

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 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 2018 Lilac Princess Program. The Committee is recommending approval of a grant of up to \$6,029 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 *NPA*
Assistant Village Manager

DATE: January 24, 2018

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 \$6,029 for the 2018 Lilac Princess Program.

Grant Request: \$6,029

The Lombard Junior Women's Club (LJWC) has requested a grant in the amount of \$6,029 to be used towards the administration of the 2017 Lilac Princess Program. The Lilac Princess Program has been administered by the LJWC for the past 16 years.

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. In 2017, the LJWC was awarded a grant for \$6,645 for the Lilac Princess Program. The 2018 grant request reflects a decrease of approximately \$600 over 2017.

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 33% 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 \$6,029 to the Lombard Junior Women's Club to be used towards the 2018 Lilac Princess Program.

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 Junior Women's Club (LJWC)		
Name of event:	Lilac Princess Program		
Date of event:	March-May 2018	Event location:	Village, Park District & COC sponsored events at multiple Lombard venues
Contact person:	Sue Horner & Nancy Spartz	Title:	Co-Chairs, Lilac Princess Program, LJWC
Business address:	837 S. Westmore A2-G	City & Zip	Lombard, IL 60148
Telephone:	Sue Horner 630-915-8541 Nancy Spartz 630-631-3735	Email:	Shorner5@comcast.net ; Nancy@spartz.net

PROJECT OVERVIEW

Total cost of the project:	\$ 8118.68
Cost of city services requested in this application (if any):	\$ 0
Total funding requested in this application:	\$ 6029.00
Percent of total project cost being requested:	33% of project costs over \$5000 princess scholarships
Anticipated attendance:	Easter egg hunt 3000; Coronation 150; Little Lady Lilac Ball 225; Blood Drive 100; Flower Show 90; TLC Camp Carnival 150; Tiara Presentation 100; Lilac Ball 281; Arts & Crafts Fair 2000; Lilac Parade 2500
Anticipated number of overnight hotel stays:	At least 15 overnight stays directly r/t overnight guests associated with Lilac Princess families attending Coronation, Ball & Parade. Numerous other hotel stays associated with Lilac Time events in which princesses participate will occur.

Briefly describe the project for which are funds are being requested:

The Lilac Queen & her court has 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 Easter Egg Hunt, Little Lady Lilac Ball, the Lilac Ball and the Lilac Parade. They serve as positive role models, volunteering at various community events throughout the year including the Blood Drive and TLC Camp, a camp for children with cancer held annually in Lombard. Each Princess and the Queen receives a \$1000 scholarship; this was established by the village in 2001 when we were asked to run the program by the park district. The grant funds requested in this application would be used to support the selection of the Lilac Queen and her court, to support 1/3 of the expenses associated with their participation in numerous Lilac Time Events, and to provide the \$1000 scholarships that have been provided by the village since 2001.

ORGANIZATION

Number of years that the organization has been in existence:	87
Number of years that the project or event has been in existence:	87
Number of years the project has been supported by Village of Lombard funds:	Village of Lombard has supported the scholarships for 17 years & additional program expenses for the past 3 years.
How many years does the organization anticipate it will request grant funding?	Undetermined for scholarships; we have worked to decreased funds requested for other program expenses each year.

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

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 Clubs, an international women's organization dedicated to community service. LJWC embraces this mission and participates in many local service projects that include First Things First, York Center Thanksgiving Baskets, Cooking & Providing Food for Lombard PADS, Lombard/Villa Park Food Pantry Support, Northern Illinois Food Bank and Christmas Gifts to the Needy, to name a few.

Our ability to successfully carry out the Lilac Princess program is demonstrated through the success of the program for the past 17 years under our leadership as well as the success of TLC Camp, our day camp for kids with cancer in its 36th year. These programs require dedication, leadership, management, fundraising and organizational skills. We take great pride in the countless hours our members have worked to improve our community through service and philanthropy, and we remain confident in our ability to carry out the Lilac Princess program in 2018.

- 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. 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 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. However, the Lilac Princesses support the Park District at events including Little Lady Lilac Ball and the Easter Egg Hunt and the Chamber of Commerce at the Lilac Ball and the 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?

