

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

GENERAL INFORMATION

Organization:	Lombard Garden Club, Inc.		
Name of event:	Lilac Sale 2020		
Date of event:	5/7/2020	Event location:	Lilacia Park
Contact person:	Sharon Rakowski	Title:	Grant Writer
Business address:	PO box 885	City & Zip	Lombard 60148
Telephone:	630-805-2405	Email:	sharonsrakowski@gmail.com

PROJECT OVERVIEW

Total cost of the project:	\$6635.00
Cost of city services requested in this application (if any):	\$0
Total funding requested in this application:	\$2000.00
Percent of total project cost being requested:	30%
Anticipated attendance:	1100
Anticipated number of overnight hotel stays:	unknown

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

The Lombard Garden Club's annual Lilac Sale is the 3-day sale of lilac bushes and trees during the Village's Lilac Time. The sale is a Lombard tradition dating back more than 40 years. In 2020, the Lilac Sale will take place May 7 through May 9, 2020.

ORGANIZATION

Number of years that the organization has been in existence:	93 years since the Founding of the Club and 10 years since incorporation as a non for profit organization.
Number of years that the project or event has been in existence:	At least since 1978; records prior to that year are incomplete.
Number of years the project has been supported by Village of Lombard funds:	3
How many years does the organization anticipate it will request grant funding?	2

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

The Club was organized in 1926 and incorporated as a Not for Profit in 2009; it has remained with its stated goals as found in the Constitution: "The Object of this Club shall be to promote an interest and to beautify the landscape of our community." To raise the necessary funds to meet these goals the Club has held successful lilac sales since 1978. The costs of the lilacs, potting soil and containers has risen throughout the years, but the Club has been reluctant to raise the selling price of the lilacs, since the Sale is a long-established tradition within the Village. The Sale attracts homeowners and gardeners from throughout the region. Although there are customers from Michigan, Wisconsin and Indiana, many of the repeat sales are to Lombard families who return year after year for their Mother's Day gift for Mom or Grandma. Even people who move out of Lombard continue to return to purchase lilacs. The Club is confident that it can continue to make the Sale a success in the future. The Grant is being requested so prices can be kept within the reach of Lombard families and competitive enough to attract out of state customers. These additional funds will also allow the Club to fund and expand its many community projects.

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:

The profit from the Lilac Sale is used as follows:

- College scholarships for Lombard students;
- Monthly educational programs open to Club members and the public at no charge. In addition to gardening and landscaping topics, programs feature environmental issues and conservation;
- Purchase of materials for public gardens in the Village: Sheldon Peck Homestead; Butterfly Garden in Lilacia Park; Maple Street Chapel; Helen Plum Library;
- Support of the vegetable garden at Parkview Elementary School;
- Annual donation to the Lombard Park District in recognition of their help with the Lilac Sale. This includes storing the plants after potting and monitoring the well-being of newly-potted bushes.

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

The project is self-sustaining. However, due the increasing costs of the lilacs and materials, fees for the monthly educational programs, and rent for the meeting room, we are seeking grand funding so the club can continue to sell the lilacs at a reasonable price while the commitment to community projects remains and increases.

PROJECT DESCRIPTION

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

Have you requested grant funding in the past?

Yes No

If yes, provide grant awards for past 5 years:

2019 - \$2000.00
2018- \$2000.00
2017 - \$2000.00

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

Lilacs are ordered in the fall prior to the spring Sale. When they are received from the grower in the spring, approximately 25 club members sort, trim and pot the bare root plants about 6 weeks prior to the Sale. Potting soil and containers are purchased through the Park District. The plants are stored behind the Park District Greenhouses until sale time. The Lilac Sale, held in Lilacia Park, begins at 3 p.m. on the Thursday prior to Mother's Day and ends when the last plant is sold; this can be Friday or Saturday, depending on the weather and number of customers. By the end of the Sale, nearly every one of the 68 Club members has donated time and expertise to make the Sale a success. The Club continues to order more lilacs than the previous year, in order to meet increased demand.

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

The funds will go toward the purchase of the lilacs.

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)?

Additional lilacs have been ordered to extend the hours/days of the Sale. More specialty cultivars have been added to attract customers. Credit cards sales are now available, as well as cash and checks.

LOCATION

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

Lilacia Park

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.

