

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: January 28, 2020 (B of T) Date: February 6, 2020
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 2020 Lilac Princess Program. The Committee is recommending approval of a grant of up to \$6,500 through the Local Tourism grant program.

Please place this item on the consent agenda for the February 6, 2020, 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: January 28, 2020

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 \$6,500, for the 2020 Lilac Princess Program.

Grant Request: \$6,500

The Lombard Junior Women's Club (LJWC) has requested a grant in the amount of \$6,500 to be used towards the administration of the 2020 Lilac Princess Program. The Lilac Princess Program has been administered by the LJWC for the past 18 years and is celebrating the 90th Lilac Princess Coronation.

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 2020 reflects an additional \$471 in funding above the 2019 grant awarded. The additional funds will be used to supplement the cost of a luncheon celebrating the 90th year of the Princess Program and additional expenses related to the parade.

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 23.5% funding of the administrative expenses above the princess scholarship awards.

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 \$6,500 to the Lombard Junior Women's Club to be used towards the 2020 Lilac Princess Program.

Please place this item on the consent agenda of the February 6, 2020, 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:	5/17/2020	Event location:	Village, Park District, and Chamber sponsored events at multiple Lombard venues throughout Lilac Time in Lombard, including events at Lombard businesses.
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:	\$11,365
Cost of city services requested in this application (if any):	\$0
Total funding requested in this application:	\$6,500
Percent of total project cost being requested:	23.5% of project costs over \$5,000 Princess Scholarships
Anticipated attendance:	Tiara Presentation – 100; Lombard Park District Easter Egg Hunt – 300; Village Blood Drive – 100; Little Lady Lilac Ball – 200; Coronation – 150; Arts & Crafts Fair – 2,000; Lilac Ball – 225; 90th Lilac Court Celebration – 100; Lilac Day Parade – 2,500; TLC Camp Carnival – 150
Anticipated number of overnight hotel stays:	At least 20 overnight stays directly related to overnight guests associated with the Lilac Princess families attending the Coronation, Lilac Ball, & Lilac Parade and

	<p>from guests attending the 90th Lilac Court Celebration event. Additionally, we anticipate numerous other hotel stays will occur that are associated with Lilac Time events in which the Princesses participate.</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.

In addition to the traditional program, 2020 is a special year as it marks the 90th Coronation of the Queen. To commemorate this special event, we will be hosting a reunion-style event for members of the past Lilac Courts and their families. We are currently trying to coordinate efforts with the Lombard Historical Society and Park District to draw in as many out of town guests as possible. We are also working with Embassy Suites in Lombard to offer a special hotel rate for guests that plan to attend the event. We will include hotel stay and special rate information in our marketing communications regarding the event.

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, to support 1/4 of the expenses to host the 90th Lilac Court Celebration event, 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 cost of a 2nd float in the Lilac Parade for the 2019 Lilac Court. Due to weather circumstances, the 2019 Lilac Parade was cancelled, and the 2020 Lilac Parade Committee has requested that the 2019 Court lead the parade in 2020. While we are expecting to find in-kind support for this expense, we’ve included it as a line item in our budget.

ORGANIZATION

Number of years that the organization has been in existence:	89
Number of years that the project or event has been in existence:	89
Number of years the project has been supported by Village of Lombard funds:	The Village of Lombard has supported the scholarships for 19 years and additional program expenses for the past 5 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.

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 Women’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 Lombard PADS, providing Christmas gifts for low-income families, and providing Thanksgiving baskets through York Center, to name a few.

The LJWC has successfully run the Lilac Princess Program for the past 19 years in addition to TLC Camp, our day camp for children with cancer and a sibling, which is in its 38th 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 2020.

- 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.

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.

In 2015, LJWC received a grant from the Village to support program expenses in the amount of \$2,125 plus \$5,000 for the scholarships. In 2016, we requested \$1,945 for program expenses plus \$5,000 for the scholarships and used funds raised by the LJWC at a Mother-Daughter Tea to cover the remainder of the program expenses. 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).

