

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 – Lilac Festival Parade Committee  
Lilac Festival Parade 2020  
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 Lilac Festival Parade Committee towards the 2020 Lilac Festival Parade. The Committee is recommending approval of a grant of up to \$18,000 through the Local Tourism grant program and coverage of Village expenses relating to the Parade (approximately \$17,820).

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 *NPA*  
Assistant Village Manager

**DATE:** January 28, 2020

**SUBJECT:** Community Promotion & Tourism – Local Tourism Grant  
Lilac Festival Parade Committee – Lilac Festival Parade

The following is a recommendation from the Community Promotion & Tourism Committee for funding through the Local Tourism Grant Program for the Lilac Festival Parade in an amount not to exceed \$18,000, plus approximately \$17,820 in Village services.

### **Grant Request: \$18,000**

The Lilac Festival Parade Committee has requested a grant in the amount of \$18,000 to be used towards the annual Lilac Festival Parade. The Lilac Festival Parade will take place on May 17, 2020, and is a longstanding Lilac Time tradition.

Prior year funding of the Lilac Festival Parade through Village grants has been as follows: \$30,000 in 2011, \$25,000 in 2012, \$25,000 in 2013, \$15,000 in 2014 (plus carryover revenue of \$11,400), \$23,000 in 2015, \$17,000 in 2016 and \$18,000 in 2017, 2018 and 2019. The 2020 grant funding request is the same as requested since 2017 and is overall \$5,000 less than the 2015 grant award. Village grant funds have historically been the primary source of revenue for the parade but the Committee has made strides towards increasing sponsorships, donations and fundraising for the event. The grant request covers approximately 49.5% of the parade costs. As recently as 2015, the grant covered 100% of the parade costs, which have been reduced to 70% in 2016, 56% in 2017 and 49.5% in 2018 and 2019.

At the request of the Community Promotion & Tourism Committee, the Lilac Festival Parade Committee submitted a fundraising plan for 2020. Between fundraising events, donations, sponsorship and application fees, the Committee anticipates fundraising over \$15,000 in 2020.

The Parade Committee grant application, budgets and fundraising plan are attached here for your review. The Parade Committee estimates that the cost of city services for barricades, supplies and Police and Public Works Department overtime for this year's parade to be \$17,820.

### **RECOMMENDATION:**

The Community Promotion & Tourism Committee has recommended a Local Tourism Grant award to the Lilac Festival Parade Committee in an amount not to exceed \$18,000. The recommendation would also include costs for city services for barricades, supplies and Village overtime anticipated to be almost \$17,820. The recommended \$18,000 grant award along with carry-over funding and \$15,417 of anticipated additional revenues will make up the total revenues for the 2020 parade.

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.

Attachments

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

**GENERAL INFORMATION**

Organization:	Lombard Lilac Festival Parade Committee		
Name of event:	Lombard Lilac Parade		
Date of event:	5/17/2020	Event location:	Main St & Wilson to Pale & Craig Pl.
Contact person:	Nicole Sittig	Title:	Chairperson
Business address:	PO Box 82	City & Zip	Lombard, IL 60148
Telephone:	630-415-2079/630-273-1857	Email:	lilacparade@yahoo.com/ nicolesittiglilacparade@ yahoo.com

**PROJECT OVERVIEW**

Total cost of the project:	\$\$\$36,358
Cost of city services requested in this application (if any):	\$\$\$17,820
Total funding requested in this application:	\$\$\$18,000
Percent of total project cost being requested:	49.5%
Anticipated attendance:	16000
Anticipated number of overnight hotel stays:	5-10

Briefly describe the project for which are funds are being requested:

**ORGANIZATION**

Number of years that the organization has been in existence:	53
Number of years that the project or event has been in existence:	60+ Years
Number of years the project has been supported by Village of Lombard funds:	60+ Years
How many years does the organization anticipate it will request grant funding?	Every year there is a parade.

