



Memorandum

TO: Scott Niehaus
Village Manager

FROM: Nicole P. Aranas
Assistant Village Manager

DATE: February 12, 2014

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 \$15,000.

Grant Request: \$25,000

The Lilac Festival Parade Committee has requested a grant in the amount of \$25,000 to be used towards the annual Lilac Festival Parade. The Lilac Festival Parade will take place on May 18, 2013 and will mark the 47th 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. Village grant funds have historically been the primary source of revenue for the parade. Annual expenses for the last three parades have ranged from \$23,300 - \$25,967. The Lilac Festival Parade Committee currently has approximately \$11,400 of carry-over revenue in its account from past grant awards.

At the request of the Community Promotion & Tourism Committee, the Lilac Festival Parade Committee submitted a fundraising plan for future years 2015-2018. Such fundraising for future years might include application fees, sponsorships and other community fundraising efforts.

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 \$15,000. The recommended \$15,000 grant award along with \$11,400 of revenue from past Village grants should be sufficient to meet the \$25,000 of budgeted expenditures for the 2014 parade. The Committee recognized the challenges of initiating fundraising efforts for the current parade year and encourages the Lilac Festival Parade Committee to continue pursuit of their proposed fundraising initiatives in the future.

Please place this item on the consent agenda of the February 20, 2014 agenda of the Board of Trustees. If you have any questions, please feel free to contact me. Thank you.