



Memorandum

TO: Scott Niehaus
Village Manager

FROM: Nicole P. Aranas
Assistant Village Manager

DATE: January 28, 2015

SUBJECT: Community Promotion & Tourism – Local Tourism Grant
Lombard Historical Society Lilac Time Advertising

The following is a recommendation from the Community Promotion & Tourism Committee for funding through the Local Tourism Grant Program for the Lombard Historical Society in an amount not to exceed \$1,050 for Lilac Time Advertising.

Grant Request: \$1,050

The Lombard Historical Society has requested a grant in the amount of \$1,050 to be used towards advertising of Lilac Time 2015. The Lombard Historical Society is requesting advertising funds to market Lilac Time through Horticulture Magazine in the print magazine, in the publication's e-newsletter and via an e-blast.

The advertisements through Horticulture Magazine would promote Lilac Time Heritage Tours of Lilacia Park, the Sheldon Peck Homestead and the Victorian Cottage as a weekend destination. The total amount of expenditures for the design and publication of the advertisements is \$1,400.

RECOMMENDATION:

The Community Promotion & Tourism Committee has recommended a Local Tourism Grant to the Lombard Historical Society in an amount equaling 75% of the design and advertising costs, up to \$1,050.

Please place this item on the consent agenda of the February 5, 2015 agenda of the Board of Trustees. If you have any questions, please feel free to contact me. Thank you.