

VILLAGE OF LOMBARD
REQUEST FOR BOARD OF TRUSTEES ACTION
For Inclusion on Board Agenda

Resolution or Ordinance (Blue) _____ *Waiver of First Requested*
 X Recommendations of Boards, Commissions & Committees (Green)
Other Business (Pink)

TO: PRESIDENT AND BOARD OF TRUSTEES

FROM: Scott Niehaus, Village Manager

DATE: February 10, 2021 (B of T) Date: February 18, 2021

TITLE: Local Tourism Grant Recommendation
Lombard Garden Club – Annual Lilac Sale

SUBMITTED BY: Nicole Aranas, Assistant Village Manager

BACKGROUND/POLICY IMPLICATIONS:

Attached please find information regarding a recommendation from the Community Promotion and Tourism Committee for approval of funding to the Lombard Garden Club towards their annual Lilac Sale, during Lilac time. The Committee is recommending approval of a grant of up to \$2,000 through the Local Tourism grant program.

Please place this item on the consent agenda for the February 18, 2021, Board of Trustees meeting.

Review (as necessary):

Village Attorney X _____ Date _____
Finance Director X _____ Date _____
Village Manager X _____ Date _____

NOTE: All materials must be submitted to and approved by the Village Manager's Office by 12:00 noon, Wednesday, prior to the Agenda Distribution.



Memorandum

TO: Scott Niehaus
Village Manager

FROM: Nicole P. Aranas *NPA*
Assistant Village Manager

DATE: February 10, 2021

SUBJECT: Community Promotion & Tourism Committee Recommendation
Local Tourism Grant – Lombard Garden Club – Lilac Sale

The following is a recommendation from the Community Promotion & Tourism Committee for funding through the Local Tourism Grant Program for the Lombard Garden Club in an amount not to exceed \$2,000 for their Lilac Sale, an annual three-day sale of lilac bushes and trees and Lombard tradition. The event is scheduled to take place from May 6-8, 2021.

Grant Request: \$2,000

The Lombard Garden Club has requested a grant in the amount of \$2,000 to be used towards the Lilac Sale to cover 32% of the total program costs of \$6,208. The Lombard Garden Club is requesting funds to cover costs including the cost of plants, potting soil and containers used for the cultivation of lilacs for this event. The sale attracts homeowners and gardeners throughout the region as well as customers from Michigan, Wisconsin and Indiana seeking multiple unique varieties of lilacs at competitive prices.

The Lombard Garden Club was awarded the same amount for their 2020 Local Tourism Grant. Due to COVID-19, the 2020 Lilac Sale was modified to be completed by online orders and scheduled pick-up times and appointments (versus an open public sale). If COVID-19 mitigations and precautions preclude the traditional multi-day public sale of lilacs which occurs in typical years, the Garden Club proposes to continue with the event in the same manner as 2020 (online orders and scheduled pick-ups rather than a multi-day public sale).

The grant request from Lombard Garden Club and event budget are attached for your review.

RECOMMENDATION:

The Community Promotion & Tourism Committee recommend a grant in an amount up to \$2,000 to the Lombard Garden Club, to be used towards the reimbursement of expenses relating to the annual Lombard Garden Club Lilac Sale.

Please place this item on the consent agenda of the February 18, 2021, agenda of the Board of Trustees. If you have any questions, please feel free to contact me. Thank you.

Attachment

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

GENERAL INFORMATION

Organization:	Lombard Garden Club, Inc.		
Name of event:	Lilac Sale 2021		
Date of event:	5/6/2021	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:	\$6207.54
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:	32%
Anticipated attendance:	1200
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 is the 3-day sale of lilac bushes and trees during the Village's Lilac Time held just prior to Mother's Day. The sale is a Lombard tradition dating back more than 40 years. In 2021, the Lilac Sale is planned for May 6 through May 8, 2021.

ORGANIZATION

Number of years that the organization has been in existence:	94 years since the founding of the Club and 11 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; record prior to that year are incomplete.
Number of years the project has been supported by Village of Lombard funds:	4
How many years does the organization anticipate it will request grant funding?	1

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

Approaching its 95th year in existence, the Club was organized and incorporated as a Not for Profit in 2009. It has remained with its stated goals as found in its 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 kept the selling price of the lilacs competitive, since the Sale is a long-established tradition within the Village. The Sale attracts homeowners and gardeners from through the region. Many of the repeat sales are to Lombard families who return year after year for the Mother's Day gift for Mom or Grandma. Even people who move out of Lombard continue to return to purchase lilacs. In addition, there customers come from Michigan, Wisconsin and Indiana. 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 issued 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 Garden, Butterfly Garden in Lilacia Park; Maple Street Chapel; Helen Plum Library;
- Support of the vegetable garden at Parkview Elementary school and expansion to other schools;
- 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 currently self-sustaining. However, due to increasing costs of lilacs and materials, fees for the monthly educational programs, and rent for the meeting room, we are seeking grant funding so the Club can continue to sell the lilacs at a reasonable price while the commitment to community projects remains and is expanded.