We have outlined our 2020 fundraising plan which includes sponsorship opportunities, "dining nights out" at local restaurants to support the program, donation solicitation (through platforms like Facebook), 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.

*It is important to note that expenses for the 2020 program include a line item for the 90th Lilac Court Celebration event. This is a one-time event that increases the budget for 2020 but will not be included in 2021.

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:

2015: \$7,125 2016: \$6,945 2017: \$6,645 2018: \$6,029 2019: \$6,029

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 2020 and the selection of the Lilac Court at Preliminary Judging on March 8, 2020. 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 at the TLC Camp Carnival, making this program a nearly year-long commitment for the LJWC sponsors. In addition to the traditional program events, the LJWC plans to host a reunion-style event in May to commemorate the 90th Lilac Queen and to celebrate past Lilac Courts.

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 March 8, 2020 to their appearance in the Lilac Parade on May 17, 2020. 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, other expenses related to the selection and public appearances of the Lilac Court, and \$2,000 for the 90th Lilac Court Celebration event.

*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 experiences, we plan to continue to review local school calendars to avoid conflicts with Preliminary Judging 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 have also created roles on our Lilac Princess Program committee aimed at increasing our 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. We also plan to offer out of town guests a special hotel rate at the Embassy Suites to encourage them to visit Lombard and attend the 90th Lilac Court Celebration event.

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 Judging – Sunset Knoll Recreation Center
Parent & Princess Orientation – LJWC Clubhouse
Tiara Presentation – Maple Street Chapel (First Church of Lombard)
Mother-Princess Tea – Rosemary and Jeans restaurant
Easter Egg Hunt – Lombard Common
Final Judging – 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 – The Carlisle
90th Lilac Court Celebration – TBD (in discussion with Lombard Historical Society to host at Carriage House, Lombard Park District to use their tent in Lilacia Park, or Rosemary and Jeans restaurant)
Lilac Day Parade – Main St. Lombard
TLC Camp – Sunset Knoll Recreation Center

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 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. Indirectly, Lilac Time events supported by the Lilac Court, accounted for many more overnight stays as well as visitors to local merchants and restaurants. The target audience for the 90th Lilac Court Celebration is past Court members and their families, and we expect many of the attendees to be out of town guests. We’ve tentatively selected the date of May 16 to directly coincide with the Lilac Parade and anticipate visitors will stay for the weekend to enjoy both events. We are currently in discussion with Embassy Suites Lombard to offer out of town guests a special hotel rate specifically for this event.

- 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 Princesses to Lilac Time events. 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.

- 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 you are requesting the costs for such services will be reimbursed to the Village or will 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 Judging.

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.

We are in discussions with the Lombard Historical Society and Lombard Park District to co-host the 90th Lilac Court Celebration event.

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 Ladies Room, ClaSha Boutique, and Drytini. We anticipate many of these same organizations to contribute to the event in 2020.

- 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, to promote events. We have a public page and have plans to post often about the program as well as create Facebook events for each specific Lilac Princess event. We also expect to launch our new LJWC website by the end of 2019.

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:	12/9/2019

Signature: Brittney Conway

**LOCAL TOURISM GRANT PROGRAM
DETAILED BUDGET**

Event: 2020 Lilac Princess Program Date: 5/17/20

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 2018	ACTUAL 2019	ANTICIPATED 2020
Lombard Tourism Grant	\$ 6,029	\$ 6,029	\$ 6,500
Donations	\$0	\$0	\$0
LJWC Fundraising	\$1,500	\$5,274	\$5,300
Lilac Princess Program Fundraising	\$0	\$120	\$250
Sponsorships	\$0	\$0	\$300
Total Income	\$ 7,529	\$ 11,423	\$ 12,350

