

**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 Historical Society	Name of event:	Lilac Time Advertising
Date of event:	4/1/2014	Event location:	Lilacia Park, Victorian Cottage, and Carriage House
Contact person:	Alison Costanzo	Title:	Victorian Site Coordinator
Business address:	23 W. Maple Street	City & Zip:	Lombard 60148
Telephone:	630-936-3404	E-mail address:	alisoncostanzo@att.net
Estimated attendance:	200	Estimated hotel stays:	1
Method for estimating attendance:	Visitor count and bookings		

- 1) Please summarize the advertising and marketing placed to promote the event. Please attach examples of event marketing pieces and advertisements.

Our 1/6 page Lilac Time advertisement was in the April/May issue of Horticulture Magazine which has 84,000 subscribers most of whom live in the Midwest. We also sent out an advertorial that was sent to 70,000 of Horticulture Magazine electronic subscribers which was hot-linked to our website, and at the end of April the magazine sent out a dedicated e-blast featuring our advertisement.

- 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?

This year's Lilac Time was busier than ever and we had many groups and individuals attend our lilac tours. Various groups were from out of town including garden clubs from Lake In The Hills, Rolling Meadows and Greyslake. When asked at the time of booking a handful of garden clubs and a number of individuals saw the advertisement in Horticulture Magazine.

We also partnered with the Westin where we received a landing page on their website on which our advertisement was shared and we received a special room rate that was shared on our website in hopes of drawing in guests to stay in Lombard. Unfortunately several other organizations in Lombard also had pre-arranged special rates during this time and as those rates were lower then ours only booking was made with our rate. Perhaps next year all organizations could be offered the same special Lilac Time rate but with different codes for each organization.

- 3) How did the actual outcomes of the program or event compare to your original expectations?

into unimaginably small pieces. The whole process of decomposition is quite complex, with everything from beetles, worms, fungi—and bacteria—all playing a part. This is where the meaning of the soil food web becomes clear. All forms of soil life are interdependent. If we kill one link in that chain, we upset the natural balance. For example, one application of a fungicide will kill all fungi. Fungi are the primary decomposers in the soil, ahead of even bacteria. Without them, nutrients are locked up and unusable by plants, and pathogens can multiply.


#### SUPPORTING BACTERIA

Bacteria can be divided into two basic types: those that need oxygen (aerobic bacteria) and those that cannot exist where oxygen is present (anaerobic bacteria). Most beneficial bacteria are aerobic, which is why well-aerated soil is best. That much-loved “earthy” smell of freshly turned moist and healthy soil, for example, comes from the activity of *Actinomyces* bacteria. These little critters, which have been described as looking like a cross between bacteria and fungi, grow convoluted filaments that resemble fungal hyphae. They also need moisture, but not too much.


Soils that become anaerobic, or airless, cannot support beneficial bacteria. This can be caused by compaction or flooding. Com-

**VISIT THE HISTORIC TREASURES LOMBARD MAKE A WEEKEND OF IT!**

**LILAC HERITAGE TOURS**  
Enjoy a guided tour of historic Lilacia Park featuring more than 200 lilac cultivars and 20,000 tulips. Tours are provided by the Lombard Historical Society and are \$3 per person.



**SHELDON PECK  
HOMESTEAD**  
c. 1839  
355 E. Parkside Ave.



**VICTORIAN  
COTTAGE  
MUSEUM** c. 1882  
23 West Maple St.

Lombard, IL • 630-629-1885  
[www.lombardhistory.org](http://www.lombardhistory.org)  
Design by: Louisa Ellingsen of Ellingsen Design




**When you use the original, it shows.**

Bio-tone® Starter Plus starts plants off right. With beneficial microbes and mycorrhizae, it nourishes plants for stronger roots, faster growth, and bigger blooms. Simple to use and safe for kids and pets, it's no wonder Espoma has been #1 in organics for over 85 years!


**SINCE 1929**  
**Espoma**  
**ORGANIC**  
A natural in the garden since 1929.

[www.espoma.com](http://www.espoma.com)

**Newly Improved...**



**Easy Mole Trap™**  
Easy to Use • Effective  
Heavy Duty Construction • Safe



**Oasis Tree Watering Bag™**  
Zip it Up, Fill it Up and Let it Soak  
Available from your local lawn and garden source or contact us at:  
[www.aroundthehome.com](http://www.aroundthehome.com)  
[info@aroundthehome.com](mailto:info@aroundthehome.com)  
800-875-5707

VISIT THE  
**HISTORIC  
TREASURES**  
of  
**LOMBARD**

**MAKE A  
WEEKEND  
OF IT!**

### LILAC HERITAGE TOURS

Enjoy a guided tour of historic  
Lilacia Park featuring more than  
200 lilac cultivars and 20,000 tulips.  
Tours are provided by the Lombard  
Historical Society and are \$3 per person.



*Celebrating 175 Years 1839-2014*

**SHELDON PECK  
HOMESTEAD**

c. 1839

**355 E. Parkside Ave.**



**VICTORIAN  
COTTAGE**

MUSEUM c. 1882

**23 West Maple St.**

Lombard, IL • 630-629-1885

[www.lombardhistory.org](http://www.lombardhistory.org)

*Design by: Laura Ellingsen of Ellingsen Design*