

**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 Festival Parade
Date of event:	5/18/2014	Event location:	Main and Wilson
Contact person:	Erica Fisette	Title:	Parade Chairwoman
Business address:	PO Box 82	City & Zip:	Lombard, 60148
Telephone:	630-415-2079	E-mail address:	lilacparade@yahoo.com
Estimated attendance:	16000, not inclusive of parade participants	Estimated hotel stays:	0
Method for estimating attendance:	Parade route is 1.5 miles or 15840 feet (counting both sides of the street). Approximately 1 person per foot.		

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

The Parade Committee advertises via a Parade website, social media (Facebook), newspaper ads/interviews. In addition, during Lilac Time, we advertise using flyers, yard signs and banners placed throughout the Village.

of event marketing pieces and advertisements.

2) Provide a general assessment of the event. What were the successes of the event? Are there any

The Festival Parade was well received based on comments we received from the general public and participants. The Parade was a great success due to the variety and quality of the units in the Parade. No major concerns. No concerns or recommendations for any changes for future events.

concerns or recommendations of changes for future events?

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

The Parade Committee couldn't have asked for a better Parade. All expectations were met.

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

Due to a small Parade Committee and difficulty obtaining and retaining members we do not have any plans to self-fund the event other than the sponsorship and fundraising efforts we managed to put forth this past year. We will look to continue charging businesses and seated politicians as well as work with Lombard businesses to support our efforts to raise money via sponsorship or donation type events.

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 or clicking below.

Submit