

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 24, 2018 (B of T) Date: February 1, 2018

TITLE: Local Tourism Grant Recommendation
Lombard Garden Club – Annual Lilac Sale

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 Garden Club towards their annual Lilac Sale, during Lilac time. The Committee is recommending approval of a grant of up to \$2,000 through the Local Tourism grant program.

Please place this item on the consent agenda for the February 1, 2018 Board of Trustees meeting.

Review (as necessary):


Village Attorney X _____ Date _____
Finance Director X _____ Date _____
Village Manager X Scott Niehaus _____ Date 1/24/18

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 
Assistant Village Manager

DATE: January 24, 2018

SUBJECT: Community Promotion & Tourism Committee Recommendation
Local Tourism Grant – Lombard Garden Club – Lilac Sale

The following is a recommendation from the Community Promotion & Tourism Committee for funding through the Local Tourism Grant Program for the Lombard Garden Club in an amount not to exceed \$2,000 for their Lilac Sale, an annual three day sale of lilac bushes and trees and Lombard tradition. The event is scheduled to take place from May 10-12, 2018.

Grant Request: \$2,000

The Lombard Garden Club has requested a grant in the amount of \$2,000 to be used towards the Lilac Sale to cover a portion of the total program costs of \$7,775. The Lombard Garden Club is requesting funds to cover costs including the costs of plants, potting soil and containers used for the cultivation of lilacs for this event. The sale attracts homeowners and gardeners throughout the region as well as customers from Michigan, Wisconsin and Indiana seeking multiple unique varieties of lilacs at competitive prices. The Lombard Garden Club was awarded the same amount for their 2017 Local Tourism Grant.

The grant request from Lombard Garden Club and event budget are attached for your review.

RECOMMENDATION:

The Community Promotion & Tourism Committee recommended a grant in an amount up to \$2,000 to the Lombard Garden Club, to be used towards the reimbursement of expenses relating to the annual Lombard Garden Club Lilac Sale.

Please place this item on the consent agenda of the February 1, 2018 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 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.

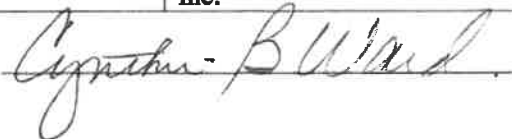
Additional Notes, Comments or Explanations:

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: 

LOCAL TOURISM GRANT PROGRAM DETAILED BUDGET

Event: Lilac Sale 2018

Date: 12/11/17

Organization: Lombard Garden Club, Inc.

INCOME: Include an itemized list of all actual (past 2 years) and estimated project revenues (entry fees, gate receipts, food/beverage sales, donations, sponsorships, booth rentals, souvenir sales, other revenues)

ITEMIZED REVENUES	ACTUAL 2016	ACTUAL 2017	ANTICIPATED
Lombard Tourism Grant	\$0.00	\$2,000.00	\$2,000.00
Sale of Lilacs	11,689.48	11,615.00	12,500.00
Total Income	\$11689.48	\$13,615.00	\$14,500.00

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

ITEMIZED EXPENSES	ACTUAL 2016	ACTUAL 2017	ANTICIPATED
Refreshments	\$0.00	\$0.00	\$35.00
Lilac Bushes	\$2893.58	\$3609.96	\$3750.00
Containers	\$354.95	\$439.22	\$490.00
Garden Mix	\$237.00	\$269.00	\$300.00
Sales Tax	\$826.00	\$753.00	\$850.00
Donation to Lombard Park Dist.	\$450.00	\$450.00	\$450.00
Ribbons for tagging bushes	\$0	\$30.00	\$0
Total Expenses	\$4761.53	\$5551.18	\$5875.00

IN-KIND CONTRIBUTIONS: Include an itemized list of all actual and estimated in-kind contributions. In-kind contributions are non-cash donations, contributions or gifts which can be given a cash value (include Village of Lombard in-kind services, where applicable)

	ACTUAL 2016	ACTUAL 2017	ANTICIPATED
Estimated value of in-kind	\$1900.00 (total for 190 volunteer hours)	\$1900.00 (total for 190 volunteer hours)	\$1900.00 (total for 190 volunteer hours)

contributions (explain)

@ \$10.00 per hour.	@ \$10.00 per hour	@ \$10.00 per hour