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

ITEMIZED EXPENSES	ACTUAL 2018	ACTUAL 2019	ANTICIPATED 2020
Advertising	\$0	\$14.36	\$50
Flowers (5-6 events)	\$704	\$656	\$650
Food & Beverage	\$925	\$778.33	\$875
Music	\$200	\$200	\$200
Printing & Shipping	\$127	\$168.99	\$200
Room Rental	\$300	\$375	\$375
Scholarships	\$5,000	\$5,000	\$5,000
Materials	\$228	\$66.63	\$150
Lilac Ball Expenses	\$975	\$840	\$840
Lilac Parade Float	\$0* see in kind	\$0* see in kind	\$0* see in kind
Other (sashes, gifts, appearance expenses)	\$521.52	\$345.57	\$375
90 th Lilac Court Celebration	\$0	\$0	\$2,000
Lilac Parade Float (2 nd float for 2019 Princesses)* 1-time expense	\$0	\$0	\$650
Total Expenses	\$ 8,980.52	\$ 8,444.88	\$ 11,365

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)

Estimated value of in-kind contributions (explain)

	ACTUAL 2018	ACTUAL 2019	ANTICIPATED 2020
	\$650	\$970	\$1,670
	Parade float provided by the Lombard Park District	Parade float provided by the Lombard Park District, posters and invitations provided by The InkWell, tiaras and reception provided by Lombard Service League, and food donations provided by LJWC members	Parade float provided by the Lombard Park District, posters and invitations provided by The InkWell, tiaras and reception provided by Lombard Service League, food donations provided by LJWC members, and 10 Lilac Ball tickets provided by Lombard Chamber of Commerce.

**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 Junior Women’s Club	Name of event:	Lilac Princess Program
Date of event:	5/19/2019	Event location:	Various – Village, Park District & COC sponsored events at multiple Lombard venues throughout Lilac Time in Lombard
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	E-mail address:	Bnswan2@gmail.com
Estimated attendance:	3,500 (between all program events)	Estimated hotel stays:	15
Method for estimating attendance:	Feedback from the Lilac Princess families and Lombard Junior Women’s Club members who had overnight guests attending the Coronation, Lilac Ball, and Lilac Parade, along with other events associated with the program.		

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

The Lilac Princess Program was promoted through various local advertising channels. Posters, donated by The InkWell, were created to advertise the call for applicants. The posters were distributed to the area high schools and local businesses such as the Lombard Pharmacy and Potted Petals. An advertisement and the application were also included in the Lombard Park District Spring Activity Brochure. In addition, an editorial was included in The Lombardian, along with a snippet of the application. The LJWC also ran an announcement on the Village electronic sign. Throughout the Lilac Time season, announcements were made on the Lombard Junior Women’s Club Facebook page informing the community about which events the Princesses would be attending. The Lombardian covered many of the Princess Program events, with several front-page covers. There was also mention of the Princesses as special guests on the invitation for the Little Lady Lilac Ball that the Lombard Park District mailed to residents. Lastly, the Queen’s Coronation was broadcast on Channel 6.

- 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?

Overall, the program was very successful! We had eleven young women interviewed at preliminary judging on March 3, 2019 (this was a 2 person increase from the year before). In order to encourage more women to apply next year, the LJWC and the committee will be looking into utilizing additional social media channels (i.e., Instagram) for advertising of the program. We also changed preliminary judging from a Saturday to a Sunday this year to avoid conflicts with school events. This seemed to work well, and we will continue this next year. Throughout Lilac Time, the Princesses attended most of the community scheduled events, making an appearance and mingling with Lombard residents. At all events, the Princesses were well received, especially by kids. People were excited to see them and take photos. Next year, we hope to engage earlier with Lombard organizations, like the Park District, Chamber of Commerce, and others, to see how we can work together or enhance their event by having the Princesses make an appearance or help with the event. In addition, as in year's past, the committee did a good job utilizing local businesses for supplies and services throughout the program. We will continue to "shop local" when purchasing materials for the 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?

