

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

GENERAL INFORMATION

Organization:	Lombard Garden Club, Inc.		
Name of event:	Lilac Sale 2022		
Date of event:	5/5/2022	Event location:	Lilacia Park
Contact person:	Sharon Rakowski	Title:	Grant Writer
Business address:	PO Box 885	City & Zip	Lombard 60148
Telephone:	630-805-2405	Email:	sharonsrakowski@gmail.com

PROJECT OVERVIEW

Total cost of the project:	\$6705.00
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:	29%
Anticipated attendance:	1200
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 the Village's Lilac Time and held just prior to Mother's Day. The sale is a Lombard tradition dating back more than 40 years. In 2022, the Lilac Sale is planned for May 5 through May 7, 2022.

ORGANIZATION

Number of years that the organization has been in existence:	92 years since the founding of the Club and 12 years since incorporation as a non for profit organization.
Number of years that the project or event has been in existence:	At least since 1978; records prior to that year are incomplete.
Number of years the project has been supported by Village of Lombard funds:	5
How many years does the organization anticipate it will request grant funding?	1

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

Celebrating its 96th year in existence, the Club was organized and incorporated as a Not for Profit in 2009. It has remained with its stated goals as found in the Constitution: The Object of this Club shall be to promote an interest and to beautify the landscape of our community." To raise the necessary funds to meet these goals the Club has held successful lilac sales since 1978. The costs of the lilacs, potting soil and containers has risen throughout the years, but the Club has kept the selling price of the lilacs competitive, since the Sale is a long-established tradition within the Village. The Sale attracts homeowners and gardeners from through the region. Many of the repeat sales are to Lombard families who return year after year for the Mother's Day gift for Mom or Grandma. Even people who move out of Lombard continue to return to purchase lilacs. In addition, there are customers from Michigan, Wisconsin and Indiana. The Club is confident that it can continue to make the Sale a success in the future. The Grant is being requested so prices can be kept within the reach of Lombard families and competitive enough to attract out of state customers. These additional funds will also allow the club to fund and expand its many community projects.

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 issued as follows:

- College scholarships for Lombard students;
- Monthly educational programs open to /club members and the public at no charge. In addition to gardening and landscaping topics, programs feature environmental issues and conservation;
- Purchase of materials for public garden in the Village: Sheldon Peck Homestead Butterfly Garden in Lilacia Park; Maple Street Chapel; Helen Plum Library;
- Support of the vegetable garden at Parkview Elementary school and expansion to other schools;
- Annual donation to the Lombard Park District in recognition of their help with the Lilac Sale. This includes storing the plants after potting and monitoring the well-being of newly-potted bushes.

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

The project is currently self-sustaining. However, due to increasing costs of lilacs and materials, costs for social media and internet presence, fees for the monthly educational programs, and rent for the meeting room, we are seeking grant funding so the Club can continue to sell the lilacs at a reasonable price while the commitment to community projects remains and is expanded.

PROJECT DESCRIPTION

- | | | |
|---|---|--|
| 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 |
| Have you requested grant funding in the past? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |

2021 - \$2000.00
2020 - \$2000.00
2019 - \$2000.00
2018 - \$2000.00
2017 - \$2000.00

If yes, provide grant awards for past 5 years:

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

Lilacs are ordered in the fall prior to the spring Sale. When they are received from the grower in early spring, approximately 25 club members sort, trim and pot the bare root plants about 6 weeks prior to the Sale. Potting soil and containers are purchased through the Park District. The plants are stored in the Park District Greenhouses until sale time. The Lilac Sale, held in Lilacia Park, begins at 3 p.m. on the Thursday prior to Mother's Day and ends when the last plant is sold; this can be Friday or Saturday, depending on the weather and number of customers. By the end of the Sale, nearly every one of the 68 Club members has donated time and expertise to make the Sale a success. The Club continues to order additional lilacs, in order to meet increased demand.

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

The funds will go toward the purchase of the lilacs and associated items, such as pots and potting soil.

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)?

