Lilac Princess Program in 2021.

- 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 and their presence at these events continues to be an exciting tradition for the Lombard community. 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 the LJWC's goals of service to the community and developing leadership, organizational, and management skills in our members.

A new element being added to the program in 2021 is a professional development workshop for the Lilac Court, sponsored by Weselak & Associates, a local Lombard business. The Lilac Court will learn skills on presentation and communication, media interviews, and virtual presentations. Adding this opportunity to the program will support the development of young women in the Lombard community by providing them invaluable life skills.

There are no direct proceeds from the Lilac Princess Program. The Lilac Princesses support the Park District at events including the Little Lady Lilac Ball and the Easter Egg Hunt and the Chamber of Commerce at the Lilac Ball and 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?

The LJWC financially supported the Lilac Princess Program expenses from 2001-2014 at a cost of \$2,500-\$4,500 per year. This figure does not include the \$5,000 in scholarships that were provided by the Village of Lombard or the float for the Lilac Parade provided by the Park District at a cost of \$650.

Since 2015, LJWC has received a grant from the Village to support a portion of program expenses plus \$5,000 for the scholarships. Each year, the LJWC has requested less grant funding and has increased its own fundraising for the program. In 2016 through 2018, the LJWC held a Floral Showcase to raise funds for the Lilac Princess Program expenses. In 2019, we decided to sunset the Floral Showcase event, due to low ROI, and we introduced a new fundraising concept and partnered with Nothing Bundt Cakes to donate a portion of sales back to the program (we raised \$120). In 2020, we planned for a new fundraising event, the 90<sup>th</sup> Lilac Court Reunion, however it was cancelled due to COVID-19. We expect to hold this event in 2022.

We have outlined our 2021 fundraising plan which includes sponsorship opportunities, "dining nights out" at local restaurants to support the program, donation solicitation (through platforms like Facebook and Instagram), and requests for more in-kind donations. In addition to fundraising specifically for the Lilac Princess Program, the LJWC appropriates philanthropic funds raised to support its other projects, like TLC Camp, to the Lilac Princess Program.

**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:

2016: \$6,945	2017: \$6,645	2018: \$6,029	2019: \$6,029	2020: \$6,500
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1) Provide a full detailed description of the proposed project or event.

A detailed timeline of events has been attached to this application and reflects several months of planning and preparation prior to January 2021 and the selection of the Lilac Court at Preliminary Judging on February 28, 2021. 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, and additional events will be considered and accepted as time allows. During the month of June, the Queen and her Court will volunteer with 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?

Grant funds will be used to support the Lilac Princess Program from the selection of the Court on February 28, 2021 to their appearance in the Lilac Parade on May 16, 2021. A detailed budget is included at the bottom of this application and reflects the following needs: \$5,000 in scholarships (\$1,000 per eligible Princess\*), flowers for many appearances, Lilac Ball expenses, printing and mailing costs, and other expenses related to the selection and public appearances of the Lilac Court.

While many of the community sponsored events are subject to state and local guidelines due to COVID-19, for the events planned and sponsored by the LJWC there are backup plans that include alternate location options or completely virtual options. During the 2020 program year, we learned we were able to adapt many of our signature events, like the Tiara Presentation and Coronation, to either be virtual or include a livestream of the event, which reached more members of the Lombard community and beyond.

\*The LJWC understands that Village grant funds cannot be used to provide a scholarship for a Village employee's child. If necessary, 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 experience, we plan to continue to review local school calendars to avoid conflicts with Preliminary Interviews 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 went from having about 11 young women apply for the program in 2019 to having over 20 young women apply in 2020. This can likely be credited to the creation of an Instagram account for the program and increased social media presence.

We have also created roles on our Lilac Princess Program committee aimed at increasing 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, their friends and families. In 2020, over 60 past Lilac Court members reached out to us to be included in our new Lilac Court database. We plan to continue to leverage this database to send communications to past Lilac Court members regarding Lilac Time events.

In addition to the abovementioned tactics, we plan to continue to livestream events where the Lilac Court is in attendance. Livestreaming events was new for the program in 2020 and we found that it increased exposure both of the Lilac Princess Program and of Lombard in general (over 850 people viewed the Tiara Presentation and over 200 people viewed the Coronation).

