



Memorandum

TO: Scott Niehaus
Village Manager

FROM: Nicole P. Aranas
Assistant Village Manager

DATE: February 12, 2014

SUBJECT: Community Promotion & Tourism – Local Tourism Grant
Lombard Historical Society Lilac Time Advertising

The following is a recommendation from the Community Promotion & Tourism Committee for funding through the Local Tourism Grant Program for the Lombard Historical Society in the amount of \$625 for Lilac Time Advertising.

Grant Request: \$650 - \$937.50

The Lombard Historical Society has requested a grant in the amount of \$650 - \$937.50 to be used towards advertising of Lilac Time 2014. The Lombard Historical Society is requesting advertising funds to market Lilac Time through Horticulture Magazine in the print magazine, in the publication's e-newsletter and via an e-blast.

The advertisements through Horticulture Magazine would promote Lilac Time Heritage Tours of Lilacia Park, the 175th birthday of the Sheldon Peck Homestead and the Victorian Cottage as a weekend destination. The total amount of expenditures for the design and publication of the advertisements is \$1,250.

RECOMMENDATION:

The Community Promotion & Tourism Committee has recommended a Local Tourism Grant to the Lombard Historical Society in an amount equaling 50% of the design and advertising costs, up to \$625.

Please place this item on the consent agenda of the February 20, 2014 agenda of the Board of Trustees. If you have any questions, please feel free to contact me. Thank you.