The outcomes of the program met and slightly exceeded expectations this year. Eleven young women interviewed at preliminary judging; a 2 person increase from last year. The program also engaged more directly with Lombard businesses and organizations than it has in the past, keeping the lines of communication open with the Park District, Village, and Chamber of Commerce. In addition, the LJWC utilized social media more this year to publicize Princess appearances at Lilac Time events. The program matched the concept as presented in the grant application and, in fact, more in-kind donations were received this year than originally anticipated, through organizations like the Lombard Service League, Lombard Park District, Maple Street Chapel, The InkWell, Wickstrom Chevy, The Ladies Room, Lombard Historical Society, and others.

- 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 program performed as expected and within budget. There are no direct proceeds related to the Lilac Princess Program as it functions as a local scholarship awarded to five young female members of the community. However, the Program engages Lombard businesses as much as possible when purchasing supplies or hosting events. Businesses and organizations impacted in 2019 include: The InkWell, La France Café, DOC Wine Bar, Shamrock Gardens Florist, Potted Petals, Embassy Suites, the Lombard Chamber of Commerce, the Lombard Park District, TLR Gives Back Foundation, Dunkin Donuts, Mariano's, Jewel-Osco, TLC Camp, BRIO, Image 360, Glenbard East Music Department, and Babcock's Grove. It is estimated that the Lombard Junior Women's Club spent over \$2,000 at these local businesses and organizations. In addition, the Princesses are involved in events such as the Little Lady Lilac Ball, Lilac Ball, and Arts & Crafts Fair, where funds are raised to support Lombard organizations.

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

The Lombard Junior Women's Club will continue to strive to provide additional financial support for this program beyond the grant provided by the Village for the scholarships. However, as the program and the events are public appearances and are not revenue generating, we have had to explore alternative fundraising opportunities. As per the Village's recommendation at the 2019 grant meeting, we hosted a fundraiser for the program through Nothing Bundt Cakes in May and raised \$120 for the program. For the 2020 Princess Program, we're looking into options to host a fundraising event that coincides with the 90th Coronation of the Queen, in addition to developing a sponsorship package for the program.

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.



**GFWC ILLINOIS LOMBARD JUNIOR WOMEN'S CLUB
2020 LILAC COURT
SCHEDULE OF EVENTS
(*required events)**

*March 8 ~ Sunday @ 12:00pm (set-up 11am)
Preliminary Judging – Sunset Knoll Recreation Center

*March 8 ~ Sunday @ 7:00pm (set-up 6pm)
Princess and Parent Orientation - Lombard Junior Women's Clubhouse

*March 16 ~ Monday @ 7:00pm (set-up 4pm)
Tiara Presentation – Maple Street Chapel (First Church of Lombard)

March 22 ~ Sunday @ TBD
LJWC Mother-Princess Tea – Rosemary and Jeans

April 1 ~ Wednesday @ 6:00pm (conflicts with Spring Break – reschedule?)
LJWC Awards Dinner – Location TBD

April 4 ~ Saturday @ 10:40am (arrive 10:15am)
Lombard Park District Easter Egg Hunt - Lombard Commons

*April 19 ~ Saturday @ 11:00am (set-up 10am)
Final Judging – Embassy Suites Lombard/Oakbrook

April TBD ~ Wednesday @ 5:30-7pm
Lombard Village Blood Drive – Village Hall

April TBD ~ @ 4pm
Tuxedo selection- Men's Wearhouse

May 1 ~ Friday @ 6:30pm
Little Lady Lilac Ball – Lombard Commons

*May 2 ~ Saturday @ 1:00pm (set-up 10:30am)
Coronation - Lilacia Park/ Lombard Commons

May 3 ~ Sunday @ 12:30pm-3:00pm (event runs 10am-4pm)
Arts & Craft Fair - Downtown Lombard

*May TBD ~ @ 6pm
Rehearsal for the ball-Carlisle Banquets

*May 8 ~ Friday @ 6:00pm (arrive 5pm)
Lilac Ball - Carlisle Banquets

May 16 ~ Saturday @ TBD (this date is tentative, working out details with Park District and Historical Society)
90th Lilac Court Celebration

