

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

GENERAL INFORMATION

Organization:	Lombard Junior Women's Club (LJWC)		
Name of event:	Lilac Princess Program		
Date of event:	5/19/2019	Event location:	Village, Park District & COC sponsored events at multiple Lombard venues throughout Lilac Time in Lombard.
Contact person:	Brittney Conway	Title:	Chair, Lilac Princess Program, LJWC
Business address:	837 S. Westmore Ave, A2-G	City & Zip	Lombard, IL 60148
Telephone:	217-649-7180	Email:	bnswan2@gmail.com

PROJECT OVERVIEW

Total cost of the project:	\$8,980.52
Cost of city services requested in this application (if any):	\$0
Total funding requested in this application:	\$6,029
Percent of total project cost being requested:	26% of project costs over \$5000 princess scholarships
Anticipated attendance:	Easter Egg Hunt: 300; Coronation: 150; Little Lady Lilac Ball: 225; Blood Drive: 100; Spring Fundraiser: 100; TLC Camp Carnival: 150; Tiara Presentation: 100; Lilac Ball: 225; Arts & Craft Fair: 2000; Lilac Parade: 2500
Anticipated number of overnight hotel stays:	At least 15 overnight stays directly r/t overnight guests associated with the Lilac Princess Families attending the Coronation, Ball & Parade. Numerous other hotel stays associated with Lilac Time event in which princesses participate will occur.

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

The Lilac Queen & her court has been a cornerstone of the Lilac Festival in Lombard since 1930. The Lilac Princesses and the Queen serve as ambassadors for the Village of Lombard during Lilac Time, making many community appearances including Easter Egg Hunt, Little Lady Lilac Ball, the Lilac Ball and the Lilac Parade. They serve as positive role models, volunteering at various community events throughout the year including the Blood Drive and TLC Camp, a camp for children with cancer held annually in Lombard. Each Princess and the Queen receives a \$1000 scholarship; this was established by the village in 2001 when we were asked to run the program by the park district. The grant funds requested in this application would be used to support the selection of the Lilac Queen and her court, to support 1/3 of the expenses associated with their participation in numerous Lilac Time Events, and to provide the \$1000 scholarships that have been provided by the village since 2001.

ORGANIZATION

Number of years that the organization has been in existence:	88
Number of years that the project or event has been in existence:	88
Number of years the project has been supported by Village of Lombard funds:	The Village of Lombard has supported the scholarships for 18 years and additional program expenses for the past 4 years.
How many years does the organization anticipate it will request grant funding?	Undetermined for scholarships; we continue to work hard each year to decrease funds requested for other program expenses.

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

Lombard Junior Women's Club (LJWC) was established in 1930 by members of the Lombard Women's Club. LJWC is part of the General Federation of Women Clubs, an international women's organization dedicated to community service. LJWC embraces this mission and participates in many local service projects that include First Things First, York Center Thanksgiving Baskets, Cooking & Providing Food for Lombard PADS, Lombard/Villa Park Food Pantry Support, Northern Illinois Food Bank, Christmas Gifts to the Needy, Hines Hospital, and Feed My Staving Children, to name a few.

Our ability to successfully carry out the Lilac Princess program is demonstrated through the success of the program for the past 18 years under our leadership as well as the success of TLC Camp, our day camp for kids with cancer in its 37th year. These programs require dedication, leadership, management, fundraising and organizational skills. We take great pride in the countless hours our members have worked to improve our community through service and philanthropy, and we remain confident in our ability to carry out the Lilac Princess program in 2019.

- 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:

Lombard has been called the Lilac Village since the late 1920s, and the first Lilac Festival was held in 1930. The Lilac Queen and her court have reigned over Lilac Time since this first festival. By supporting Lilac Time the Lilac Princess Program supports the Village of Lombard's brand, a priority identified by the community, as well as the village's vision of creating a distinctive sense of spirit and an outstanding quality of life for its residents. The Lilac Queen and her court also support Lombard Park District and Lombard Chamber of Commerce events during Lilac Time. In addition, the Princess Program supports LJWC's goals of service to the community and developing leadership, organizational and management skills in our members.

There are no direct proceeds from the Lilac Princess Program. However, the Lilac Princesses support the Park District at events including Little Lady Lilac Ball and the Easter Egg Hunt and the Chamber of Commerce at the Lilac Ball and the Arts & Crafts Fair where funds are raised. However, these funds do not directly benefit the Lilac Princess Program or the LJWC.