Specialty cultivars have been added and additional shrubs of the most popular ones. As of the 2020 Sale, orders are taken online which offers buyers convenience in ordering/paying. Pickup is also pre-scheduled which alleviates waiting and allows an effective timetable for those who load purchases. The Park District also takes advantage of this Sale since they hold a plant sale at the same time and location.

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 2021 – Lilacs were ordered

March/April 2022 – Lilacs will be received, sorted, labeled and potted.

May 5, 2022 – Sale/pickup held from 3 p.m. – 7 p.m.

May 6, 2022 – Sale/pickup held from 9 a.m. – 5 p.m.

May 7, 2022 – Sale/pickup held from 9.am. 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.

The Sale continues to attract buyers from the region and surrounding states. Depending on pandemic guidelines on the dates of the sale/pickup, we will continue to invite buyers to tour Lilacia Park and take part in other Lilac Time events.

- 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 impact will depend on pandemic guidelines in effect at the time of the Sale. If Lilac Time is allowed, the impact will be positive, as it provides a well-known and appreciated reason to visit Lombard, starting with Lilacia Park. The Club is adding online marketing venues and the internet ordering widens the audience that can be reached; this provides potential new visitors to Lombard, even beyond the areas that have participated in the past. Even though pandemic guidelines were in effect for the 2021 Sale, we noted that many visitors who came to pick up the pre-ordered lilacs, also took the opportunity to walk through Lilacia Park and purchase plants from the Park District Sale.

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

The target audience is homeowners and gardeners and in general, people who wish to increase their knowledge of lilacs. It's difficult to determine an actual count for attendance, but we estimate 1100-1200 people, since couples or entire families come to purchase one or two lilac bushes. There will be a total of 350 shrubs and 10 trees for sale, which indicates an estimate of just over 2 buyers per bush.

- 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, Fire, barricades, etc.). For each cost, confirm whether the costs for such services be covered by the host organization and reimbursed to the Village or are whether the services are requested to be covered under this grant. Any services not specifically requested below and approved as part of this grant, will be the responsibility of the applicant organization.

Employees from Public Works set up signage regarding parking and also help carry lilac plants to vehicles. The Village is not reimbursed under this grant.

5) Please describe any collaborative arrangements developed or anticipated with other organizations to

There are none, other than the assistance from the Park District and Club members providing services at no cost.

fund or otherwise implement the project (including in-kind donations).

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).

Local newspapers: Lombardian, Daily Herald, Suburban News for Lombard

Online newspapers: Glen Ellyn Patch, Triblocal, Daily Herald, Plan It Life, Spin Go

Monthly magazines: Chicagoland Gardening (online), Glancer Magazine

Quarterly Magazine: Garden Glories

ONLINE

Lombard Garden Club: www.lombardgardenclub.org

Facebook: Lombard Garden Club, "Anyone that Ever Lived in Lombard," "Happenings in Lombard," "Lombard Forward," "Lombard," "Lombard Garden Club Evening Group"

MISCELLANEOUS

Weekly Free Coffee News and Restaurant handouts

Direct mail to 20 local garden clubs

Inclusion in "Lilac Time" communications produced by the Village

Notice on Village's electronic bulletin board

POSTERS

Metra Train Station – Lombard

Lombard Park District – MMAC

Ace Hardware – Lombard

Pioneer Feed – Villa Park

Several area restaurants

- 7) Funding for the Local Tourism Grant Program for 2022 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 2022, how will your organization adjust? What modifications can/will you make to your budget or event if full grant funding is not made available?

If full funding is not received, the Club will use its own receipts to fund the sale; we still anticipate to participate in the community projects mentioned, but may have to adjust expenditures.

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.

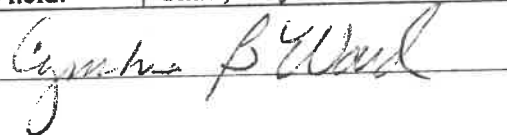
Additional Notes, Comments or Explanations:

Since 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 included.