Fall 2019 - Lilacs were ordered.
April 2020 - Lilacs will be received, sorted, labeled and potted.
May 7, 2020 - Sale held from 3 p.m. - 7 p.m.
May 8, 2020 - Sale held from 9 a.m. - 5 p.m..
May 9, 2020 - Sale held from 9 a.m. until last lilac is sold.

IMPACT

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

Again, in 2019, we attracted buyers from Indiana, Michigan and Wisconsin, as well as from all over Illinois. Because the buyers come into downtown Lombard during Lilac time, we invite them to tour Lilacia Park, participate in other events and suggest eating places. Every year, in addition to the common "purple" lilac, we offer at a competitive price a selection of 17 - 20 cultivars which are difficult for gardeners to find elsewhere.

- 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

The Lilac Sale is the primary draw for many of the customers making the trip to Lombard. Since it occurs at Lilac Time, we encourage them to tour the Park and take advantage of the nearby eating options. The Sale attracts customers outside the local market by advertising in Garden glories, the quarterly periodical of the Garden Clubs of Illinois. Notification is also sent to every Garden club that is a member of Garden Clubs of Illinois (over 150 Clubs). In addition, the Sale is advertised in the Chicagoland Gardening periodical, which has a distribution in the 6-county area including Chicago, suburbs and semi-rural areas.

audience?

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

The target audience is homeowners and gardeners. It is difficult to gauge the attendance but we estimate 1100 people, because couples or entire families come to purchase one or two lilac bushes. There will be a total 450 plants for sale, which indicates an estimate of just over 2 buyers per bush.

- 4) Please identify and detail the estimated cost of any Village of Lombard services anticipated as part of the event (e.g., Police, Public Works, barricades, etc.). For each cost, confirm whether the costs for such services be reimbursed to the Village or are requested to be covered under this grant.

Employees from Public Works set up signage regarding parking and also help carry lilac plants to vehicles. The Village is not reimbursed under this grant.

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

There are none, other than the assistance from the Park District and Club members providing services at no cost.

- 6) 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).

Local Newspapers: Lombardian, Daily Herald, Suburban News for Lombard
Online Newspapers: Glen Ellyn Patch, Triblocal, Daily Herald, Plan It Life, Spin Go
Monthly Magazines: Chicagoland Gardening (online and print), Glancer Magazine
Quarterly Magazine: Garden Glories
ONLINE
Lombard Garden Club: www.lombardgardenclub.org
Lombard Facebook Public Sites: "Anyone that Ever lived in Lombard," "Happenings in Lombard,"
"Lombard Forward," "Lombard," "Lombard Garden Club Evening Group"

MISCELLANEOUS

Weekly Free Coffee News and Restaurant Handouts

Direct email to each of the 166 Garden Clubs affiliated with Garden Clubs of Illinois, Inc.

Inclusion in "Lilac Time" brochure produced by 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:

Since the Club's gross receipts are under \$50,000.00 it is not required to file the Federal form 990. A 990N is filed electronically. A copy of the receipt for the 990N is attached.

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:	Cynthia B. Ward		
Title or office held:	President, Lombard Garden Club, Inc.	Date:	11/22/19

Signature: Cynthia B. Ward

**LOCAL TOURISM GRANT PROGRAM
DETAILED BUDGET**

Event: Lilac Sale Date: 11/22/19

Organization: Lombard Garden Club, Inc.

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 2018	ACTUAL 2019	ANTICIPATED
Lombard Tourism Grant	\$2000.00	\$2000.00	\$2000.00
Sale of Lilacs	\$12,772.00	\$13,594.32	\$13,870.00
Total Income	\$14,772.00	\$ 15,594.32	\$15,870.00

EXPENSES: Include an itemized list of all actual and estimated project expenses (advertising, supplies, labor, rentals, insurance, materials, entertainment, other expenses)

ITEMIZED EXPENSES	ACTUAL 2018	ACTUAL 2019	ANTICIPATED
Refreshments	\$0	\$0	\$35.00
Lilac Bushes	\$3737.50	\$3822.77	\$4040.00
Containers	\$659.53	\$380.75	\$420.00
Garden Mix	\$360.00	\$430.54	\$450.00
Ribbons for tagging bushes	\$-0-	\$116.57	\$100.00
Sales Tax	\$1035.67	\$1125.00	\$1140.00
Donation to Lombard Park Dist	\$450.00	\$450.00	\$450.00
Total Expenses	\$6242.70	\$6325.63	\$6635.00