*May 17 ~ Sunday @ 1:30pm (set-up 12pm)
Lilac Day Parade

June 24 ~ Wednesday @ TBD
TLC Camp – Sunset Knoll Recreation Center

Lilac Queen 2019

Sponsored by GFWC IL Lombard Junior Women's Club
Scholarship Awarded by the Lombard Junior Women's Club

PRELIMINARY JUDGING

Sunday, March 3, 2019
Registration begins at 12:00pm; Judging begins promptly at 12:30pm
For questions call Brittney (217) 649-7180 or
email lilacprincessprogram@gmail.com

REQUIREMENTS

- Young women between 16-21 years of age, residents of Lombard (including Butterfield unincorporated residents)
- Proof of Lombard residence required
- Signature on Code of Conduct
- Dress: Business/Interview attire required (dress or blouse/dress slacks)

JUDGED BY UNBIASED NON-LOMBARD RESIDENTS ON:

- Community and school involvement
- Poise, grace
- Speaking ability
- Personal presentation



2019 LILAC QUEEN CONTEST APPLICATION FORM

Please submit your application during preliminary judging on March 3, 2019 at 12:00pm at Sunset Knoll Recreation Center or scan and email your completed application to lilacprincessprogram@gmail.com. For the full Lilac Queen schedule, visit www.lombardlilactime.com.

Name: _____ Age: _____ Date of Birth: _____
 Address: _____ City, State, Zip: _____
 Home Phone: _____ Cell Phone: _____ School or Employer: _____

To assist LJWC with the awarding of the scholarship please answer the following:

- My daughter is a family member of a Village employee.
 My daughter is not a family member of a Village employee.

I hereby give _____, my daughter or ward, permission to participate in the 2019 Lilac Queen Contest. If she is selected as a Princess or Queen, I agree to permit her to pose for photographers during the Lilac Time festivities and/or related events.

I further understand that if selected, participant **must** be available for the following dates: 03/03, 03/18, 04/27, 05/04, 05/10, 05/19

Printed Name of Parent or Guardian: _____ Signature of Parent or Guardian: _____ Date: _____
 Signature of Participant: _____ Date: _____

The quest has begun for 2019 Lilac Queen and Court

The GFWC Lombard Junior Women's Club has begun its quest for the 2019 Lilac Queen and her Court, making it the 89th anniversary of the longstanding Lombard tradition.

Young women between the ages of 16 and 21, who reside in Lombard, including Butterfield and unincorporated residents, are eligible to enter the contest.

To enter this year's contest, complete the entry form below and present it at the preliminary judging on Sunday, March 3, at Sunset Knoll Recreation Center, 820 S. Finley Road, Lombard.

Registration begins at noon; judging begins promptly at 12:30 p.m.

Contestants are asked to wear business/interview attire (dress or blouse/dress slacks). Proof of residence is required and applicants will be asked to sign a code of conduct.

The five young women chosen will be judged by unbiased non-Lombard residents on community and school involvement, poise, grace, speaking ability and personal presentation.

For more information, contact Brittnoy at 217-649-7180 or lilacprincessprogram@gmail.com.

LILAC QUEEN CONTEST APPLICATION FORM

Please submit your application during preliminary judging on March 3, 2019 at 12:00 p.m. at Sunset Knoll Recreation Center or scan and email your completed application to lilacprincessprogram@gmail.com.

(PLEASE PRINT)

Name _____ Age _____ Birth date _____
Address _____
City, State, Zip _____
Home Phone _____ Cell Phone _____
School or Employer _____

I hereby give _____, my daughter or ward, permission to participate in the 2019 Lilac Queen Contest. If she is selected as a Princess or Queen, I agree to permit her to pose for photographers during Lilac Time festivities and/or related events.