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

The committee has been organizing and presenting the annual parade since 1967. One hundred percent of the members are volunteers. Many of our members have been a part of the committee for more than 5 years, and some more than 15 years. Our entire mission is to present the best possible parade for the enjoyment of the citizens of Lombard and others who come to see the Lilac Village, and Lilacia Park. This will be our 66th parade and the 53rd that this committee has presented.

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 committee exists solely to present the annual Lilac Parade. There are no proceeds from the event and all funds raised and grant monies obtained are used to present the parade.

3) What is the organization's plan to make the project self-sustaining?

There is no plan at this time to make the Parade self-sustaining, as it is presented on behalf of the Village of Lombard, and it's the final event of Lilac Time. We have instituted entrance fees for commercial units and politicians, and are requesting sponsorships from local businesses to defray the cost of other units. As of this revision we have not received a commitment from a sponsor, but we do anticipate receiving 10-13 sponsorships. Continuing in 2020 we are hosting three fundraisers; Adult only Easter Egg Hunt, Spring Wine Walk held in the beginning of Lilac Time, and our Haunted Wine Walk held in October.

**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 \$18,000/ 2018 \$18,000/ 2017 \$18,000/ 2016 \$18,000/ 2015 \$23,000

1) Provide a full detailed description of the proposed project or event.

The parade kicks off at 1:30pm on Main and Wilson, runs north to Maple then turns east to Craig Pl. The entire parade usually runs 3-4 hours.

2) If your application is accepted, how will the tourism grant funds be used?

Grant funds will be used to support all expenses of the parade; Honorariums paid to our parade participants, advertising expenses, and recognition expenses.

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)?

We are focused on presenting a family oriented and quality Parade. We are always actively seeking new Parade participants to maintain the high reputation of the Lilac Parade, thereby attracting additional visitors. We've incorporated use of social media (i.e. Facebook, Twitter) to help increase the amount of possible participants as well as spectators for the parade without the need to spend more on advertising. Each year we attempt to add new interesting units to the parade as well as to have returning favorites to entertain the parade watchers.

**LOCATION**

Provide the location of the event or project. If a location has not been secured, list the venue(s) being proposed or considered.

Starts at Main and Wilson heading north to Maple, then east to Craig Pl. Due to the number of parade units the committee has always organized event set up areas with local schools and businesses.

**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.

The Parade committee meets one a month beginning 9 months in advance of Parade day. Parade applications are due 1 month prior to the event. Parade line-up is finalized 2 weeks prior to the parade. The day following the parade we have a debriefing meeting to discuss what went well or not well, and where we can improve in the future. Additional meetings may be held as necessary.

**IMPACT**

1) Please describe how the event or program will promote overnight stays and/or tourism within the Village of Lombard.

The Parade is the final event of Lilac Time. Although one afternoon in length, out of town guests may come in early to experience other events and stay through the Parade. Many families in town host parties and barbeques on Parade Day.

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?

Businesses along the parade route (Main St.) most likely receive more customers than any other Sunday of the year(i.e. Dairy Queen, Gianorio's, Senior Jalapeno's, Seven Eleven, etc.).

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

The Parade is open to the public and is geared towards quality family fun and entertainment. Anticipated attendance is over 16,000.

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.

Overall the Lilac Parade is a community endeavor to promote the Village of Lombard. The Parade committee receives the service of local schools and businesses for the use of their property for Parade unit setup. We encourage local businesses to sponsor Parade units. The Parade has worked and will continue to work with the community organizations (i.e. Boys/Girls Scouts, Schools, and Churches) to provide Parade Day support. We have implemented a participation fee for commercial businesses and seated politicians. The Village of Lombard provides police support, Public works provides Port-a-Potties and street sweepers, and Park district provides bleachers and the Show Mobile. Details of the village support and in-kind donations are in the finance section. Village services are shown as part of the total cost of the parade but funding for them is not part of this grant request.

5) Please describe any collaborative arrangements developed or anticipated with other organizations to 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).