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 2018	ACTUAL 2019	ANTICIPATED
Estimated value of in-kind contributions (explain)	\$1900.00 (total for 1900 volunteer hours)	\$1900.00 (total for 1900 volunteer hours)	\$1900.00 (total for 1900 volunteers hours)

@ \$10.00/hour	@ \$10.00/hour	@ \$10.00/hour
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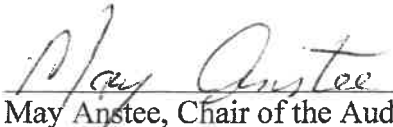
LOMBARD GARDEN CLUB ANNUAL TREASURER REPORT - APRIL 1, 2019

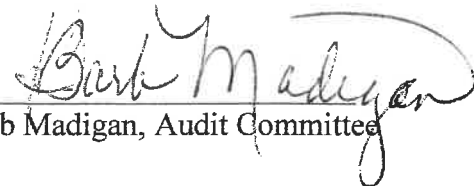
INCOME:			
Membership Dues		\$	1,685.00
April and December Luncheons		\$	2,635.00
Lilac Sale		\$	12,419.50
Village of Lombard Tourism Grant		\$	2,000.00
Garden Walk Tickets		\$	53.00
Donation - Garden Walk Attendee		\$	25.00
Award - GCI Award to Peck Garden Project		\$	50.00
TOTAL:		\$	<u>18,867.50</u>
EXPENSES: ACTIVITIES AND OUTREACH			
Programs		\$	2,031.50
April and December Luncheons		\$	2,405.09
Garden Walk		\$	37.71
Scholarship		\$	1,000.00
Conservation and Environment		\$	62.06
Civic - Park View School Garden		\$	200.00
Plum Library Plant Maintenance		\$	18.96
Maple Street Chapel Garden		\$	21.51
Lilacia Park Butterfly Garden		\$	67.30
Peck Homestead Garden		\$	202.78
Ways and Means - Lilac Sale		\$	5,055.04
Sales Tax - Lilac Sale		\$	1,035.67
Donation to Lombard Park District for Lilac Sale Assistance		\$	450.00
TOTAL:		\$	<u>12,587.62</u>
EXPENSES: OPERATING			
Membership		\$	26.49
House Committee		\$	29.53
Year Book		\$	437.50
Publicity and Web Site		\$	187.65
Ways and Means - Not Lilac Sale		\$	116.57
Meeting Space Rent		\$	1,260.00
Post Office Box Rent		\$	80.00
President Expense		\$	82.82
Insurance and Legal		\$	356.00
Incorporation Renewal Fee		\$	10.00
TOTAL:		\$	<u>2,586.56</u>
EXPENSES: GCI FEDERATION			
GCI District II Dues		\$	10.00
GCI Membership Dues		\$	402.00
GCI Delegates Meeting Expense		\$	150.00
Lincoln Memorial Garden Donation		\$	25.00
TOTAL:		\$	<u>587.00</u>

SUMMARY:		
Balance on Hand April 1, 2018		\$ 38,867.24
Income 2018-2019		\$ 18,867.50
Total:		\$ 57,734.74
Expenses 2018-2019		\$ 15,761.18
Total Less Expenses		\$ 41,973.56
Checkbook Balance March 31, 2019		\$ 29,905.03
Reserve		\$ 10,585.79
Total Balance March 31, 2019		\$ 40,490.82
Balance on Hand April 1, 2018		\$ 38,867.24
Operating Gain for Year		\$ 1,623.58

Lombard Garden Club Auditors' Report April 22, 2019

We have examined the Lombard Garden Club's financial records for fiscal year 2018-2019 and have found all to be in order.


May Anstee, Chair of the Audit Committee


Barb Madigan, Audit Committee

**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 Garden Club, Inc.	Name of event:	Lilac Sale 2019
Date of event:	5/9/2019	Event location:	Lilacia Park
Contact person:	Sharon Rakowski	Title:	Grant Writer
Business address:	PO Box 885	City & Zip:	Lombard IL 60148
Telephone:	630-805-2405	E-mail address:	sharonsrakowski@gmail.com
Estimated attendance:	1100	Estimated hotel stays:	unknown
Method for estimating attendance:	Previous years		

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

Lombard Garden Club, Inc. Web page
 Chicagoland Gardening monthly magazine - online and hard copy
 Garden Glories - quarterly periodical of Garden clubs of Illinois. Emails are sent to every Garden Club that is a member of Garden Clubs of Illinois. These two efforts target people outside a 50 miles radius.
 Newspapers, online sites and Facebook sites (see attached list)
 Flyers handed out at Lombard Metra station

of event marketing pieces, advertisements and attribution given to the Village grant program.

