

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: January 28, 2020 (B of T) Date: February 6, 2020

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 6, 2020, 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 
Assistant Village Manager

DATE: January 28, 2020

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 7-10, 2020.

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 30% of the total program costs of \$6,635. 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 2019 Local Tourism Grant.

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 6, 2020, 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 2020 | | |
| Date of event: | 5/7/2020 | 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: | \$6635.00 |
| 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: | 30% |
| Anticipated attendance: | 1100 |
| 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 Sale is the 3-day sale of lilac bushes and trees during the Village's Lilac Time. The sale is a Lombard tradition dating back more than 40 years. In 2020, the Lilac Sale will take place May 7 through May 9, 2020.

ORGANIZATION

| | |
|--|--|
| Number of years that the organization has been in existence: | 93 years since the Founding of the Club and 10 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; records prior to that year are incomplete. |
| Number of years the project has been supported by Village of Lombard funds: | 3 |
| How many years does the organization anticipate it will request grant funding? | 2 |

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

The Club was organized in 1926 and incorporated as a Not for Profit in 2009; it has remained with its stated goals as found in the 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 been reluctant to raise the selling price of the lilacs, since the Sale is a long-established tradition within the Village. The Sale attracts homeowners and gardeners from throughout the region. Although there are customers from Michigan, Wisconsin and Indiana, many of the repeat sales are to Lombard families who return year after year for their Mother's Day gift for Mom or Grandma. Even people who move out of Lombard continue to return to purchase lilacs. 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 is used 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; Butterfly Garden in Lilacia Park; Maple Street Chapel; Helen Plum Library;
- Support of the vegetable garden at Parkview Elementary School;
- 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 self-sustaining. However, due the increasing costs of the lilacs and materials, fees for the monthly educational programs, and rent for the meeting room, we are seeking grand funding so the club can continue to sell the lilacs at a reasonable price while the commitment to community projects remains and increases.

PROJECT DESCRIPTION

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

Have you requested grant funding in the past?

Yes No

If yes, provide grant awards for past 5 years:

2019 - \$2000.00
2018- \$2000.00
2017 - \$2000.00

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 the 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 behind 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 more lilacs than the previous year, 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)?

Additional lilacs have been ordered to extend the hours/days of the Sale. More specialty cultivars have been added to attract customers. Credit cards sales are now available, as well as cash and checks.

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 2019 - Lilacs were ordered.
April 2020 - Lilacs will be received, sorted, labeled and potted.
May 7, 2020 - Sale held from 3 p.m. - 7 p.m.
May 8, 2020 - Sale held from 9 a.m. - 5 p.m..
May 9, 2020 - Sale 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.

Again, in 2019, we attracted buyers from Indiana, Michigan and Wisconsin, as well as from all over Illinois. Because the buyers come into downtown Lombard during Lilac time, we invite them to tour Lilacia Park, participate in other events and suggest eating places. Every year, in addition to the common "purple" lilac, we offer at a competitive price a selection of 17 - 20 cultivars which are difficult for gardeners to find elsewhere.

- 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

The Lilac Sale is the primary draw for many of the customers making the trip to Lombard. Since it occurs at Lilac Time, we encourage them to tour the Park and take advantage of the nearby eating options. The Sale attracts customers outside the local market by advertising in Garden glories, the quarterly periodical of the Garden Clubs of Illinois. Notification is also sent to every Garden club that is a member of Garden Clubs of Illinois (over 150 Clubs). In addition, the Sale is advertised in the Chicagoland Gardening periodical, which has a distribution in the 6-county area including Chicago, suburbs and semi-rural areas.

audience?

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

The target audience is homeowners and gardeners. It is difficult to gauge the attendance but we estimate 1100 people, because couples or entire families come to purchase one or two lilac bushes. There will be a total 450 plants 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 fund or otherwise implement the project (including in-kind donations).

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

- 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 and print), Glancer Magazine
Quarterly Magazine: Garden Glories
ONLINE
Lombard Garden Club: www.lombardgardenclub.org
Lombard Facebook Public Sites: "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 email to each of the 166 Garden Clubs affiliated with Garden Clubs of Illinois, Inc.