The Parade committee advertises via Parade website, social media (Facebook, Twitter), and newspaper ads/interviews. We have placement in the Lilac Time brochure published by the Park district and in the Lombard Pride. In addition, during Lilac Time, we advertise using flyers, yard signs, and banners placed throughout 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:

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**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:	Nicole Sittig		
Title or office held:	Chairperson	Date:	12/8/2019

Signature: Nicole Sittig

	2017 Budget	2017 Actual	2018 Budget
<b>Income</b>			
Donation-Business & personal	\$ 150.00	\$ 320.00	\$ 300.00
Restaurant Fundraisers			
Egg Hunt Fundraiser	\$ 2,300.00	\$ 1,388.00	\$ 1,500.00
Cheesecake Fundraiser			
Parade Wine Walk Fundraiser	\$ 6,000.00	\$ 2,240.00	\$ 6,000.00
Interest Income	\$ 4.00	\$ 5.80	\$ 5.00
Other Income	\$ 18,000.00	\$ 15,300.00	\$ 18,000.00
Sponsorship	\$ 6,200.00	\$ 7,526.00	\$ 7,500.00
Application Fees	\$ 350.00	\$ 250.00	\$ 300.00
<b>Carry-Over (from previous year)</b>	<b>\$ 3,593.71</b>	<b>\$ 3,593.71</b>	<b>\$ 4,772.73</b>
<b>Revenue</b>	<b>\$ 33,004.00</b>	<b>\$ 27,029.80</b>	<b>\$ 33,605.00</b>
<b>Total Revenue</b>	<b>\$ 36,597.71</b>	<b>\$ 30,623.51</b>	<b>\$ 38,377.73</b>
<b>Expenses</b>			
Annual Fee	\$ 15.00	\$ 15.00	\$ 15.00
Administration	\$ 550.00	\$ 550.00	\$ 550.00
CC Administration	\$ 100.00	\$ -	
Auto	\$ 1,100.00	\$ 1,225.00	\$ 1,100.00
Banners & Signs	\$ 1,500.00	\$ 2,232.00	\$ 2,300.00
Marshal Shirts	\$ 500.00	\$ -	\$ 500.00
Deluxe Checks		\$ 71.00	
Egg Hunt Expenses (eggs;candy)	\$ 50.00	\$ 5.00	\$ 25.00
Wine Walk Expenses (licenses, give away bottle, in	\$ 2,000.00	\$ 1,908.00	\$ 3,000.00
Flowers	\$ 200.00	\$ 175.00	\$ 200.00
Food	\$ 1,500.00	\$ 2,330.02	\$ 2,200.00
Honorarium	\$ 23,400.00	\$ 14,845.00	\$ 22,000.00
Insurance	\$ 890.00	\$ 881.00	\$ 890.00
Judges	\$ 200.00	\$ -	\$ 200.00
Office Expense	\$ 200.00	\$ 64.00	\$ 200.00
Plaque and Ribbons	\$ 350.00	\$ 126.00	\$ 200.00
Postage	\$ 25.00	\$ 61.70	\$ 50.00
Printing and Reproduction	\$ 1,000.00	\$ -	\$ 1,000.00
Publicity	\$ 1,200.00	\$ 954.90	\$ 1,200.00
Utilities	\$ 300.00	\$ 263.28	\$ 300.00
Website	\$ 300.00	\$ 143.88	\$ 428.00
<b>Total Expenses</b>	<b>\$ 35,380.00</b>	<b>\$ 25,850.78</b>	<b>\$ 36,358.00</b>
<b>Total Carry-Over To Next Year</b>	<b>\$ 1,217.71</b>	<b>\$ 4,772.73</b>	<b>\$ 2,019.73</b>
<b>"IN-KIND" Estimates</b>			



