

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

GENERAL INFORMATION

Organization:	Lombard Garden Club, Inc.		
Name of event:	Lilac Sale 2018		
Date of event:	5/10/2018	Event location:	Lilacia Park
Contact person:	May Anstee	Title:	Grant Writer
Business address:	PO Box 885	City & Zip	Lombard 60148
Telephone:	630-247-0933	Email:	m-anstee@comcast.net

PROJECT OVERVIEW

Total cost of the project:	\$7775.00
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:	%26
Anticipated attendance:	1000
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 sale is the 3 day sale of lilac bushes and trees during Lilac Time. The sale is a Lombard tradition going back to at least 1978. This year the sale will take place May 10 through May 12, 2018.

ORGANIZATION

Number of years that the organization has been in existence:	8 years since incorporation as a Not for Profit organization. 91 years total since the club founding of the club.
Number of years that the project or event has been in existence:	At least 39. Our records prior to that are incomplete
Number of years the project has been supported by Village of Lombard funds:	1
How many years does the organization anticipate it will request grant funding?	2

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

Organized in 1926 and incorporated as a Not for Profit organization in 2009, the Lombard Garden Club has never strayed from its stated goals as found in our Constitution: "The Object of this Club shall be to promote an interest in gardening and to beautify the landscape of our community." To raise the necessary funds to meet these goals the club has held successful lilac sales for at least 38 years. The costs of the lilacs, potting soil and containers have risen throughout the years, but the club has been reluctant to raise the selling price of the lilacs since the sale is a long established tradition within the Village. The sale attracts homeowners and gardeners from throughout the region. Although we do have customers from Michigan, Wisconsin and Indiana, many of our repeat sales are to Lombard families who return year after year for their Mother's Day gift for Mom, or Nana. Even after people have moved out of Lombard, they too continue to return for their lilacs. We are confident that we can always continue to make these sales a success in the future. However, additional funds are being requested so that, while being able to fund our many community projects, we can continue to keep the prices well within the reach of Lombard families and competitive enough to attract the out of state customers.

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 is used for the following :

- College scholarships to Lombard students
- Monthly educational programs open to all. In addition to gardening and landscaping topics, programs also emphasize environmental issues, and conservation.
- Purchase of materials for public gardens (Peck House, Butterfly Garden in Lilacia Park, Maple Street Chapel, Helen Plum Library)
- Annual donation to the Lombard Park District in recognition of their help with the Lilac Sale. This includes storing the lilacs after potting, and monitoring the well-being of the newly potted bushes.

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

The project itself is self-sustaining. But due to the increasing costs of the lilacs, our monthly educational programs, and rent for our meeting room, we are seeking grant funding so that while continuing to sell the lilacs at a reasonable cost our commitment to our community does not have to diminish.

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 checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |

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

Lilacs are ordered in the fall. When they are received from the grower in the spring, approximately 25 club members sort, trim and pot the bare root plants about 6 weeks before the Sale. Dirt and containers are purchased from the Park District. The plants are stored behind the Park District Greenhouses until sale time. The Lilac Sale begins at 3 p.m. on the Thursday before Mother's Day and ends when the last plant is sold which will either be Friday evening or Saturday depending on the weather. By the end of the sale almost every one of the 76 club member has donated his or her time and expertise to make this sale a success. This year we have ordered 50 more lilacs than in previous years to be sure that there are still lilacs remaining for the Saturday shoppers.

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

The funds will go towards 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)?

This year we have ordered 50 more lilacs in order to extend the hours of the sale. In 2017 we were sold out by Friday afternoon. This year we hope to have enough lilacs on sale to remain open on Saturday.

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 2017 Lilacs were ordered.
April 2018 Lilacs will be received, sorted, and potted.
May 10, 2018 Sale 3 p.m. – 5 p.m.
May 11, 2018 Sale 9 a.m. – 5 p.m.
May 12, 2018 Sale 9 a.m. 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.

Again, in 2017, we attracted buyers from Indiana, Michigan and Wisconsin, as well as from all over the State of Illinois. Because we bring these buyers into downtown Lombard, we suggest eating places, and invite them to tour the park. Every year, in addition to the common "purple " lilac, we offer at a competitive price a selection of 17 – 20 cultivars which are difficult for gardeners to find elsewhere.

- 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 economic benefit is that the only reason many of our customers come to Lombard is because of the Lilac Sale. While they are here we encourage them to tour the park and to stay for lunch or dinner.

We advertise in Garden Glories which is the Garden Clubs of Illinois' quarterly periodical. We also send emails to every Garden Club which is a member of Garden Clubs of Illinois, Inc. These two actions target many people outside of the 50 mile radius.