- 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?

The Lilac Sale was very successful and nearly sold out the first day, despite it being cool and rainy. A small number of lilacs were available on the second day of the sale. With the sale starting on Thursday, it was expected that people stayed in the Lombard area for the

weekend and enjoyed many other Lilac Time events. With the Tourism Grant, we were able to purchase additional cultivars and better potting soil, which we expect added to successful planting of the shrubs. These factors increase the popularity of the sale and desirability of coming to Lombard for Lilac Time.

- 3) How did the actual outcomes of the program or event compare to your original expectations? How did the event compare to the proposal and concept as initially presented to the Village?

The Lilac Sale exceeded expectations by selling out so quickly. It was also gratifying to see many returning buyers and those from different municipalities and other states.

- 4) Summarize how the program performed from a budgetary standpoint and describe how the program and any proceeds from the event were supportive of the organization, other local groups, initiatives or the community at large.

Due to the support of the Village and Tourism Bureau, we are able to increase the Club's scholarships and have additional funds to beautify, repair and maintain various locations in Lombard that are supported by the Garden Club. These include the Sheldon Peck House Garden, Lombard Cemetery, Historical First Church of Lombard, Helen Plum Library and Butterfly Garden in Lilacia Park.

5) Describe your organization's long-term plans for funding this project or event.

The long terms plans for funding this event continue to be Garden Club member support in preparing for and running the Lilac Sale, revenue from increased number of customers and the Tourism Grant.

SUBMISSION INSTRUCTIONS

Please submit the completed form **within 90 days of the event completion** to Nicole Aranas, Assistant Village Manger, by e-mailing aranasn@villageoflombard.org or returning to 255 E. Wilson Avenue, Lombard, IL 60187.

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: NOV 12 2010

LOMBARD GARDEN CLUB INC
C/O MAY ANSTEE
219 W MAPLE ST
LOMBARD, IL 60148-2515

Employer Identification Number:
27-3271087
DLN:
17053245322000
Contact Person:
MELISSA D TRUSTY ID# 31657
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
March 31
Form 990 Required:
Yes
Effective Date of Exemption:
September 21, 2009
Contribution Deductibility:
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax-exempt status we have determined that you are exempt from Federal income tax under section 501(c)(4) of the Internal Revenue Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Please see enclosed Publication 4221-NC, Compliance Guide for Tax-Exempt Organizations (Other than 501(c)(3) Public Charities and Private Foundations), for some helpful information about your responsibilities as an exempt organization.

Sincerely,



Robert Choi
Director, Exempt Organizations
Rulings and Agreements

Enclosure: Publication 4221-NC

Letter 948 (DO/CG)

Department of the Treasury
Internal Revenue Service

for Tax-Exempt Organization not Required to File Form 990 or 990-EZ

2018

Open to Public Inspection

A For the **2018** Calendar year, or tax year beginning **2018-04-01** and ending **2019-03-31****B** Check if available Terminated for Business Gross receipts are normally \$50,000 or less**C** Name of Organization: **LOMBARD GARDEN CLUB INC****PO Box 885, Lombard, IL,****US, 60148****D** Employee IdentificationNumber **27-3271087****E** Website:**lombardgardenclub.org****F** Name of Principal Officer: **Cynthia Ward****PO Box 885, Lombard, IL,****US, 60148**

Privacy Act and Paperwork Reduction Act Notice: We ask for the information on this form to carry out the Internal Revenue laws of the United States. You are required to give us the information. We need it to ensure that you are complying with these laws.

The organization is not required to provide information requested on a form that is subject to the Paperwork Reduction Act unless the form displays a valid OMB control number. Books or records relating to a form or its instructions must be retained as long as their contents may become material in the administration of any Internal Revenue law. The rules governing the confidentiality of the Form 990-N is covered in code section 6104.

The time needed to complete and file this form and related schedules will vary depending on the individual circumstances. The estimated average times is 15 minutes.

Note: This image is provided for your records only. Do Not mail this page to the IRS. The IRS will not accept this filing via paper. You must file your Form 990-N (e-Postcard) electronically.

