

**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:	5/15/2016	Event location:	Main & Wilson to Maple & Craig Pl.
Contact person:	Ellyn Murphy	Title:	Chairperson
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:	\$52,822
Cost of city services requested in this application (if any):	\$20,007
Total funding requested in this application:	\$37,007
Percent of total project cost being requested:	70%
Anticipated attendance:	16,000
Anticipated number of overnight hotel stays:	

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 2016 is "time machine". 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:	49
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 62nd parade & the 49th that this committee has presented.

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 have instituted entrance fees for commercial units and politicians, and are 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 2 local restaurants. For 2016 we are trialing two additional fundraisers; an Adults only Easter Egg hunt and a Parade Wine Walk to be held at the beginning of Lilac Time.

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.

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. The day after the parade there is a debriefing meeting to discuss what went right or wrong & where we can improve in the future. Additional meetings may be held as necessary.

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. Many families in town host parties and barbeques on parade day.

- 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, Gianorio'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 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).

Overall the Lilac Parade is a community endeavor to promote the Village of Lombard. 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. Details of the village support and in kind donations are in the Finance section.

- 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), and newspaper ads/interviews. We have placement in the Lilac Time brochure published by the Park District and in the Lombard Pride. 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:

As of 12/16/15 we have not received our 2014 990 back from the accountant. We will forward it as soon as we receive it.

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 F. Murphy

Title or office held:	Chairperson	Date:	12/16/2016
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Signature: *Ellyn F Murphy*

**LOCAL TOURISM GRANT PROGRAM
DETAILED BUDGET**

Event: Lombard Lilac Parade Date: 05/15/16

Organization: Lombard Lilac Festival Parade Committee

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	ACTUAL	ANTICIPATED
Lombard Tourism Grant	\$	\$	\$
(See Attached)			
Total Income	\$	\$	\$

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

ITEMIZED EXPENSES	ACTUAL	ACTUAL	ANTICIPATED
	\$	\$	\$
Total Expenses	\$	\$	\$

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	ACTUAL	ANTICIPATED
Estimated value of in-kind contributions (explain)	\$	\$	

Lombard Lilac Festival Parade

	2014 Actual	2015 Actual	2016 Budget
Income			
Donation-Business & personal	\$ 472.00	\$ 482.00	\$ 300.00
Restaurant Fundraisers		\$ 1,122.32	\$ 500.00
Egg Hunt Fundraiser			\$ 500.00
Parade Wine Walk Fundraiser			\$ 6,000.00
Interest Income		1.98	\$ 2.00
Other Income	Village Grant \$ 10,841.86	\$ 23,500.00	\$ 17,000.00
Sponsorship	Various Sponsors \$ 640.00	\$ 3,700.00	\$ 3,700.00
Application Fees	\$ 700.00	\$ 1,000.00	\$ 1,000.00
Carry-Over (from previous year)	\$ 9,586.13	\$ (858.83)	\$ 3,034.03
Revenue	\$ 12,653.86	\$ 29,806.30	\$ 29,002.00
Total Revenue	\$ 22,239.99	\$ 28,947.47	\$ 32,036.03
Expenses			
Annual Fee	\$ 25.00	\$ 15.00	\$ 15.00
Administration	\$ 525.00	\$ 525.00	\$ 1,500.00
CC Administration			\$ 500.00
Auto	\$ 1,050.00	\$ 1,050.00	\$ 1,150.00
Banners	\$ 786.00	\$ 996.00	\$ 900.00
Marshal Shirts	\$ -	\$ 1,137.74	\$ 600.00
Deluxe Checks	\$ -		\$ -
Egg Hunt Expenses (eggs;candy)			\$ 200.00
Flowers	\$ 172.88	\$ 194.85	\$ 200.00
Food	\$ 1,476.80	\$ 1,481.68	\$ 1,500.00
Honorarium	\$ 16,775.00	\$ 17,800.00	\$ 19,000.00
Insurance	\$ 814.00	\$ 814.00	\$ 850.00
Judges			\$ 200.00
Office Expense		\$ 15.63	\$ 200.00
Plaque and Ribbons	\$ 105.00	\$ 382.50	\$ 300.00
Postage	\$ 168.31	\$ 108.88	\$ 175.00
Printing and Reproduction	\$ 180.30	\$ -	\$ 1,000.00
Publicity	\$ 600.00	\$ 985.00	\$ 1,200.00
Utilities	\$ 258.14	\$ 263.28	\$ 300.00
Website	\$ 162.39	\$ 143.88	\$ 300.00
Total Expenses	\$ 23,098.82	\$ 25,913.44	\$ 30,090.00
Total Carry-Over To Next Year	\$ (858.83)	\$ 3,034.03	\$ 1,946.03
"IN-KIND" Estimates			
National University of Health Sciences	\$ 300.00	\$ 300.00	\$ 300.00
Ziedler Properties	\$ 150.00	\$ 150.00	\$ 150.00
Lombard Commons	\$ 150.00	\$ 150.00	\$ 150.00
Lombard Pharmacy	\$ 150.00	\$ 150.00	\$ 150.00
First United Methodist Church	\$ 100.00	\$ 100.00	\$ 100.00
Glenbard East	\$ 300.00	\$ 300.00	\$ 300.00
Xelkon	\$ 150.00	\$ 150.00	\$ 300.00
Park District	\$ 96.00	\$ 96.00	\$ 96.00
Lombardian	\$ 600.00	\$ 600.00	\$ 780.00
Comcast	???	???	???
Illinois Center for Broadcasting	\$ 400.00	\$ 400.00	\$ 400.00
IN-KIND Total	\$ 2,396.00	\$ 2,396.00	\$ 2,726.00
Village Costs			
Barricades	\$ 1,950.44	\$ 1,509.00	\$ 1,626.45
Police OT & Supplies	\$ 12,665.69	\$ 14,396.61	\$ 15,299.77
Public Works OT & Supplies	\$ 3,055.44	\$ 3,027.08	\$ 3,079.83
	\$ 17,671.57	\$ 18,932.69	\$ 20,006.05
Total Cost - Estimate			\$ 52,822.05

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 Lilac Festival Parade Committee	Name of event:	Lombard Lilac Parade
Date of event:	5/15/2016	Event location:	Main & Wilson
Contact person:	Ellyn Murphy	Title:	Chairperson
Business address:	PO Box 82	City & Zip:	Lombard, 60148
Telephone:	630-415-2079/ 630-330-5409	E-mail address:	lilacparade@yahoo.com ellynmur@msn.com
Estimated attendance:	16,000	Estimated hotel stays:	0
Method for estimating attendance:	1.5 mile route, 1 person/foot along the route, both sides		

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

Click here to enter text.

Click here to enter text.

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

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- 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.

Click here to enter text.

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

Click here to enter text.

SUBMISSION INSTRUCTIONS

First-time applicants - Please submit completed form and associated application documents on or before **December 17, 2016** to Nicole Aranas, Assistant Village Manger, by e-mailing aranasn@villageoflombard.org or by using the submit button below.