I further understand that if selected, participant must be available for the following dates: March 3, March 18, April 27, May 4, May 10 and May 19.

Printed name of Parent or Guardian

Signature of Parent or Guardian

Date

Signature of Participant



STEVE SPODEN PHOTO *Lombardian/Villa Park Review*

A tradition continues

Eleven young women vied for one of the five places on the 2019 Lilac Court on Sunday, March 3, at Sunset Knoll Recreation Center in Lombard. The five members of this year's court were selected by a panel of three judges. The contest, sponsored by the GFWC Illinois Lombard Junior Women's Club, is a longtime tradition in Lombard. Pictured with the contestants before the judging began are (standing left to right) contest chairman Brittney Conway and assistant chairman Nancy Spartz, Lombard Junior Women's Club president Diane Addante, 2018 Lilac Princesses Madeline Novak, Elizabeth Reiter and Chiara Biddle, and contest committee members Penny Bradbury, Ellen Leitschuh, Maria Uribe, Rose Burgess and Jackie Stawiariski. A tiara presentation for the princesses and their families will be held in the Maple Street Chapel on Monday, March 18.

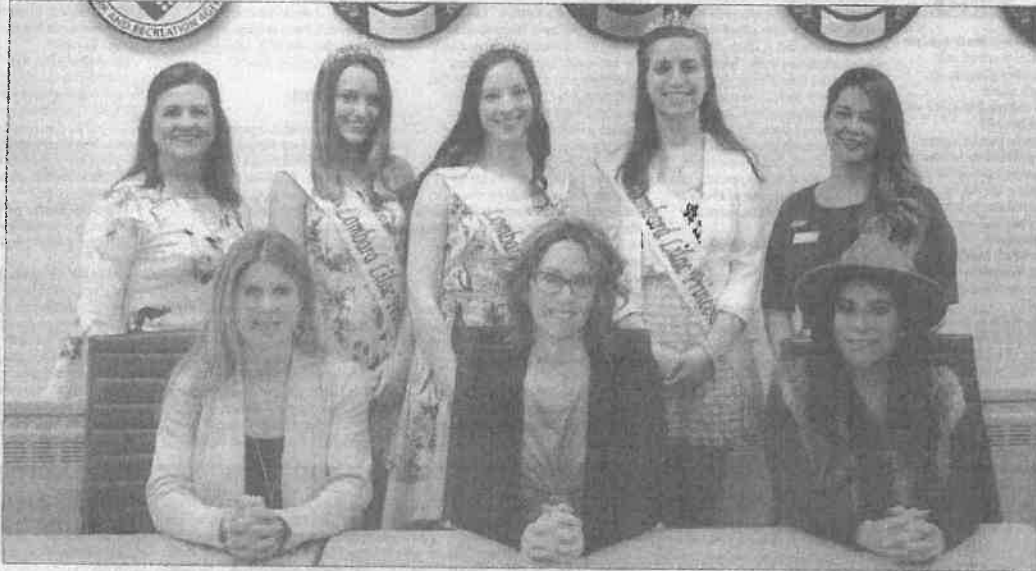
Lombardian

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60¢



A lilac tradition

celebrating
60
years
1959-2019

STEVE SPODEN PHOTOS Lombardian

Madison Crowe, Elaine Wesling, Emily Hansel, Melissa Florey and Sydney Wilson were selected 2019 Lilac Court members following preliminary judging March 3. Pictured in the top photo, before judging began, are contest assistant chairman Nancy Spartz (standing left) and chairman Brittney Conway (standing right) and 2018 Lilac Princesses (left to right) Madeline Novak, Elizabeth Reiter and Chiara Biddie. Seated are contest judges (left to right) Debbie Greif, Christine Chestnut and Sarah Kirs. In the bottom photo are (left to right) Spartz, contest committee member Stacy Schroeder, Conway, 2019 Lilac Princess Sydney Wilson and committee member Maria Uribe. The contest is sponsored by the Lombard Junior Women's Club.