National University of Health Sciences	\$	300.00
Ziedler Properties	\$	-
Lombard Commons	\$	150.00
Lombard Pharmacy	\$	150.00
First United Methodist Church	\$	100.00
Glenbard East	\$	300.00
Xeikon	\$	300.00
Park District	\$	96.00
Lombardian	\$	400.00
Comcast		
Illinois Center for Broadcasting	\$	400.00
Wine Walk Printing - LTC	\$	17.50
Wine Walk Printing -Xeikon	\$	40.00
Wine Walk - Glasses (Apple Concrete Coring)	\$	200.00
Wine Walk - Bricks - Food	\$	-
Wine Walk - Sweet Street - Food	\$	-
Wine Walk - Balloons (Vino Cellar)	\$	-
Wine Walk - Tasting Wine (distributors)	\$	1,000.00
Facebook Boost Ad	\$	15.00
Miller's Ale House	\$	502.00
Famous Liquor gift card	\$	50.00
Famous Liquor Bulls tickets	-	
Famous Raffle Prizes	\$	400.00
Lombard Roller Rink	\$	65.00
Fringe	\$	85.00
Potted Petals Gift Card	\$	20.00
Vino Cellar	\$	50.00
Pure Ambience Salon	\$	-
Hair Experts gift card	\$	40.00
MooYah	\$	-
Dairy Queen Gift Cert	\$	90.00
Ellyn Murphy	\$	40.00
BowWow Playground	\$	-
Patio 2-gift cards	\$	25.00
Gianorio's	\$	25.00
Laura Sasinka	\$	194.00
Jane Lesch	\$	100.00
Ferrara Pan Candy	\$	-
Lombard Pharmacy Gift Card	\$	50.00
Lombard Commons Park	\$	108.00
York Radio Club	\$	200.00
McDonald's - water	\$	50.00
Walgreen's - water	\$	50.00
Park District - Showmobile	\$	150.00
Lilac Spa & Nail (3 cards @\$14)	\$	42.00
Sky Center Martial Arts Pizza Party	\$	99.00
Dominicks Pizza Gift Pizza Box	\$	60.00

Noon Whistle Brewing Gift Basket		\$ 50.00	
Clasha (2 Gift Bags)		\$ 50.00	
The Salon By Instyle		\$ 150.00	
Clarion Inn (2-1 night stay)		\$ 254.00	
Gift Basket & 4 cases butterfinger cups		\$ 80.00	
Gianorio's Gift certificate		\$ 22.00	
Living Waters Artistry (3 Gift Certificates)		\$ 360.00	
West Suburban Swim (3 Gift Certificates)		\$ 97.50	
Sweet Street		\$ 100.00	
Dominicks Pizza Food Fall Wine Walk			
Babcocks Food Fall Wine Walk			
Candy donated by committee members			
Zanies			
Improv			
Enchanted Castle			
Drury Lane			
Costco GC			
<b>IN-KIND Total</b>	\$ 6,316.00	\$ 7,127.00	\$ 7,127.00
<b>Village Costs</b>			
Barricades		\$ 1,509.00	Did not have 2
Police OT & Supplies		\$ 13,284.44	
Public Works OT & Supplies		\$ 3,027.08	
	\$ 17,820.00	\$ 17,820.52	\$ 17,820.52
<b>Total Cost - Estimate</b>	\$ 59,516.00	\$ 50,798.30	\$ 61,305.52
<b>Volunteer Hours - Estimates</b>			
Wine Walk - 12 people for 5 hours		60 hours	
Easter Egg Hunt 8 people for 3 hours		24 hours	
Parade Day 80 people for 7 hours		560 hours	
Committee Meeting hours ~15 people 2hrs meeting, 10 meetings		300 hours	
Parade Chair		100 hours	
Secretary		15 hours	
Treasurer		20 hours	
Parade Secretary		100 hours	
Marshall		50 hours	
Other members		200 hours	