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:	Cynthia B. Ward	
Title or office held:	Chair, Ways & Means	Date: Dec 8, 2021

Signature: 

**LOCAL TOURISM GRANT PROGRAM
DETAILED BUDGET**

Event: Lilac Sale Date: December 10, 2021

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 2020	ACTUAL 2021	ANTICIPATED 2022
Lombard Tourism Grant	\$2000.00	\$2000.00	\$2000.00
Sale of Lilacs	\$14,594.32	\$16,276.45	\$14,500.00
Total Income	\$16,594.32	\$18,276.45	\$16,500.00

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

ITEMIZED EXPENSES	ACTUAL 2020	ACTUAL 2021	ANTICIPATED 2022
	\$	\$	\$
Refreshments	\$144.87	\$72.91	\$95.00
Lilac bushes	\$3785.00	\$4424.00	\$3900.00
Containers	\$341.56	\$112.76	\$120.00
Garden Mix	\$446.76	\$432.00	\$455.00
Ribbons for tagging bushes	\$102.00	\$120.00	\$100.00
Sales Tax	\$1159.00	\$1301.00	\$1160.00
Donation to Lombard Park Dist	\$1450.00	\$450.00	\$450.00
Shopify (e-commerce)	\$108.00	\$127.10	\$130.00
Ad in <i>Garden Glories</i>	\$70.00	\$70.00	\$70.00
Printer Ink/Toner	\$77.45	\$78.89	\$80.00
Forms, labels, paper	\$74.90	\$136.59	\$145.00
Total Expenses	\$7759.94	\$7325.25	\$6705.00

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)

Estimated value of in-kind
contributions (explain)

ACTUAL 2020	ACTUAL 2021	ANTICIPATED 2022
\$1900.00 (total for 190 volunteer hours at \$10/ hour)	\$2500 (total for 250 volunteer hours at \$10/hour)	\$3000 (total for 300 volunteer hours at \$10/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 2021
Date of event:	5/7/2021	Event location:	Online w/pickup Lilacia Park
Contact person:	Sharon Rakowski	Title:	Grant Writer
Business address:	PO Box 885	City & Zip:	Lombard 60148
Telephone:	630-805-2405	E-mail address:	sharonsrakowski@gmail.com
Estimated attendance:	1100	Estimated hotel stays:	unknown
Method for estimating attendance:			

- 1) Please summarize the advertising and marketing placed to promote the event. Please attach examples of event marketing pieces, advertisements and attribution given to the Village grant program.

Garden Glories – quarterly periodical of Garden Clubs of Illinois. Targets people outside a 50-mile radius. Newspapers, online site and Facebook sites (see attached list)
 announcement of Lilac Sale in Park District information, Village electronic bulletin board and Village of Lombard website.

2) This was the second year that sales were conducted online with in-person pickup at Lilacia Park. It was very successful, with the majority of inventory being sold with several days online. One recommendation for the future is to consider a “hybrid” sale with online sales being supplemented by in-person sales.

- 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?
- 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?

Despite the continuing challenges of the Covid-19 pandemic and online sales, the outcomes exceeded our expectations. The tourism grant is important in helping the Club to purchase desired cultivars and better quality potting soil. There are still the labor-intensive tasks of trimming bare root plants, planting each lilac in a 5-gallon container and then sorting these plants for pickup at the scheduled times for buyers.

- 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.

Due to support from the Village and Tourism bureaus, the club is able to maintain and expand scholarships and have additional funds to beautify, repair and maintain various locations in Lombard that are supported by the Garden Club. These include the Sheldon Peck House Garden, First Church of Lombard, Helen Plum Library and Butterfly Garden in Maple Park. In fact, Club members are now teaching and expanding Butterfly Gardens.

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

Long-term plans include purchasing hard-to-find cultivars for the Sale; expanding the scholarship program and increasing involvement in community-based beautification projects.

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 returning to 255 E. Wilson Avenue, Lombard, IL 60187.

