

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

**GENERAL INFORMATION**

Organization:	Lombard Lilac Festival Parade Committee (Committee)		
Name of event:	Lombard Lilac Festival Parade		
Date of event:	5/17/2015	Event location:	Main & Wilson to Maple & Craig Pl.
Contact person:	Ellyn Murphy / Karen Lopez	Title:	Co-Chairs
Business address:	PO Box 82	City & Zip	Lombard, 60148
Telephone:	630-415-2079 / 630-330-5409	Email:	lilacparade@yahoo.com / ellynmur@msn.com

**PROJECT OVERVIEW**

Total cost of the project:	\$28,160
Cost of city services requested in this application (if any):	\$
Total funding requested in this application:	\$28,000
Percent of total project cost being requested:	100%
Anticipated attendance:	16,000
Anticipated number of overnight hotel stays:	0

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

Funds are needed to organize and present the annual Lombard Lilac Parade. The theme for 2015 is "Live, Love, Lilacs". This Parade has earned Local, State and National recognition for outstanding family entertainment. This annual parade brings a large number of visitors and business to our Lilac Village.

**ORGANIZATION**

Number of years that the organization has been in existence:	47 years
Number of years that the project or event has been in existence:	60+ years
Number of years the project has been supported by Village of Lombard funds:	60+ years
How many years does the organization anticipate it will request grant funding?	Every year there is a Parade.

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

The Committee has been organizing and presenting the Parade since 1967. One hundred percent of our members are volunteers. Many of our members have been part of the committee for more than 5 years, some more than 15 years. Our entire mission is to present the best possible Parade for the enjoyment of the citizens of Lombard and others who come to see the Lilac Village, Lilacia Park and the Parade. This will be the 61st parade & the 48th that this committee has presented.

- 2) Please describe the goals and objectives of the organization and how they are supported by this program:

The Committee exists solely to present the annual Lilac Parade.

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

At this time there is no plan to make the Parade self-sustaining, as it is presented on behalf of the Village of Lombard, and is the final event in Lilac Time. We are instituting entrance fees for commercial units and politicians, and requesting sponsorships from local businesses to defray the cost of other units. As of this revision we have received a commitment for one sponsor and are holding "Dine Out" fundraisers at 5 local restaurants.

**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 type="checkbox"/> Yes            | <input checked="" type="checkbox"/> No |

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

The Parade kicks off at 1:30 on Main and Wilson, runs north to Maple then turns east to Craig Place. The entire parade usually runs 3 – 4 hours.

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

Grant funds will be used to support all expenses of the Parade; honorariums paid to our parade participants, advertising expenses, and recognition expenses.

- 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)?

We are focused on a family oriented and quality Parade and are always actively seeking new Parade participants to maintain the high reputation of the Lilac Parade, thereby attracting additional visitors. We've incorporated use of social media (i.e. Facebook) to increase the amount of possible participants as well as spectators for the Parade without the need to spend more on advertising. Each year we attempt to add new and interesting units to the parade as well as to have returning favorites to entertain the Parade watchers.

**LOCATION**

Provide the location of the event or project. If a location has not been secured, list the venue(s) being proposed or considered.

Kicks off at Main and Wilson; heads north on Main St. to Maple and east on Maple to Craig Place. Due to the number of Parade units, the Committee has always organized event set-up areas with local schools and businesses.

### **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.

The Parade Committee meets once a month beginning 9 months in advance of Parade Day. Parade applications are due 1 month prior to the event. Parade line-up is finalized 2 weeks prior to the Parade.

### **IMPACT**

- 1) Please describe how the event or program will promote overnight stays and/or tourism within the Village of Lombard.

The Parade is the final event of the Lilac Festival. Although only one afternoon in length, out of town guests may come in early to experience other events and stay until the Parade.

- 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?

Businesses along the Parade route (Main St.) most likely receive more customers than any other Sunday of the year (i.e. Dairy Queen, Gianario's, Senor Jalapeno's, Seven Eleven, etc.) Our draw to the Parade is due mostly in part to the family and/or friends of the Village residents. The Parade draws visitors from throughout the Chicagoland area and beyond.

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

The Parade is open to the general public and is geared towards quality, family fun entertainment. Anticipated attendance is over 16,000.

- 4) Please describe any collaborative arrangements developed or anticipated with other organizations or the Village of Lombard to fund or otherwise implement the project (including in-kind donations).

The Parade Committee receives the service of the local schools and businesses for the use of their property for Parade unit setup. We encourage local businesses to sponsor Parade units. The Parade has worked and will continue to work with community organizations (i.e. Jaycee's, Boy Scouts/Girl Scouts, schools and churches) to provide Parade Day support. We have implemented a participation fee for commercial business and seated politicians. The Village of Lombard provides police support, Public works provides Port-a-Potties and street sweepers, and Park District provides bleachers. Overall the Lilac Parade is a community endeavor to promote the Village of Lombard.