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

The target audience is homeowners and gardeners. It is hard to gauge the attendance but we estimate 1000 people because often couples or entire families show up to purchase one or two bushes. We will have a total of 460 plants for sale, so if we estimate 2 people per bush (and this is a low estimate) we can estimate 1000 people.

- 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).

Employees from Public Works set up signage regarding parking, and also help carry lilacs to cars. The village is not reimbursed under this grant.

- 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).

Local Newspapers: The Daily Herald, the Lombardian, and Suburban News for Lombard
 Online Newspapers: Glen Ellyn Patch, Triblocal, Daily Herald, Plan It Life, Spin Go
 Monthly Magazines: Glancer Magazine
 Quarterly Magazines: Garden Glories
 ONLINE
 Lombard Garden Club Webpage www.lombardgardenclub.org
 Lombard Facebook Public Sites: "Anyone That Ever Lived in Lombard," "Happening in Lombard,"
 "Lombard Forward," "Lombard," "Lombard Garden Club," "Lombard Garden Club Evening Group"
 MISCELLANEOUS
 Weekly Free Coffee House and Restaurant Handouts
 Direct email to each of the 166 Garden Clubs affiliated with Garden Clubs of Illinois, Inc.

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.

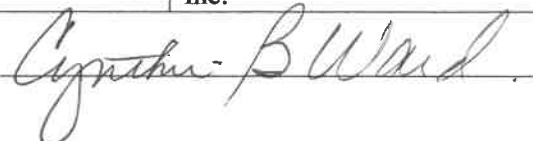
Additional Notes, Comments or Explanations:

Because 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 attached.

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:	Cindy Ward		
Title or office held:	President of Lombard Garden Club, Inc.	Date:	12/8/2017

Signature: 

contributions (explain)

@ \$10.00 per hour.	@ \$10.00 per hour	@ \$10.00 per 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
Date of event:	5-11,12,13-2017	Event location:	Lilacia Park
Contact person:	May Anstee	Title:	Grant Writer
Business address:	P.O.Box 885	City & Zip:	Lombard 60148
Telephone:	630-247-0933	E-mail address:	Anstee@comcast.net
Estimated attendance:	1000	Estimated hotel stays:	
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 and advertisements.

Lombard Garden Club, Inc. Web page

Garden Glories which is the Garden Club of IL quarterly periodical. We also send emails to every Garden Club which is a member of Garden Clubs of IL ,Inc. These two target people outside a 50 mile radius.

Newspapers, Online Sites and Facebook sites – see attached listings.

Flyers handed out at the Train Station etc. – see

In the future we hope to advertise using the new Village of Lombard sign at Wilson and Main Streets

- 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 Lilac Sale was so successful we sold out the first day. Because of our history selling Lilacs even out of towners arrived early on Thursday. We feel with the early arrival people stayed in the Lombard area for the whole week-end enjoying all the events going on in Lombard at that time.

We would like to have glossy flyers from the Village of Lombard to add to the professionalism of the event.

Because of the tourism Grant and partnering with us we will be able to purchase an additional 50 Cultivars to our nursery order thus increasing our capability to increase our support and work in Lombard.

- 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.

The Lilac Sale exceeded our expectations by selling out so quickly.

Because of the support of the Tourism Bureau we will be able to increase our Scholarship and enable us to have additional funds to beautify, repair and keep up various locations in Lombard that we support as a Non Profit at the following locations: Peck House, Cemetery, Historical First Church, and Historic House

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

With the help from the Tourism Bureau Grant and the Lombard Garden Club, Inc. budget we hope to continue the Lilac Sale next year.

SUBMISSION INSTRUCTIONS

Please submit the completed form **within 90 days of the event completion** to Nicole Aranas, Assistant Village Manger, by e-mailing 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 to confirm.



(<https://www.facebook.com/LombardGardenClub/>)

LILAC SALE 2017

[Home \(index.html\)](#) > [Lilac Sale](#)



Lilac Sale

We have 400 Lilacs, 17 different cultivars and one tree available.

Dates

Lilacs sold out! Check back with us next year.



Location

Lilacia Park (Parkside & Park) in Lombard

Gardener's Glories

OFFICIAL PUBLICATION OF THE GARDEN CLUBS OF ILLINOIS, INC.

Volume LXXXIV
Number 2
Spring/Summer 2017

Lombard Garden Club Lilac Bush Sale, in
Lilacia Park, 150 S. Park Ave., Lombard,
May 11, 3pm-7pm; May 12, 8am-5pm;
May 13, 8am until sold out. 400 lilac
bushes, and Ivory Silk Japanese Lilac
trees; 18 different cultivars. Proceeds
go to beautification of Lombard and a
scholarship for Lombard high school
students. 630-268-7001 or 630-495-0022.