Inclusion in "Lilac Time" brochure produced by 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:

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 attached.

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, Lombard Garden Club, Inc. | Date: | 11/22/19. |

Signature: Cynthia B. Ward

**LOCAL TOURISM GRANT PROGRAM
DETAILED BUDGET**

Event: Lilac Sale

Date: 11/22/19

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 2018 | ACTUAL 2019 | ANTICIPATED |
|-----------------------|--------------------|---------------------|--------------------|
| Lombard Tourism Grant | \$2000.00 | \$2000.00 | \$2000.00 |
| Sale of Lilacs | \$12,772.00 | \$13,594.32 | \$13,870.00 |
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| Total Income | \$14,772.00 | \$ 15,594.32 | \$15,870.00 |

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

| ITEMIZED EXPENSES | ACTUAL 2018 | ACTUAL 2019 | ANTICIPATED |
|-------------------------------|------------------|------------------|------------------|
| Refreshments | \$0 | \$0 | \$35.00 |
| Lilac Bushes | \$3737.50 | \$3822.77 | \$4040.00 |
| Containers | \$659.53 | \$380.75 | \$420.00 |
| Garden Mix | \$360.00 | \$430.54 | \$450.00 |
| Ribbons for tagging bushes | \$-0- | \$116.57 | \$100.00 |
| Sales Tax | \$1035.67 | \$1125.00 | \$1140.00 |
| Donation to Lombard Park Dist | \$450.00 | \$450.00 | \$450.00 |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| Total Expenses | \$6242.70 | \$6325.63 | \$6635.00 |

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 2018 | ACTUAL 2019 | ANTICIPATED |
|--|--|--|---|
| Estimated value of in-kind contributions (explain) | \$1900.00 (total for 1900 volunteer hours) | \$1900.00 (total for 1900 volunteer hours) | \$1900.00 (total for 1900 volunteers hours) |

| | | |
|----------------|----------------|----------------|
| @ \$10.00/hour | @ \$10.00/hour | @ \$10.00/hour |
|----------------|----------------|----------------|

LOMBARD GARDEN CLUB ANNUAL TREASURER REPORT - APRIL 1, 2019


| | | |
|---|----|----------------------------|
| INCOME: | | |
| Membership Dues | \$ | 1,685.00 |
| April and December Luncheons | \$ | 2,635.00 |
| Lilac Sale | \$ | 12,419.50 |
| Village of Lombard Tourism Grant | \$ | 2,000.00 |
| Garden Walk Tickets | \$ | 53.00 |
| Donation - Garden Walk Attendee | \$ | 25.00 |
| Award - GCI Award to Peck Garden Project | \$ | 50.00 |
| TOTAL: | | <u>\$ 18,867.50</u> |
| | | |
| EXPENSES: ACTIVITIES AND OUTREACH | | |
| Programs | \$ | 2,031.50 |
| April and December Luncheons | \$ | 2,405.09 |
| Garden Walk | \$ | 37.71 |
| Scholarship | \$ | 1,000.00 |
| Conservation and Environment | \$ | 62.06 |
| Civic - Park View School Garden | \$ | 200.00 |
| Plum Library Plant Maintenance | \$ | 18.96 |
| Maple Street Chapel Garden | \$ | 21.51 |
| Lilacia Park Butterfly Garden | \$ | 67.30 |
| Peck Homestead Garden | \$ | 202.78 |
| Ways and Means - Lilac Sale | \$ | 5,055.04 |
| Sales Tax - Lilac Sale | \$ | 1,035.67 |
| Donation to Lombard Park District for Lilac Sale Assistance | \$ | 450.00 |
| TOTAL: | | <u>\$ 12,587.62</u> |
| | | |
| EXPENSES: OPERATING | | |
| Membership | \$ | 26.49 |
| House Committee | \$ | 29.53 |
| Year Book | \$ | 437.50 |
| Publicity and Web Site | \$ | 187.65 |
| Ways and Means - Not Lilac Sale | \$ | 116.57 |
| Meeting Space Rent | \$ | 1,260.00 |
| Post Office Box Rent | \$ | 80.00 |
| President Expense | \$ | 82.82 |
| Insurance and Legal | \$ | 356.00 |
| Incorporation Renewal Fee | \$ | 10.00 |
| TOTAL: | | <u>\$ 2,586.56</u> |
| | | |
| EXPENSES: GCI FEDERATION | | |
| GCI District II Dues | \$ | 10.00 |
| GCI Membership Dues | \$ | 402.00 |
| GCI Delegates Meeting Expense | \$ | 150.00 |
| Lincoln Memorial Garden Donation | \$ | 25.00 |
| TOTAL: | | <u>\$ 587.00</u> |