Post Event Summary –2021 - Lombard Garden Club

Addendum to question #1

Local Newspapers: Lombardian, Daily Herald, Glen Ellyn Patch, Naperville Sun, Pioneer press, Post-Tribune, Chicago Sun Times, Suburban News

Online Newspapers: Glen Ellyn Patch, Triblocal, Plan It life, spin Go

Monthly Magazines: Chicagoland Gardening, Glancer Magazine

Quarterly Magazine: Garden Glories

ONLINE

Lombard Garden Club: www.lombardgardclub.org

Lombard Facebook public Sites: “Anyone that ever lived in Lombard,” “Happening in Lombard,” “Lombard Forward,” “Lombard,” “Lombard Garden Club Evening Group”

MISCELLANEOUS

Weekly free Coffee Talk News

Emails to local garden clubs

Inclusion in “Lilac Time” brochure produced by the Village

Facebook Video Posts - 8

Total Reach - 117,373

Average Reach - 16,768

Total Views - 34,500

Average Views - 4,928

Facebook Photo Posts - 12

Total Reach - 6,267

Average Reach - 522

Total Views - Facebook doesn't track views for still photos

Average Views - "

Marketing Pieces for

2021 Lilac Sale





Lombard Garden Club

Online Sale
Begins
April 12, 2021

www.lombardgardenclub.org

Scheduled Curbside Pickup

May 6 - 8

Lilacia Park

Lombard, Illinois

POSTER DISTRIBUTED

TO LOCAL BUSINESSES

GARDEN CLUB WEBSITE,
FACEBOOK, etc.



Online Lilac Sale Begins

April 12, 2021.

<http://www.lombardgardenclub.org>

**SCHEDULED CURBSIDE PICKUP MAY 6-8
LILACIA PARK, LOMBARD, IL**



We Can't Wait to See What the Next 85 Years Bring!

We'll be here sharing in the excitement of discovering new favorite plants, the satisfaction of tasting homegrown tomatoes fresh off the vine, the enchantment of watching butterflies flit from flower to flower, the bittersweet moment in fall when the last leaf gently drifts to the ground, and the signs of hope when the first snowdrop peeks its head through the snow.

Naperville est. 1936
 630.355.4000 | 25w471 Plank Rd
 1 block S of Ogden Ave/Rte 34
 & 2 blocks W of Naper Blvd

Aurora est. 1989
 630.820.8088 | 2000 Montgomery Rd
 2 blocks north of Ogden Ave/Rte 34
 & Rush-Copley Medical Center



Garden Center | Gift Shop | Gardens

FAMILY OWNED & LOCALLY
 GROWN SINCE 1936

thegrowingplace.com |     

Unlatch the Garden Gate. . . .
 Discover the World of Art in Bloom

Fall In Love With The Berkshires

Where nature sets the stage and embraces a treasure of culture and art
 Sunday, September 12 – Thursday, September 16, 2021

Come along and discover this historic, scenic and inspiring region in Northwestern Massachusetts. Learn from the masters, savor local flavors and let your own creativity come to the surface.

Lodging at the historic Red Lion Inn • Norman Rockwell Museum
 Chesterwood • Naumkeag • Ashintully Gardens • Clark Art Institute
 Edith Wharton's The Mount • Melville's Arrowhead
 Hancock Shaker Village • Berkshire Botanical Gardens
 4 Breakfasts • 1 Lunch • 3 Dinners • Fully Escorted

New Tour Just Added!

Abruzzo and Rome:
 Culinary and Garden Tour to Hidden Italy-Fall 2021

Art in Bloom Garden Tours

802-860-7601 • artinbloomgardentours.com

LOMBARD

**ANNUAL
 LILAC SALE
 ONLINE**

Large Selection of cultivars
 at reasonable prices

Lilacs are in 5 gallon pots

Order through
 Our Website

www.lombardgardenclub.org

Starting April 12

Pick up May 6 - 8
 Lilacia Park, Lombard IL

Virtual Lilac Sale through May 6

The Lombard Garden Club will hold its Annual Lilac Sale fundraiser. Since 1969, it is estimated that thousands of lilacs have been sold at the annual Lilac Sale over the years, adding to the Village of Lombard's reputation as the Lilac Village.

The proceeds go to supporting the Lombard Garden Club's scholarship program, community beautification projects and educational outreach about the environment and gardening in our region.

The sale began April 12; the online sale catalog will feature 19 different lilacs. The colors range from deep vi-

olet, magenta and lilac to pink, blue and white.

The sale will run through May 6, or while supplies last. Due to COVID-19 restrictions, there will be no in-person sales this year.