	2017 Budget	2017 Actual	2018 Budget	2018 Actual	2019 Budget	2019 Actual	2020 Budget	2020 Actual
<b>Income</b>								
Donation-Business & personal	\$ 150.00	\$ 320.00	\$ 300.00	\$ 950	\$ 600	\$ 600	\$ 600	
Restaurant Fundraisers								
Egg Hunt Fundraiser	\$ 2,300.00	\$ 1,388.00	\$ 1,500.00	\$ 1,464.00	\$ 1,500.00	\$ 1,509.00	\$ 1,509.00	
Cheesecake Fundraiser					\$ 900.00	\$ 1,022.00	\$ 1,000.00	
Parade Wine Walk Fundraiser	\$ 6,000.00	\$ 2,240.00	\$ 6,000.00	\$ 3,678.00	\$ 6,000.00	\$ 3,368	\$ 6,000.00	
Interest Income	\$ 4.00	\$ 5.80	\$ 5.00	\$ 5.17	\$ 5.00	\$ 8.25	\$ 8.00	
Other Income	\$ 18,000.00	\$ 15,300.00	\$ 18,000.00	\$ 18,000.00	\$ 18,000.00	\$ 18,000.00	\$ 18,000.00	
Sponsorship	\$ 6,200.00	\$ 7,526.00	\$ 7,500.00	\$ 9,095.00	\$ 8,500.00	\$ 6,650.00	\$ 6,000.00	
Application Fees	\$ 350.00	\$ 250.00	\$ 300.00		\$ 300.00	\$ 750.00	\$ 300	
<b>Carry-Over (from previous year)</b>	<b>\$ 3,593.71</b>	<b>\$ 3,593.71</b>	<b>\$ 4,772.73</b>	<b>\$ 14,499.77</b>	<b>\$ 14,499.77</b>	<b>\$ 13,265.43</b>	<b>\$ 14,000.00</b>	
<b>Revenue</b>	<b>\$ 33,004.00</b>	<b>\$ 27,029.80</b>	<b>\$ 33,605.00</b>	<b>\$ 33,191.67</b>	<b>\$ 35,805.00</b>	<b>\$ 31,907.40</b>	<b>\$ 47,417.00</b>	
<b>Total Revenue</b>	<b>\$ 36,597.71</b>	<b>\$ 30,623.51</b>	<b>\$ 38,377.73</b>	<b>\$ 47,691.44</b>	<b>\$ 50,304.77</b>	<b>\$ 45,172.83</b>	<b>\$ 61,417.00</b>	
<b>Expenses</b>								
Annual Fee	\$ 15.00	\$ 15.00	\$ 15.00	\$ 15.00	\$ 15.00	\$ 15.00	\$ 15.00	\$ 15.00
Administration	\$ 550.00	\$ 550.00	\$ 550.00	\$ 550.00	\$ 550.00	\$ 550.00	\$ 550.00	\$ 550.00
CC Administration	\$ 100.00	\$ -						
Auto	\$ 1,100.00	\$ 1,225.00	\$ 1,100.00	\$ 1,095.00	\$ 1,100.00	\$ 1,100.00	\$ 1,100.00	\$ 1,100.00
Banners & Signs	\$ 1,500.00	\$ 2,232.00	\$ 2,300.00	\$ 2,402.00	\$ 2,300.00	\$ 1,554.00	\$ 2,300	
Marshal Shirts	\$ 500.00	\$ -	\$ 500.00		\$ 500.00	\$ 1,141	\$ 500	
Deluxe Checks		\$ 71.00				\$ 71.00	\$ 71.00	
Egg Hunt Expenses (eggs;candy)	\$ 50.00	\$ 5.00	\$ 25.00		\$ 25.00		\$ 25	
Wine Walk Expenses (licenses, give away bottle, insurance)	\$ 2,000.00	\$ 1,908.00	\$ 3,000.00	\$ 5,856.99	\$ 6,000.00	\$ 6,200.93	\$ 6,000	
Flowers	\$ 200.00	\$ 175.00	\$ 200.00	\$ 175.00	\$ 200.00	\$ 188.00	\$ 200	
Food	\$ 1,500.00	\$ 2,330.02	\$ 2,200.00	\$ 2,330.02	\$ 2,300.00		\$ 2,300	
Honorarium	\$ 23,400.00	\$ 14,845.00	\$ 22,000.00	\$ 18,695.00	\$ 22,000.00	\$ 18,000.00	\$ 22,000	
Insurance	\$ 890.00	\$ 881.00	\$ 890.00	\$ 881.00	\$ 963.00	\$ 963.00	\$ 963	
Judges	\$ 200.00	\$ -	\$ 200.00		\$ 200.00		\$ 400	
Office Expense	\$ 200.00	\$ 64.00	\$ 200.00	\$ 70.00	\$ 200.00		\$ 300	
Plaque and Ribbons	\$ 350.00	\$ 126.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200	\$ 200