### 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 Interviews – Sunset Knoll Recreation Center  
Parent & Princess Orientation – LJWC Clubhouse  
Lilac Court Communication Skills Workshop – LJWC Clubhouse  
Tiara Presentation – Maple Street Chapel (First Church of Lombard)  
Mother-Princess Tea – Local Lombard restaurant or club member backyard  
Easter Egg Hunt – Lombard Common  
Princess Out to Dinner Fundraising Nights – Rosemary & Jeans, Culvers, Bumper to Burger  
Final Interviews – Embassy Suites Lombard  
Village Blood Drive – Village Hall  
Little Lady Lilac Ball – Lombard Common  
Coronation – Lilacia Park  
Arts & Crafts Fair – Downtown Lombard (potentially lunch at Babcock's Grove House prior to event)  
Tuxedo Selection for Lilac Ball – Men's Wearhouse  
Lilac Ball – Hyatt Lodge  
Lilac Day Parade – Main St. Lombard  
TLC Camp – Drop off craft kits

*\*All events and locations are subject to change and/or cancellation pending state and local guidelines.*



### **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.

Please see the attached detailed timeline for the 2021 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 15 overnight stays in 2019 to relatives and friends of the Lilac Court (due to the impact of COVID-19, we could not attribute any hotel stays related to the program in 2020). Indirectly, Lilac Time events supported by the Lilac Court, accounted for many more overnight stays as well as visitors to local merchants and restaurants. In 2020, it was planned to host a 90<sup>th</sup> Lilac Court Reunion, which would have directly impacted hotel stays in the area. Due to COVID-19, the event was cancelled. However, we plan to hold this reunion in 2022, once the risk of holding a large gathering has decreased.

- 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 Lilac Court members to Lilac Time events (we now have a database of over 60 former Lilac Court members). 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.

We also hope that by offering sponsorship opportunities to local businesses it will encourage patronage by out-of-town visitors. We plan to include a listing of sponsors on event programs (e.g., Tiara Presentation, Coronation, etc.) and in social media postings related to program events. We expect this would encourage out of town guests to visit these businesses while they are in town for Princess Program events.

We also expect that livestreaming events related to the Lilac Princess Program and their appearance at Lilac Time events would entice out of town visitors to come to Lombard. In addition, we plan to hold three Lilac Princess Dining Out fundraising nights at local businesses, which we will promote on social media, and expect out of town visitors to support.

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

The target audience for this program is primarily Lombard residents. We take pride in this program and giving young adults an opportunity to celebrate their personal accomplishments. They serve as positive role models, dedicating their time to many community events throughout the year. The Lilac Princess Program has become a staple to our community through the years and we believe that every Lombard resident, past, present and future, could be identified as a target audience.

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.

We do not anticipate any Village of Lombard services being required as part of the Lilac Princess Program.

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

The Lombard Service League purchases the tiaras for the Princesses to be gifted at the Tiara Presentation and they provide refreshments at Coronation.

The Lombard Park District provides the float for the Lilac Parade up to \$650 value. They also provide venues as a nominal cost for the Lilac Princess Preliminary Interviews.

Glenbard East Music Department student musicians donate their time to provide music at the Tiara Presentation and Coronation. We donate \$100 to the GE Music Department for each event.

Maple Street Chapel allows us to use the chapel and multipurpose room for the Tiara Presentation and reception. We donate \$100 for their contribution.

The InkWell donates program advertisement posters and invitations for the Tiara Presentation and Coronation. They also provide programs for the Tiara Presentation and Coronation at a nominal cost.

The Lombard Chamber of Commerce provides 10 tickets to the Lilac Ball for the Lilac Court and their escorts.

Many local organizations and business present gifts to the Lilac Court at the Tiara Presentation. Past presenters have included the Park District, Historical Society, Chamber of Commerce, Lombard Garden Club, Maple Street Chapel Preservation Society, Helen Plum Library, The Fringe, ClaSha Boutique, and Drytini. We anticipate many of these same organizations to contribute to the event in 2021.

- 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).

We plan to market to potential Princesses via the Park District Spring Activity brochure, the Lombardian newspaper, and posters in and outside of local high schools and businesses. 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. Over the past several years, we have utilized social media, specifically Facebook and Instagram, to promote events. We also launched our new LJWC website in 2020 and use that to promote the program events.

- 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?

As noted on page 1 of the application, we are requesting less grant funding in 2021 than we have in previous years. One reason why we are able to request less funding this year is because our expenses for the program were less than anticipated in 2020 and we are able to carry over about \$1,500 more from our budget than we have in previous years. However, due to the pandemic, the LJWC had to cancel a few of our large fundraisers (e.g., lottery cards, in-club fundraisers, etc.) last year, which will impact the amount of funding the LJWC will be able to provide to the program (we expect about \$1,000 less than in previous years). In addition to the carryover balance, the Lilac Princess Program is planning to hold 3 dining out events in April and other small fundraisers for the program. We are hoping these events will be successful.

If we do not receive the full funding requested for 2021, we will need to reevaluate the budget and cut some of the events planned that are not community-facing, such as the Lilac Court ice cream social and tie dye party. While these events are important for the young women to bond over this experience, Lilac Court appearances at Lilac Time events is the foundation of this program. Our main concern is being able to provide each Lilac Court member with the \$1,000 scholarship that has been part of the program since 2001 and to provide opportunities for community interaction (even if it is virtual).