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

LJWC financially supported the Lilac Princess Program expenses from 2001-2014 at a cost of \$2500-\$4500 per year. This figure does not include the \$5000 scholarships provided by the Village of Lombard or the parade float provided by the Park District at a cost of \$650. We received a hotel grant to support the program expenses in 2015 in the amount of \$2125 plus \$5000 for the princess scholarships. In 2016 we requested \$1945 plus \$5000 for the princess scholarships and used funds raised by LJWC at a Mother-Daughter Tea to pay the remainder of the program expenses.

2016 through 2018 we held a Floral Showcase to raise funds for the Lilac Princess Program expenses. We have requested funds to support expenses that will not be covered by dollars raised plus the scholarships.

The Lilac Princess program inherently has no income and we must appropriate philanthropic funds used to support other projects such as TLC Camp to support it. Each year we continue to strive to fundraise to support Lilac Princess Program expenses. It is difficult to plan how this Lombard tradition, having no direct proceeds, might become completely self-sustaining and provide princess scholarships.

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:

2014: \$5,000 2015: \$7,125 2016: \$6,945 2017: \$6,645 2018: \$6,029 TOTAL: \$31,744

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

Detailed timeline attached reflects several months of planning and preparation prior to selection of the Lilac Court at Preliminary Judging to be completed in March 2018. From mid-March through mid-May the Lilac Queen and her court along with their LJWC sponsors will be actively involved in numerous community events as outlined, although new events will be considered and accepted as time allows. Over the summer the Queen and her court will continue to be active in community events such as TLC Camp, making this program a nearly year-long commitment for the LJWC sponsors.

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

Funds will be used to support Lilac Princess Program from selection of the court to their appearance in the Lilac Parade. Our detailed budget is attached and reflects the following needs: \$5000 Scholarships (\$1000 per eligible princess*), flowers for many appearances, Lilac Ball expenses and Printing costs, as well as other expenses related to the selection and many appearances of the Lilac Court.

*We understand that Village grant funds cannot be used to provide a scholarship for a village employee's child. We will address this as our financial situation allows.

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)?

Based on previous experiences we plan to continue to review local school calendars to avoid conflicts with preliminary judging and will continue to work to increase advertising for potential princesses via posters in and outside of local high schools, via local newspapers and via social media. We have also created roles on our Lilac Princess committee aimed at increasing our communication with community partners with the goal of increasing visitor attendance at Lilac Time events. We plan to continue to leverage social media to draw former residents back to Lombard and Lilac Time, including past princesses and their friends and families.

LOCATION

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

Preliminary Judging – Lombard Commons; Parent & Princess Orientation – LJC headquarters
Tiara Presentation – Maple Street Chapel; Final Judging – Local Venue – last year was held at local hotel
Blood Drive – Village Hall
Arts & Crafts Fair – Downtown Lombard; Little Lady Lilac Ball – Lombard Commons
Lilac Ball – Carlise; Lilac Parade – Main Street Lombard; Easter Egg Hunt – Lilacia Park/Lombard Commons
TLC Camp – Sunset Knolls; Other events To Be Determined Tuxedo Selection – Men's Warehouse

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.

See attached detailed timeline for the Lilac Princess Program.

IMPACT

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

The Lilac Court serves as community ambassadors throughout Lilac Time in Lombard at numerous events. Directly we can attribute at least 14 overnight stays in 2018 to relatives and friends of the Lilac Court. Indirectly, Lilac Time events supported by the Lilac Court, accounted for many more overnight stays as well as visitors to local merchants such as restaurants. We plan to increase this number to 15 this year.

- 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?

We continue to work with other community organizations to promote Lilac Time to new potential visitor groups. We will continue to invite former princesses to Lilac Time events. Many of these women live outside of the area and would travel over 50 miles with their friends and/or families to attend Lilac Time events. We will also continue to encourage princess families to invite their own out of town guests to attend Lilac Time events.

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

Our target audience for this program is primarily Lombardians. We take pride in this program and giving young adults an opportunity to celebrate their personal accomplishments. They serve as positive role models, dedicating their time to many community events throughout the year. The Lilac Princess Program has become a staple to our community through the years so we believe that every Lombard resident past, present and future could be identified as a target audience.

- 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 you are requesting the costs for such services will be reimbursed to the Village or will be covered under this grant.