LJWC financially supported the Lilac Princess Program expenses from 2001-2014 at a cost of \$2500-\$4500 per year. This figure does not include the \$5000 scholarships provided by the Village of Lombard or the parade float provided by the Park District at a cost of \$650. We received a hotel grant to support the program expenses in 2015 in the amount of \$2125 plus \$5000 for the princess scholarships. In 2016 we requested \$1945 plus \$5000 for the princess scholarships and used funds raised by LJWC at a Mother-Daughter Tea to pay the remainder of the program expenses.

In 2016 and 2017 we held a Floral Showcase to raise funds for the Lilac Princess Program expenses. We have requested funds to support expenses that will not be covered by dollars raised plus the scholarships.

The Lilac Princess program inherently has no income and we must appropriate philanthropic funds used to support other projects such as TLC Camp to support it. Each year we continue to strive to fundraise to support Lilac Princess Program expenses. It is difficult to plan how this Lombard tradition, having no direct proceeds, might become completely self-sustaining and provide princess scholarships.

PROJECT DESCRIPTION

Have you requested grant funding in the past?

Yes No

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

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

Detailed timeline attached reflects several months of planning and preparation prior to selection of the Lilac Court at Preliminary Judging to be completed in March 2017. 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, although new events will be considered and accepted as time allows. Over the summer the Queen and her court will continue to be active in community events such as TLC Camp, making this program a nearly year-long commitment for the LJWC sponsors.

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

Funds will be used to support Lilac Princess Program from selection of the court to their appearance in the Lilac Parade. Our detailed budget is attached and reflects the following needs: \$5000 Scholarships (\$1000 per eligible princess*), Flowers for many appearances, Lilac Ball expenses and Printing costs, as well as other expenses related to the selection and many appearances of the Lilac Court.

*We understand that Village grant funds cannot be used to provide a scholarship for a village employee's child. 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 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 and their friends and families.

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 – Lombard Commons; Parent & Princess Orientation – LJWC headquarters
Tiara Presentation – Maple Street Chapel; Final Judging – Local Venue – last year was held at local hotel
Mother-Daughter Tea –Lombard Commons; Coronation – Lilacia Park
Arts & Crafts Fair – Downtown Lombard; Little Lady Lilac Ball – Lombard Commons
Lilac Ball – Carlise; Lilac Parade – Main Street Lombard; Easter Egg Hunt – Lilacia Park
TLC Camp – Sunset Knolls; Other events To Be Determined

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.

See attached detailed timeline for 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 13 overnight stays in 2017 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 such as restaurants. We plan to increase this number to 15 this year.

- 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.

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

- 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).

Village of Lombard services - \$0
Lombard Service League – purchases tiaras for princesses and crown for Queen; provides refreshments at coronation
Lombard Park District – provides float for parade up to \$650 value; also provides venues free of charge for Lilac princess preliminary judging.

- 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).

We market to potential princesses via Park District catalog, local newspaper, and posters in and outside of local high schools. 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.

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. *See comment below

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 our club. 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:	Sue Horner & Nancy Spartz		
Title or office held:	Co-Chairs, Lombard Princess Program, Lombard Junior Women's Club	Date:	12/8/17

Signature: Sue Horner

**LOCAL TOURISM GRANT PROGRAM
DETAILED BUDGET**

Event: Lilac Princess Program

Date: March-May 2017

Organization: Lombard Junior Women's Club (LJWC)

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	\$6945	\$6645	\$6029
Lilac Princess Program Income	\$0	\$0	\$0
Donations	\$625	\$1000	\$0
LJWC Fundraising	\$720	\$1000	\$1500
Total Income	\$8290	\$8645	\$7529

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
Princess Scholarships	\$5000	\$5000	\$5000
Princess Parade Float	\$0* See in-kind	\$0* See in-kind	\$0* See in-kind
Flowers (5-6 events)	\$592.50	\$547	\$547
Lilac Ball Expenses	\$924.75	\$910	\$910
Printing Costs	\$182.99	\$23	\$23
Judging(Venues, Food, Supplies)	\$496.80	\$558.73	\$558.73
Tiara; Coronation (Music,Food)	\$347.00	\$437.63	\$437.63
Princess Tea	\$326.59	\$468.26	\$426.26
Other (sashes, gifts, appearance expenses)	\$401.13	\$174.06	\$174.06
Total Expenses	\$8290	\$8118.68	\$8118.68

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	\$650	\$650	\$650