PROJECT DESCRIPTION

- | | | |
|---|---|--|
| 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 checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |
| Have you requested grant funding in the past? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |

2020 - \$2000.00

2019 - \$2000.00

2018 - \$2000.00

2017 - \$2000.00

If yes, provide grant awards for past 5 years:

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 early 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 in 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 additional lilacs, 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)?

Specialty cultivars have been added and additional shrubs of the most popular ones. As of the 2020 Sale, orders are taken online which offers buyers convenience in ordering/paying. Pickup is also pre-scheduled which alleviates waiting and allows an effective timetable for those who load purchases.

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 2020 – Lilacs were ordered

March/April 2021 – Lilacs will be received, sorted, labeled and potted.

May 6, 2021 – Sale/pickup held from 3 p.m. – 7 p.m.

May 7, 2021 – Sale/pickup held from 9 a.m. – 5 p.m.

May 8, 2021 – Sale/pickup 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.

The Sale continues to attract buyers from the region and surrounding states. Depending on pandemic guidelines on the dates of the sale/pickup, we will continue to invite buyers to tour Lilacia Park and take part in other Lilac Time events.

- 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?

The impact will depend on pandemic guidelines in effect at the time of the Sale. If Lilac Time is allowed, the impact will be positive, as it provides a well-known and appreciated reason to visit Lombard, starting with Lilacia Park. The Club is adding online marketing venues and the internet ordering widens the audience that can be reached; this provides potential new visitors to Lombard, even beyond the areas that have participated in the past.

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

The target audience is homeowners and gardeners and in general, people who wish to increase their knowledge of lilacs. It's difficult to determine an actual count for attendance, but we estimate 1100-1200 people, since couples or entire families come to purchase one or two lilac bushes. There will be a total of 450 shrubs and 10 trees 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

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

fund or otherwise implement the project (including in-kind donations).

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), Glancer Magazine

Quarterly Magazine: Garden Glories

ONLINE

Lombard Garden Club: www.lombardgardenclub.org

Facebook: Lombard Garden Club, "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 mail to 20 local garden clubs

Inclusion in "Lilac Time" communications produced by the Village

Notice on Village's electronic bulletin board

7) Funding for the Local Tourism Grant Program for 2021 is constrained. The Committee anticipates the possibility of reduced funding over prior year grant awards. What have you done to reduce the amount of funds your organization is requesting under this grant? If you do not receive the full funding you requested for 2021, how will your organization adjust? What modifications can/will you make to your budget or event if full grant funding is not made available?

If full funding is not received, the Club will use its own receipts to fund the sale; we still anticipate to participate in the community projects mentioned, but may have to adjust expenditures.

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 included.

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	Date:	1/21/21

Signature: Cynthia B. Ward

**LOCAL TOURISM GRANT PROGRAM
DETAILED BUDGET**

Event: Lilac Sale Date: January 23, 2021

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 2019	ACTUAL 2020	ANTICIPATED
Lombard Tourism Grant	\$2000.00	\$2000.00	\$2000.00
Sale of Lilacs	13,594.32	\$14,594.32	\$14,700.00
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 2019	ACTUAL 2020	ANTICIPATED
Refreshments	\$0	\$144.87	\$50.00
Lilac bushes	\$3822.77	\$3785.00	\$3746.50
Containers	\$380.75	\$341.56	\$350.00
Garden Mix	\$430.54	\$446.76	\$445.00
Ribbons for tagging bushes	\$116.57	\$102.00	\$110.00
Sales Tax	\$1125.00	\$1159.00	\$1212.75
Donation to Lombard Park Dist	\$450.00	\$1450.00	\$450.00
Shopify (e-commerce)	-0-	\$108.00	\$115.00
Ad in <i>Garden Glories</i>	-0-	\$70.00	\$70.00
Printer Ink/Toner	-0-	\$77.45	\$75.00
Forms, labels, paper	-0-	\$74.90	\$70.00
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 2019	ACTUAL 2020	ANTICIPATED 2021
Estimated value of in-kind	\$1900.00 (total for 190 volunteer hours at \$10/hour)	\$1900.00 (total for 190 volunteer hours at \$10/ hour)	\$1900.00 (total for 190 volunteer hours at \$10/hour)