## **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:

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 the LJWC. 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:	Brittney Conway		
Title or office held:	Chair, Lilac Princess Program, Lombard Junior Women's Club	Date:	1/25/21

Signature: Brittney Conway



## 2021 SCHEDULE OF EVENTS

(\*required events)

\*February 28 - Sunday, 10:00 a.m. (set-up 9:00 a.m.)  
Preliminary Interviews - Sunset Knoll Recreation Center

\*February 28 - Sunday, 6:00 p.m. (set-up 5:00 p.m.)  
Princess and Parent Orientation - Lombard Junior Women's Clubhouse

March 10 - Thursday, 6:30 p.m.  
Lilac Court Communications Workshop - Lombard Junior Women's Clubhouse

\*March 15 - Monday, 7:00 p.m. (set-up 6:00 p.m.)  
Tiara Presentation - Maple Street Chapel (First Church of Lombard) (livestreamed to public)

March 27 - Saturday, TBD  
Lombard Park District Easter Egg Hunt - Lombard Common

April 6 - Tuesday, 5:00-8:00 p.m.  
Princess Tuesdays - Location TBD

April 7 - Wednesday, 6:00 p.m.  
LJWC Awards Dinner - Location TBD

April 9 - Friday, TBD  
Lilac Court Community Service Project / Ice Cream Social - Location TBD

April 13 - Tuesday, 5:00-8:00 p.m.  
Princess Tuesdays - Location TBD

April 14 - Wednesday, 5:30-7:00 p.m.  
Lombard Village Blood Drive - Village Hall

April 16 - Friday, TBD  
Lilac Princess Virtual Storytime

April 20 - Tuesday, 5:00-8:00 p.m.  
Princess Tuesdays - Location TBD

\*April 24 - Saturday, 11:00 a.m. (set-up 10:00 a.m.)  
Final Interviews - Embassy Suites Lombard/Oakbrook

April TBD - 4:00 p.m.  
Tuxedo Selection - Men's Wearhouse

April 30 - Friday, 6:30 p.m. (arrive 6:15 p.m.)  
Little Lady Lilac Ball - Lombard Common

\*May 1 - Saturday, 1:00 p.m. (set-up 11:00 a.m.)  
Coronation - Lilacia Park (Lombard Common if inclement weather) (livestreamed to public)

## **SCHEDULE OF EVENTS (cont.)**

(\*required events)

May 2 - Sunday, 12:30pm-3:00 p.m. (event runs 10:00 a.m.-4:00 p.m.)  
Arts & Craft Fair - Downtown Lombard

\*May TBD - 6:00 p.m.  
Rehearsal for the Lilac Ball - Hyatt Lodge, Oak Brook

\*May 7 - Friday, 6:00 p.m. (arrive 5:00 p.m.)  
Lilac Ball - Hyatt Lodge, 2815 Jorie Blvd., Oak Brook

May 8 - Saturday, TBD  
Lilac Court Tie Dye Social - Location TBD

May 15 - Saturday, TBD  
Mother-Daughter Tea - Location TBD

\*May 16 - Sunday, 1:30 p.m. (set-up 12:00 p.m.)  
Lilac Day Parade

June 24 - Wednesday, TBD  
TLC Camp - Drop-off kits to campers

**LOCAL TOURISM GRANT PROGRAM  
DETAILED BUDGET**

Event: 2021 Lilac Princess Program

Date: 5/16/21

Organization: Lombard Junior Women's Club

**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 2021
Lombard Tourism Grant	\$6,029	\$6,500	\$6,000
Donations	\$0	\$0	\$200
LJWC Fundraising	\$5,274	\$5,298.66	\$6,356.52
Lilac Princess Program Fundraising	\$120	\$210	\$250
Sponsorships	\$0	\$0	\$300
<b>Total Income</b>	<b>\$11,423</b>	<b>\$12,008.66</b>	<b>\$13,106.52</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 2019	ACTUAL 2020	ANTICIPATED 2021
Advertising	\$14.36	\$643.98	\$250
Flowers (5-6 events)	\$656	\$369.20	\$700
Food & Beverage	\$778.33	\$181.24	\$875
Music	\$200	\$100	\$200
Printing & Shipping	\$168.99	\$172.95	\$200
Room Rental	\$375	\$175	\$375
Scholarships	\$5,000	\$5,000	\$5,000
Materials	\$66.63	\$538.61	\$475
Lilac Ball Expenses	\$840	\$0	\$840
Lilac Parade Float	\$0* see in kind	\$0	\$0
Other (sashes, gifts, appearance expenses)	\$345.57	\$655.44	\$800
90 <sup>th</sup> Lilac Court Celebration	\$0	\$0	\$0
Lilac Parade Float (2 <sup>nd</sup> float for 2019 Princesses)*1-time expense	\$0	\$0	\$650
Lilac Parade Float (3 <sup>rd</sup> float for 2020 Princesses)*1-time expense	\$0	\$0	\$650
<b>Total Expenses</b>	<b>\$8,444.88</b>	<b>\$7,836.42</b>	<b>\$11,015</b>