Postage	\$	25.00	\$	61.70	\$	50.00	\$	127.00	\$	50.00	\$	50.00	\$	50.00
Printing and Reproduction	\$	1,000.00	\$	-	\$	1,000.00	\$	-	\$	1,000.00	\$	1,000.00	\$	1,000.00
Publicity	\$	1,200.00	\$	954.90	\$	1,200.00	\$	898.00	\$	1,200.00	\$	1,398.00	\$	1,200.00
Utilities	\$	300.00	\$	263.28	\$	300.00	\$	396.00	\$	300.00	\$	179.40	\$	400.00
Website	\$	300.00	\$	143.88	\$	428.00	\$	735.00	\$	735.00	\$	1,206.07	\$	800.00
<b>Total Expenses</b>	<b>\$</b>	<b>35,380.00</b>	<b>\$</b>	<b>25,850.78</b>	<b>\$</b>	<b>36,358.00</b>	<b>\$</b>	<b>34,426.01</b>	<b>\$</b>	<b>39,838.00</b>	<b>\$</b>	<b>32,766.14</b>	<b>\$</b>	<b>40,374.00</b>
<b>Total Carry-Over To Next Year</b>	<b>\$</b>	<b>1,217.71</b>	<b>\$</b>	<b>4,772.73</b>	<b>\$</b>	<b>2,019.73</b>	<b>\$</b>	<b>13,265.43</b>	<b>\$</b>	<b>10,466.77</b>	<b>\$</b>	<b>12,406.69</b>	<b>\$</b>	<b>21,043.00</b>
<b>"IN-KIND" Estimates</b>														
National University of Health Sciences	\$		\$	300.00	\$		\$	300.00	\$		\$		\$	300.00
Ziedler Properties	\$		\$	-	\$		\$	-	\$		\$		\$	-
Lombard Commons	\$		\$	150.00	\$		\$	150.00	\$		\$		\$	150.00
Lombard Pharmacy	\$		\$	150.00	\$		\$	150.00	\$		\$		\$	150.00
First United Methodist Church	\$		\$	100.00	\$		\$	100.00	\$		\$		\$	100.00
Glenbard East	\$		\$	300.00	\$		\$	300.00	\$		\$		\$	300.00
Xeikon	\$		\$	300.00	\$		\$	300.00	\$		\$		\$	300.00
Park District	\$		\$	96.00	\$		\$	96.00	\$		\$		\$	96.00
Lombardian	\$		\$	400.00	\$		\$	400.00	\$		\$		\$	400.00
Comcast	\$		\$		\$		\$		\$		\$		\$	
Illinois Center for Broadcasting	\$		\$	400.00	\$		\$	400.00	\$		\$		\$	400.00
Wine Walk Printing - LTC	\$		\$	17.50	\$		\$	25.00	\$		\$		\$	
Wine Walk Printing -Xeikon	\$		\$	40.00	\$		\$		\$		\$		\$	
Wine Walk - Glasses (Apple Concrete Coring)	\$		\$	200.00	\$		\$	200.00	\$		\$		\$	200.00
Wine Walk - Bricks - Food	\$		\$	-	\$		\$	75.00	\$		\$		\$	
Wine Walk - Sweet Street - Food	\$		\$	-	\$		\$	-	\$		\$		\$	
Wine Walk - Balloons (Vino Cellar)	\$		\$	-	\$		\$	-	\$		\$		\$	
Wine Walk - Tasting Wine (distributors)	\$		\$	1,000.00	\$		\$	1,000.00	\$		\$		\$	1,000.00
Facebook Boost Ad	\$		\$	15.00	\$		\$	15.00	\$		\$		\$	15.00
Miller's Ale House	\$		\$	502.00	\$		\$	502.00	\$		\$		\$	502.00
Famous Liquor gift card	\$		\$	50.00	\$		\$	-	\$		\$		\$	-