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).

The Parade Committee advertises via a Parade website, social media (Facebook), newspaper ads/interviews. In addition, during Lilac Time, we advertise using flyers, yard signs and banners placed throughout the Village.

**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:

Click here to enter text.

**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:	Ellyn Murphy		
Title or office held:	Co-Chairperson	Date:	12/11/2014

Revised 2/3/15

Signature: \_\_\_\_\_

# 2015 Fundraising

## Lilac Parade Committee

- A) Goal - \$28,000
- B) To provide complete funding for the 2015 Lombard Lilac Parade
- C) How
  - a. Village of Lombard Grant - \$23,000
  - b. Estimated Donor/Sponsor Total = \$5,200
    - i. Major Donors - \$3,000
      - 1. Famous Liquors – commitment \$1,000
      - 2. McDonald's – undetermined at this time, estimated \$1,000
      - 3. Elmhurst Memorial Healthcare – in negotiations requested \$1,000
    - ii. 2014 donors – (Anticipated 2015 based on 2014) \$600
      - 1. Culvers –\$200
      - 2. Smoke Palace - \$100
      - 3. Mike's Market - \$100
      - 4. Punky's - \$100
      - 5. Gianorio's Pizza - \$100
    - iii. Dine Out to Help Out – Estimates (\$750)
      - 1. Culvers - \$60
      - 2. Rock Bottom - \$400 (based on 2014 results)
      - 3. Panda Express - \$60
      - 4. Buona Beef - \$60
      - 5. Sweet Tomatoes - \$75
      - 6. Buffalo Wild Wings - \$100
    - iv. Resident Donors - \$100
    - v. Application Fees - \$750
- D) Timeline
  - a. All donations will be collected by May 15, 2015
  - b. 6 Dine Out events will be held before May 15, 2015
  - c. Application fees will be collected by May 15, 2015

**2015 Budget      2015 Actual**

\$	100.00	\$	-
\$	500.00		
\$	-		
\$	28,000.00	\$	-
\$	2,600.00	\$	-
\$	750.00	\$	-
\$	(858.83)	\$	(858.83)
\$	31,091.17	\$	-
\$	30,232.34	\$	(858.83)

\$	25.00
\$	725.00
\$	1,150.00
\$	900.00
\$	1,200.00
\$	-
\$	190.00
\$	1,500.00
\$	18,450.00
\$	830.00
\$	200.00
\$	200.00
\$	150.00
\$	175.00
\$	1,000.00
\$	1,000.00
\$	565.00
\$	170.00
\$	28,430.00

\$ (858.83)

	2013 Budget	2013 Actuals	2014 Budget	2014 Actual
	\$ -	\$200.00	\$ 200.00	\$ 472.00
	\$ 5.00	\$ 4.18	\$ 4.00	\$ -
	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00	\$ 10,841.86
	\$ -	\$ -	\$ 200.00	\$ 640.00
	\$ -	\$ -	\$ 500.00	\$ 700.00
	\$ 10,454.00	\$ 7,431.42	\$ 13,115.00	\$ 9,586.13
	\$ 25,005.00	\$ 25,204.18	\$ 25,904.00	\$ 12,653.86
	\$ 35,459.00	\$ 32,635.60	\$ 39,019.00	\$ 22,239.99
	\$ 35.00	\$ 25.00	\$ 35.00	\$ 25.00
	\$ 200.00	\$ -	\$ -	\$ 525.00
	\$ 2,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,050.00
	\$ -	\$ 787.00	\$ 800.00	\$ 786.00
	\$ -	\$ -	\$ 0	\$ -
	\$ -	\$ 66.00	\$ -	\$ -
	\$ 150.00	\$ 140.62	\$ 175.00	\$ 172.88
	\$ 1,995.00	\$ 1,078.81	\$ 1,400.00	\$ 1,476.80
	\$ 22,000.00	\$ 16,175.00	\$ 17,875.00	\$ 16,775.00
	\$ 1,000.00	\$ 830.00	\$ 830.00	\$ 814.00
	\$ -	\$ 200.00	\$ 200.00	\$ -
	\$ 300.00	\$ 200.00	\$ 200.00	\$ -
	\$ 350.00	\$ 90.00	\$ 200.00	\$ 105.00
	\$ 250.00	\$ 77.76	\$ 100.00	\$ 168.31
	\$ 800.00	\$ 1,106.36	\$ 1,100.00	\$ 180.30
	\$ 1,500.00	\$ 600.00	\$ 600.00	\$ 600.00
	\$ 340	\$ 553.04	\$ 555.00	\$ 258.14
	\$ 200	\$ 119.88	\$ 120.00	\$ 162.39
	\$ 31,120.00	\$ 23,049.47	\$ 25,190.00	\$ 23,098.82
	\$ 9,586.13			\$ (858.83)