Local Newspapers: the Lombardian, the Daily Herald and Suburban News for Lombard

Online Newspapers: Glen Ellyn Patch, Triblocal, Daily Herald, Plan It Life, Spin Go

Monthly Magazines: Glancer Magazine

Quarterly Magazines: Garden Glories

ONLINE

Lombard Garden Club Webpage www.lombardgardenclub.org

Lombard Facebook Public Sites: "Anyone That Ever Lived in Lombard," "Happening in Lombard,"
"Lombard Forward," "Lombard," "Lombard Garden Club," "Lombard Garden Club Evening Group,"

MISCELLANEOUS

Weekly Free Coffee Talk and Restaurant Handouts

Direct email to each of the 166 Garden Clubs affiliated with Garden Clubs of Illinois, Inc.

Lombardian

A LOMBARD NEWSPAPER FOR LOMBARD PEOPLE

**ecrws Postal Customer

Vol. 61 No. 15

Thursday, April 11, 2019

60¢





50 years and counting

On Tuesday, April 2, over 30 Lombard Garden Club volunteers met at Lilacia Park to prune and pot the 450 Lilac bushes offered for sale at the club's 50th Anniversary Lilac Bush Sale. The dates of the sale are Thursday, May 9, 3-7 p.m.; Friday, May 10, 8 a.m. to 5 p.m.; and Saturday, May 11, 8 a.m. until sold out. Choices go quickly and every year all the bushes and trees are sold out. Despite the cold weather, these volunteers worked until the pots were all filled and ready to be sold. Lombard Park District workers helped by making a huge enriched dirt pile and, as the pots were filled, carted the potted lilacs to their location for sale day. Check the Lombard Garden Club website at www.lombardgardclub.org for photos of the lilac bushes in the sale.

STEVE SPODEN PHOTOS Lombard

celebrating

60

years
1959-2019

STAFF REPORTER

Legislation prompted by state Rep. Terra Costa Howard to allow local governments more flexible use with hotel-motel revenues has passed in both the House and Senate.

Senate Bill 1217 would allow non-home-rule governments such as Lombard to use a portion of that tax revenue for infrastructure and economic development, according to Lombard's Director of Finance Tim Sexton.

He explained that currently, state law says non-home-rule municipalities must use 100 percent of hotel-motel revenues to "promote tourism and overnight visitors" within that municipality.

However, he added, "Home rule [communities] have no restrictions on how they can spend the money."

One example of how Lombard used that revenue, for instance, was to pay for the shuttle buses to and from the

Sexton said the legislation is a compromise of sorts, in that if Lombard takes in roughly \$2 million a year in hotel taxes, up to \$500,000, or 25 percent, could be spent on such projects as streets, water and sewer repair/improvement (infrastructure), or provide performance-based economic incentive agreements, such as one provided to Mariano's when it considered building on the former Kmart property (economic development).

The bill, he added, "frees up some of that money."

"This bill gives towns and villages in DuPage County the flexibility they need to invest in much-needed infrastructure repairs," Costa Howard said in a statement. "We can't expect to attract conventions and tourists if our roads and bridges are not in good shape. I am proud to have passed this bipartisan legislation, which allows local governments to invest in our communities and create jobs while

Sexton said several other municipalities will benefit, adding, "The other one I know would be affected significantly is Itasca."

"The Village of Lombard is excited and thankful that this legislation is progressing to becoming law," said Lombard Village President Keith Giagnorio in the statement. "This law would allow the Village of Lombard to allocate more resources toward the attraction of new developments throughout the community, including the area around Yorktown Mall."

"Our local economy is heavily based on retail business, which is facing the challenge of online sales. This legislation would help us maintain our status as a regional shopping and tourism destination and would improve our bottom line by encouraging new business."

Sexton said the bill is headed to Gov. J.B. Pritzker's desk and if he signs it, the legislation would become effective immediately.

Lilac sale an early sellout



The Lombard Garden Club's 50th annual Lilac Sale was a huge success this year, having quickly selling all 450 lilac bushes and 10 trees by 12:30 p.m. on the second day of the three day sale. This was the earliest the sale has ever been completely sold out. Before the last bush was sold, 2019 Lilac Queen Madison Crowe was presented a lilac bush as a gift from the club. Queen Madison is pictured holding the lilac with her mother, Susie Denz (far right), and club Ways and Means chairmen Rose Roth (left) and Velta Kopacek.

PHOTO COURTESY CYNTHIA WARD Lombardian

LOMBARDIAN MAY 30 2019