Sweet Street		\$ 100.00		\$ -	
Dominicks Pizza Food Fall Wine Walk				\$ 75.00	
Babcocks Food Fall Wine Walk				\$ 75.00	
Candy donated by committee members				\$ 190	
Zanies				\$ 160	
Improv				\$ 150	
Enchanted Castle				\$ 43	
Drury Lane				\$ 100	
Costco GC				\$ 25	
<b>IN-KIND Total</b>	\$ 6,316.00	\$ 7,127.00	\$ 7,127.00	\$ 5,365.00	
<b>Village Costs</b>					
Barricades		\$ 1,509.00	Did not have 2	\$ 1,509.00	Did not have
Police OT & Supplies		\$ 13,284.44		\$ 13,284.44	\$ 1,509.00
Public Works OT & Supplies		\$ 3,027.08		\$ 3,027.08	\$ 13,284.44
	\$ 17,820.00	\$ 17,820.52	\$ 17,820.52	\$ 17,820.52	\$ 3,027.08
<b>Total Cost - Estimate</b>	\$ 59,516.00	\$ 50,798.30	\$ 61,305.52	\$ 57,611.53	\$ 17,820.52
<b>Volunteer Hours - Estimates</b>					
Wine Walk - 12 people for 5 hours		60 hours		60 hours	60 hours
Easter Egg Hunt 8 people for 3 hours		24 hours		24 hours	24 hours
Parade Day 80 people for 7 hours		560 hours		560 hours	560 hours
Committee Meeting hours ~15 people 2hrs meeting, 10 meet		300 hours		300 hours	300 hours
Parade Chair		100 hours		100 hours	100 hours
Secretary		15 hours		15 hours	15 hours
Treasurer		20 hours		20 hours	20 hours
Parade Secretary		100 hours		100 hours	100 hours
Marshal		50 hours		50 hours	50 hours
Other members		200 hours		200 hours	200 hours

**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 Parade Committee	Name of event:	Lombard Lilac Parade
Date of event:	5/17/2020	Event location:	Main and Wilson to Maple and Craig Pl.
Contact person:	Nicole Sittig	Title:	Chairperson
Business address:	PO Box 82	City & Zip:	Lombard, IL 60148
Telephone:	630-415-2079/630-273-1857	E-mail address:	lilacparade@yahoo.com/ nicolesittiglilacparade@yahoo.com
Estimated attendance:	15000	Estimated hotel stays:	5
Method for estimating attendance:	1.5 mile route, 1 person/foot along route, both sides, adjusted for empty space		

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

The Lilac Parade was promoted through Facebook postings as well as other “Lombard” pages, website LombardLilacParade.com, there were articles in the Lombardian and in the Lilac Time brochure, and we also used yard signs.

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

The 2019 Parade was cancelled due to the potential of threatening weather. We have learned from this experience that it will take us approximately 45 minutes to clear the streets of participants and spectators. We are also planning to work with local schools, churches, and businesses for an emergency shelter plan along the parade route.

- 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.

The 2019 Parade was cancelled due to the potential for threatening weather. The committee decided to honor the honorariums for the units that checked in on Parade Day. The Parade came in under budget due to the cancellation, some spending was done on infrastructure (t-shirts and signs) this year.

Some of the proceeds from the sponsorships and fundraisers were used to create new banners and magnets, as well as for the expenses incurred in the fundraising events.



**SUBMISSION INSTRUCTIONS**

First-time applicants - Please submit completed form and associated application documents on or before **December 9, 2019** to Nicole Aranas, Assistant Village Manger, by e-mailing [aranasn@villageoflombard.org](mailto:aranasn@villageoflombard.org) or submitting to 255 E. Wilson Avenue, Lombard, IL 60148.