Scheduled curbside pickup of purchased lilacs will take place at Lilia Park on Parkside in Lombard on May 6-8.

Cindy Ward, chair of the 2021 Lilac Sale said, "For the best selection and color choices, it is wise to shop as soon as the catalog is open online. Shop the Lilac Sale early before we sell out!"

4-15-2021

4-22-2021

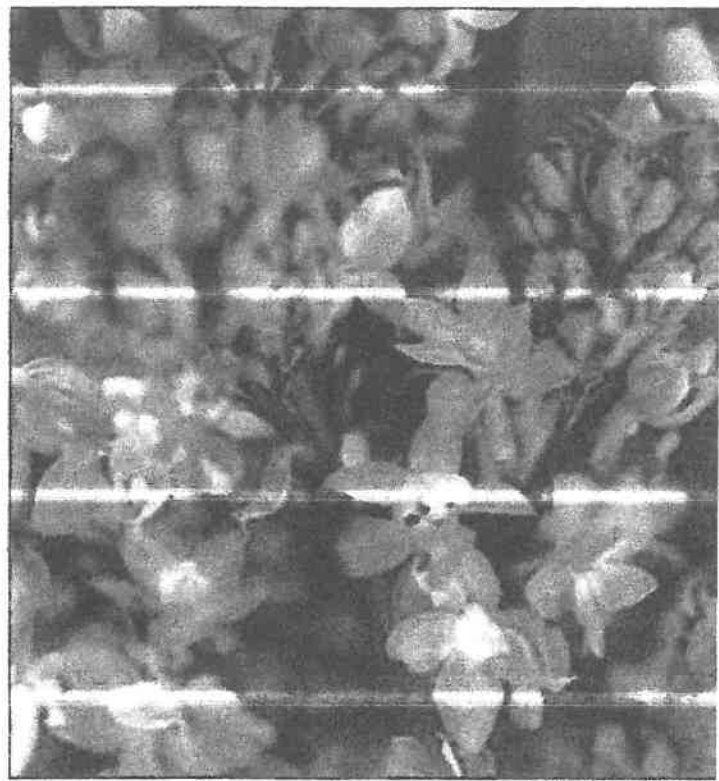
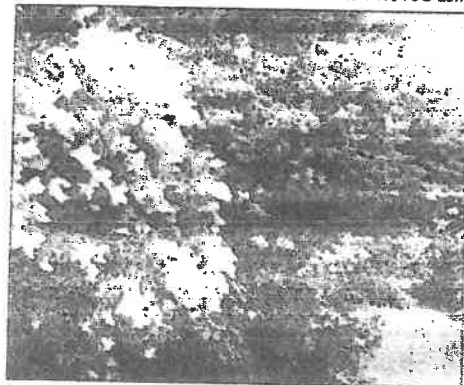
'Mme Lemoine'



SUBMITTED PHOTOS Lombardian

This white lilac is named in honor of the wife of Emile Lemoine, a prolific hybridizer of French lilacs during the late 1800s. It was from his nursery that Col. Plum brought his first two lilacs to Lombard. "Mme Lemoine" has fragrant, double white blossoms making it especially showy against its green leaves. It grows to a size of 10 feet high by 10 feet wide and blooms in mid-season. A white colored lilac can

be paired nicely with a more traditional colored one to make a striking combination. Along with Mt. Baker and Miss Ellen Willmott, it is available at this year's Lombard Lilac Sale found online at www.lombardgardenclub.org.



SUBMITTED PHOTO Lo

Meet 'Bailbridget'

With the arrival of spring comes lilacs and the annual Lilac Sale. New this year is "Bailbridget" (*Syringa xhyacintha*) sold as Virtual Violet®. With its shiny violet new leaves, deep purple stems, raspberry-purple buds and fragrant violet flowers, it is named. Leaf petioles remain violet well into the summer. Its compact size makes it a great choice for a hedge in smaller spaces as well as foundation plantings. Remarkably mildew-free, it is a late lilac bloomer growing to a size of 6-8 feet tall by 5 by 7 feet. Starting April 12 this and other lilacs can be purchased online at www.lombardgardenclub.org.

4-15-2021