Daily Herald

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dh dailyherald.com

HOME & GARDEN

Home and garden calendar

• Lombard Garden Club Lilac Bush Sale, May 11-13 at Lillacia Park, 150 S. Park Ave., Lombard. At least 400 lilac bushes in 18 cultivars will be available, as well as Ivory Silk Japanese Lilac trees. Hours are 3-7 p.m. Thursday, May 11; 8 a.m. to 5 p.m. Friday, May 12; and 8 a.m. until "sold out" on Saturday, May 13. For information, call (630) 495-0022.

• Lombard Garden Club: A \$1,000 college scholarship will be offered to a 2017 Lombard high school senior, home-schooled Lombard

resident or Lombard resident currently enrolled in a college program of environmental science, ecology, landscape design agriculture, botany or horticulture. Deadline to apply is April 1. Applicants must be a Lombard resident, be involved in extracurricular activities, provide information about grades, provide two recommendation letters and include a statement of career goals. Send application to Scholarship Chairwoman Barbara Muzzey, Lombard Garden Club, P.O. Box 885, Lombard, IL 60148. For more information, call Muzzey at (630) 620-9388. The winner will be selected by April 10.

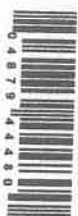
Lombardian

A LOMBARD NEWSPAPER FOR LOMBARD PEOPLE

Vol. 59 No. 15

Thursday, April 13, 2017

60¢



Thursday, April 13, 2017 LOMBARDIAN / VILLA PARK REVIEW Page 3



STEVE SPODEN PHOTO Lombardian/Villa Park Review

Lilac bush sale just around the corner

Lombard Garden Club members and Lombard Park District workers are pictured potting some of the 400 Lilac bushes in misty rain and mud last week for the club's annual Lilac Bush Sale. This year's sale will be held Thursday, May 11, 3-7 p.m.; Friday, May 12, 8 a.m.-5 p.m.; and Saturday, May 13, 8 a.m. to when the bushes are sold out! The location of the sale is 150 S. Park Ave. in Liaccia Park. All proceeds from the sale are given to the village of Lombard for beautification and for a scholarship awarded to a student who is a resident of Lombard. For more information, call 630-495-0022.

From: **Jean Jeske** jeanmjeske@att.net
Subject:
Date: April 28, 2017 at 3:31 PM
To:



Lombard Lilac Sale Dates

Thu., May 11, 3 p.m. - May 13 | [More dates](#)

150 South Park Avenue

[Lilacia Park](#)

Free | 630-495-0022

[Lombard](#) | [Website](#)

[Map](#) | [Find Parking](#)


The Lombard Garden Club announces the sale dates and times: May 11, 3-7 p.m., May 12, 8 a.m. to 5 p.m. and May 13 from 8 a.m. until "sold out."

This is a sale with at least 400 lilac bushes for sale as well as Ivory Silk Japanese Lilac trees. The sale includes 18 different cultivars at very

competitive prices. This can make for great Mother's Day gifts.

Daily Herald

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 dailyherald.com

HOME & GARDEN

Home and garden calendar

• **May 11-13:** Lombard Garden Club Lilac Bush Sale, May 11-13 at Lilacia Park, 150 S. Park Ave., Lombard. At least 400 lilac bushes in 18 cultivars will be available, as well as Ivory Silk Japanese lilac trees. Hours are 3-7 p.m. Thursday, May 11; 8 a.m. to 5 p.m. Friday, May 12; and 8 a.m. until "sold out" on Saturday, May 13. For information, call (630) 495-0022.



DuPage County

Daily Herald

Tuesday, May 2, 2017

Lombard lilac sale:

The Lombard Garden Club will hold its annual Lilac Bush Sale from 3 to 7 p.m. May 11, * 8 a.m. to 5 p.m. May 12, and 8 a.m. until they're gone on May 13 at Lilacia Park, 150 S. Park Ave. There will be at least 400 bushes for sale. The project is the club's largest fundraiser of the year and proceeds go to the beautification of Lombard and a scholarship for a Lombard high school student. For more information, go to lombardgardencub.org or call (630) 495-0022.

