



Memorandum

TO: Scott Niehaus
Village Manager

FROM: Nicole P. Aranas
Assistant Village Manager

DATE: February 11, 2015

SUBJECT: Community Promotion & Tourism – Local Tourism Grant
Lilac Festival Parade Committee – Lilac Festival Parade

The following is a recommendation from the Community Promotion & Tourism Committee for funding through the Local Tourism Grant Program for the Lilac Festival Parade in an amount not to exceed \$23,000.

Grant Request: \$28,000

The Lilac Festival Parade Committee has requested a grant in the amount of \$28,000 to be used towards the annual Lilac Festival Parade. The Lilac Festival Parade will take place on May 17, 2015 and will mark the 48th year of the annual event, a longstanding Lilac Time tradition.

The Lilac Festival Parade Committee received annual Village grants of \$30,000, \$25,000 and \$25,000 for 2011, 2012 and 2013, respectively. Last year, the Parade Committee received a grant of \$15,000 to supplement carryover revenue from prior years in the amount of \$11,400. Village grant funds have historically been the primary source of revenue for the parade.

At the request of the Community Promotion & Tourism Committee, the Lilac Festival Parade Committee submitted a fundraising plan for 2015. The proposed fundraising plan is anticipated to raise \$5,200 through donations and sponsorships.

The Parade Committee grant application, budgets and fundraising plan are attached here for your review.

RECOMMENDATION:

The Community Promotion & Tourism Committee has recommended a Local Tourism Grant award to the Lilac Festival Parade Committee in an amount not to exceed \$23,000. The recommended \$23,000 grant award along with \$5,200 of anticipated revenue from fundraising and donations will make up the total revenues for the 2015 parade.

Please place this item on the consent agenda of the February 19, 2015 agenda of the Board of Trustees. If you have any questions, please feel free to contact me. Thank you.