

**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:	5/2/2015	Event location:	Lilacia Park/LHS
Contact person:	Nicole Louis	Title:	Dir. of Education/Exhibits
Business address:	23 W. Maple Street	City & Zip:	Lombard, 60148
Telephone:	630-629-1885	E-mail address:	nicole.louis@att.net
Estimated attendance:	754	Estimated hotel stays:	0
Method for estimating attendance:	Register receipts, tally sheets		

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

We advertised through local newspapers, social media, and with Horticulture Magazine (see attached). We also sent out mailers to local retirement communities and garden clubs, many of whom booked tours through us (and at least a couple more visited the park/took part in other Lilac Time activities independently).

- 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?

Overall, Lilac Time 2015 was very successful. We saw increased numbers both in paid park tours and in visits to the Carriage House and Victorian Cottage. We engaged several new volunteers who continue to work with our organization. Our outreach to retirement communities and garden clubs has sparked interest in other LHS programs.

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

In general, the outcomes exceeded our expectations. However, while we did get some interest off of the Horticulture Magazine article/ad, it did not translate into hotel stays.

Describe your organization’s long term plans for funding this project or event.

LHS will not be asking for funding of the Horticulture Magazine ad next year. However, because we have built a good relationship with Horticulture Magazine, we have forwarded their information to the Lombard Park District in case they are interested in advertising with them. We will shift our advertising focus to local sources where the rates are not as expensive and/or free (e.g. Chicagoland Gardening Magazine) and will work towards expanding our reach to community groups/organizations in our area. We appreciate the Village’s support of this grant.

Please submit completed form and associated application documents on or before **December 15, 2013** to Nicole Aranas, Assistant Village Manger by e-mailing [aranasn@villageoflombard.org](mailto:aranasn@villageoflombard.org) or clicking below.

Submit



## Lilac Heritage Tours

Historic Lilacia Park in Lombard, Illinois contains 8.5 acres of stunning gardens with more than 700 lilacs and 25,000 tulips. Guided tours provided by the Lombard Historical Society.

### Make a Weekend of It!

With museums, shopping, restaurants, and more, discover Lombard beyond the lilacs.



More info:  
630.629.1885  
lombardhistory.org



## Heritage Tours of Lilacia Park

May 2-16th: Tuesday-Sunday, 1:00pm

Saturday May 2: 2:00pm • Sunday May 10: 10:00am

Come celebrate Lilac Time with the Lombard Historical Society! Tours last 30-45 minutes and begin at the Carriage House (23 W. Maple Street). Cost is \$4/person. LHS members are free!

No advance registration needed. Private tours for larger groups are also available. For more information call 630.629.1885 or email [info@lombardhistory.org](mailto:info@lombardhistory.org).

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



## Lilac Time Craft Fair

Sunday May 3, 10:00 - 4:00pm  
Downtown Lombard

Don't miss this Lilac Time tradition! We'll be selling tons of lilac-themed items: jewelry, posters, books, and more!

For more information call 630.629.1885 or email [info@lombardhistory.org](mailto:info@lombardhistory.org).

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## LHS: As Seen on TV!

Set your dials to channel 32 this Friday, May 1 at 7:30am. Good Day Chicago is going to be all around Lombard checking out the Lilac Time happenings. The segment featuring LHS should air around 9:40. (Above: Nicole preps 1930 Lilac Queen Adeline Fleege's dress for it's TV debut.)

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



We're pleased to introduce this year's historic Lilac Festival Poster! From the second Lilac Time and dated May 16, 1931, this poster features the crowning of the Queen of Lilacs. Full color 11x17 posters are only \$10 and are available at the Victorian Cottage, Lilacia Park Coach House, and during the Art and Craft Fair. Pick up a piece of history today!

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



754 That's the number of people who took Lilac Heritage tours, stopped by the Carriage House or our booth at the Art & Craft Fair, toured the Victorian Cottage, booked private tours, and more.

**Thank You**  
for making Lilac Time 2015 so special!

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





# Lombard Lilac Time

FEW THINGS SIGNAL the arrival of spring like lilacs, with their unmistakable colors and fragrance. In Lombard, Illinois (20 miles west of Chicago) the first two weeks of May mean one thing: Lilac Time.

The roots of this celebration can be traced to 1911 when Lombard resident William Plum became enamored with the lilac gardens he toured while visiting France. Returning to Lombard with two lilac plants (*Mme Casimir Périer* and *Michel Buchner*), he cultivated these and others on his property. As Plum's lilac collection grew to over 200 varieties, so did his gardens' popularity among locals; in honor of the gardens' most famous horticultural residents, the space was dubbed *Lilacia*.

Plum bequeathed his estate to Lombard so that it could become a public park – the first in the village's history. Lombard expanded the property and hired Jens Jensen, the famous landscape architect, to design a park that would serve as a showcase for Plum's beloved lilacs. Jensen laid out the 8.5 acre park with winding paths of native limestone, open green spaces, and a lily pond. He also planted thousands of tulips whose blooms would not only bookend the lilac season but provide a colorful contrast to the lilacs.

Opening to the public in 1929, Lilacia Park quickly became a horticultural gem, drawing visitors from across



northern Illinois. Seeking to capitalize on the park's popularity, Lombard citizens organized an annual festival featuring a parade and pageant where a lilac queen would be crowned at the height of the bloom – Lilac Time was born.

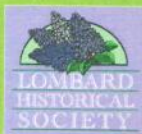
Today, Lilacia Park houses the second-largest collection of lilacs in the United States. In addition to the traditional parade and pageant, Lilac Time has expanded to include concerts, art exhibitions, children's activities, walking tours, and more – an engaging and entertaining experience.

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