SUNDAY, MAY 7, 2017

Daily Herald

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 dailyherald.com

Home & Garden

Home and garden calendar

• **May 11-13:** Lombard Garden Club Lilac Bush Sale, May 11-13 at Lillacia Park, 150 S. Park Ave., Lombard. At least 400 lilac bushes in 18 cultivars will be available, as well as Ivory Silk Japanese Lilac trees. Hours are 3-7 p.m. Thursday, May 11; 8 a.m. to 5 p.m. Friday, May 12; and 8 a.m. until "sold out" on Saturday, May 13. Call (630) 495-0022.

Lombardian

A LOMBARD NEWSPAPER FOR LOMBARD PEOPLE

Vol. 59 No. 18

Thursday, May 4, 2017

60¢



Lombard Garden Club ready for lilac sale

Lombard Garden Club co-chairman of the 2017 Lilac Bush Sale, Rose Roth (left) and Yelva Kopacek, are pictured April 24 preparing the last 200 bushes for the upcoming sale. A total of 400 bushes and lilac trees will be on sale this year. The times of the sale are Thursday, May 11, 3-7 p.m.; Friday, May 12, 8 a.m. to 5 p.m.; and Saturday, May 13, from 8 a.m. until sold out. The sale is at Liacia Park, 150 S. Park Ave. in Lombard. This is the largest fundraiser for the club. Proceeds go to beautify Lombard and provide a scholarship for a Lombard high school or college student.

SUBMITTED PHOTO Lombardian



GLEN ELLYN

5/11/17

Suburban Joan Jife

YOUR NEW GLEN ELLYN NEWS



Photo provided

LOMBARD GARDEN CLUB LILAC BUSH SALE

WHERE: Lilia Park, 150 S. Park Ave., Lombard

WHEN: 8 a.m. to 5 p.m. May 12 and 8 a.m. until plants are sold out May 13

INFO: lombardgardenclub.org

ABOUT: Looking for a last-minute Mother's Day gift? The Lombard Garden Club will host its 2017 Lilac Bush Sale, featuring at least 400 lilac bushes for sale, as well as Ivory Silk Japanese lilac trees. The sale is the largest annual fundraiser for the Garden Club. Proceeds from the sale go to the beautification of Lombard and a scholarship for a Lombard high school student.

FEDERATION RELATED EXPENSES & ACTIVITIES:

District II Dues	\$	10.00	
G.C.I. Dues	\$	479.00	
G.C.I. & District 2 Raffle Fund			
Lincoln Memorial Gardens		\$25.00	
		<u>\$514.00</u>	
Total Federation Related Expenses			\$35,767.73
Total Balance Minus Federation Expenses			

CIVIC ACTIVITIES:

Scholarship	\$	750.00	
Helen Plum Library Decorating Fund			
Butterfly Garden	\$	96.22	
Maple Street Chapel Garden Beautification	\$	63.93	
		<u>\$910.15</u>	
Total Civic Activities Expenses			\$34,857.58
Total Minus Civic Expenses			
Memorial	\$	95.00	34,762.58

Balance on Hand 4 - 1 - 16	\$	31,727.51
2016-2017 Total Receipts	\$	17,755.48
Balance plus Receipts	\$	49,482.99
2016-2017 Total Disbursements	\$	14,720.41
Balance on Hand 4 - 1 - 17	\$	34,762.58
Check Book Balance	\$	24,176.49
Reserve Account Balance	\$	10,585.79
Total Balance 4 - 1 - 17	\$	34,762.58
Balance on Hand 4 - 1 - 2016	\$	31,727.51
Balance on Hand 4 - 1 - 2017	\$	34,762.58
Operating Gain for the Year	\$	3,035.07

Nancy Faragoi, Treasurer

Audited and Found Correct
May Anstee, Auditor

Date June 8, 2017

May Anstee



Exempt Organizations Select Check

[Exempt Organizations Select Check Home](#)

990-N (e-Postcard) filer Information

Tax Period:
2016 (04/01/2016 - 03/31/2017)

Employer Identification Number (EIN):
27-3271087

Legal Name:
LOMBARD GARDEN CLUB INC

Mailing Address:
P O Box 885
Lombard, IL 60148
United States

Doing Business As:

Gross receipts not greater than:
\$50,000

Organization has terminated:
No

Principal Officer's Name and Address:
Nancy Faragoi
P O Box 885
Lombard, IL 60148
United States

Website URL:
1942

Related 990-N (ePostcard) Filings:

If the organization has filed additional Forms 990-N (e-Postcards), link(s) to additional e-Postcard filings are displayed below. Click on the link(s) to see the information included in those filing(s).

- [Tax Year 2010](#)
- [Tax Year 2011](#)
- [Tax Year 2012](#)
- [Tax Year 2013](#)
- [Tax Year 2014](#)
- [Tax Year 2015](#)

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