| | | |
|----------------------------------|--|---------------------|
| SUMMARY: | | |
| Balance on Hand April 1, 2018 | | \$ 38,867.24 |
| Income 2018-2019 | | <u>\$ 18,867.50</u> |
| Total: | | \$ 57,734.74 |
| Expenses 2018-2019 | | \$ 15,761.18 |
| Total Less Expenses | | <u>\$ 41,973.56</u> |
| Checkbook Balance March 31, 2019 | | \$ 29,905.03 |
| Reserve | | <u>\$ 10,585.79</u> |
| Total Balance March 31, 2019 | | \$ 40,490.82 |
| Balance on Hand April 1, 2018 | | <u>\$ 38,867.24</u> |
| Operating Gain for Year | | <u>\$ 1,623.58</u> |

Lombard Garden Club Auditors' Report April 22, 2019

We have examined the Lombard Garden Club's financial records for fiscal year 2018-2019 and have found all to be in order.


May Anstee, Chair of the Audit Committee


Barb Madigan, Audit Committee

**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 Garden Club, Inc. | Name of event: | Lilac Sale 2019 |
| Date of event: | 5/9/2019 | Event location: | Lilacia Park |
| Contact person: | Sharon Rakowski | Title: | Grant Writer |
| Business address: | PO Box 885 | City & Zip: | Lombard IL 60148 |
| Telephone: | 630-805-2405 | E-mail address: | sharonsrakowski@gmail.com |
| Estimated attendance: | 1100 | Estimated hotel stays: | unknown |
| Method for estimating attendance: | Previous years | | |

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

Lombard Garden Club, Inc. Web page
 Chicagoland Gardening monthly magazine - online and hard copy
 Garden Glories - quarterly periodical of Garden clubs of Illinois. Emails are sent to every Garden Club that is a member of Garden Clubs of Illinois. These two efforts target people outside a 50 miles radius.
 Newspapers, online sites and Facebook sites (see attached list)
 Flyers handed out at Lombard Metra station

of event marketing pieces, advertisements and attribution given to the Village grant program.

- 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?

The Lilac Sale was very successful and nearly sold out the first day, despite it being cool and rainy. A small number of lilacs were available on the second day of the sale. With the sale starting on Thursday, it was expected that people stayed in the Lombard area for the

weekend and enjoyed many other Lilac Time events. With the Tourism Grant, we were able to purchase additional cultivars and better potting soil, which we expect added to successful planting of the shrubs. These factors increase the popularity of the sale and desirability of coming to Lombard for Lilac Time.

- 3) How did the actual outcomes of the program or event compare to your original expectations? How did the event compare to the proposal and concept as initially presented to the Village?

The Lilac Sale exceeded expectations by selling out so quickly. It was also gratifying to see many returning buyers and those from different municipalities and other states.

- 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.

Due to the support of the Village and Tourism Bureau, we are able to increase the Club's scholarships and have additional funds to beautify, repair and maintain various locations in Lombard that are supported by the Garden Club. These include the Sheldon Peck House Garden, Lombard Cemetery, Historical First Church of Lombard, Helen Plum Library and Butterfly Garden in Lilacia Park.

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

The long terms plans for funding this event continue to be Garden Club member support in preparing for and running the Lilac Sale, revenue from increased number of customers and the Tourism Grant.

SUBMISSION INSTRUCTIONS

Please submit the completed form **within 90 days of the event completion** to Nicole Aranas, Assistant Village Manger, by e-mailing aranasn@villageoflombard.org or returning to 255 E. Wilson Avenue, Lombard, IL 60187.