Village of Lombard services - \$0

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

Lombard Service League – purchases tiaras for princesses and crown for Queen; provides refreshments at coronation

Lombard Park District – provides float for parade up to \$650 value; also provides venues free of charge for Lilac princess preliminary judging.

Glenbard East student musicians donate their time to provide music at the Tiara Presentation and Coronation. We do provide them a small \$100 donation for their time.

Maple Street Chapel allows us to use their chapel and multipurpose room for the Tiara Presentation. We do provide them a small \$50 or \$100 donation for their contribution.

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).

We market to potential princesses via Park District catalog, local newspaper, and posters in and outside of local high schools. We work jointly with the Park District, the Village, the Chamber of Commerce and other community organizations as needed to promote Lilac Time events prior to and during the events via appearances and participation. Over the past year or so, we've begun to utilize social media on a more regular basis, specifically Facebook. We have a public page and have plans to post often about the program as well as create Facebook events for each specific Lilac Princess event. We also have hopes to launch a new LJWC website in early 2019.

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:

Our organization does not employ an agency to perform an audit. However, we have practices in place to maintain the integrity of our accounts. All payments require a receipt attached to a check voucher that is signed by the requestor, the chair of the committee, and the vice-president or president of our club. At the end of the year, the treasurer along with several board and at-large club members audit our books. We are no longer required to submit a Federal Form 990. We submit electronically.

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:	Jenelle Hardtke		
Title or office held:	Committee Member, Lombard Princess Program, Lombard Junior Women's Club	Date:	12/3/2018

Signature: Jenelle Hardtke

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Name:	Jenelle Hardtke		
Title or office held:	Committee Member, Lombard Princess Program, Lombard Junior Women's Club	Date:	12/3/2018

Signature: _____ Jenelle Hardtke 

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)

Estimated value of in-kind contributions (explain)

ACTUAL 2017	ACTUAL 2018	ANTICIPATED
\$650	\$650	\$650
Parade Float provided by the Lombard Park District	Parade Float provided by the Lombard Park District	Parade Float provided by the Lombard Park District

**VILLAGE OF LOMBARD
LOCAL TOURISM GRANT – 2018 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 Jr Women’s Club (LJWC)	Name of event:	Lilac Princess Program
Date of event:	5/20/2018	Event location:	Village, Park District & COC sponsored events at multiple Lombard venues throughout Lilac Time in Lombard.
Contact person:	Sue Horner & Nancy Spartz	Title:	Co-Chairs, Lilac Princess Program, LJWC
Business address:	837 S. Westmore A2-G	City & Zip:	Lombard, IL 60148
Telephone:@	Sue Horner – 630-915-8541 Nancy Spartz – 630-631-3735	E-mail address:	Shorner5@comcast.net nancy@spartz.net.
Estimated attendance:	12 young women attended preliminary judging. 5 selected to serve on Lilac Court at following events: Tiara Presentation = 100 Easter Egg Hunt = 3000; Jazzercise Blood Drive = 100 Floral showcase = 115; Little Lady Lilac Ball = 256 Coronation = 150 Arts & Crafts Fair = 1200 Lilac Ball = 225 Lilac Parade = 2500 TLC Camp Carnival - 150	Estimated hotel stays:	At least 14 hotel stays directly related to our of town guests associated with Lilac Princess families and friends. These guests attended the Coronation, the Lilac Ball and the Lilac Parade. Numerous other hotel stays associated with Lilac Time events in which princesses participated likely occurred but data is not readily available to us.
Method for estimating attendance:	1) Egg Hunt, Coronation, Kids Day at Park, Little Lady Lilac ball - Lombard Park District Sponsored Event/Data Reported based on 2017 Park District data. 2)Flower show, TLC carnival, Tiara Presentation – Lombard Jr		

	<p>Women's Club sponsored event/data reported</p> <p>3) Lilac Ball, Arts & Craft Fair and Lilac Parade – estimated based on attendance at event with Lilac Princesses & using 2017 COC data.</p> <p>4) Out of town guests associated with Lilac Princess families attended events noted above and are estimated to have generated at least 143 overnight stays – verbal report of princess families.</p>
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1) Please summarize the advertising and marketing placed to promote the event. Please attach examples of event marketing pieces and advertisements.

The Lilac Princess program was marketed to two groups. We marketed to potential princesses via the Park District catalog, the Lombardian, and posters delivered to Lombard resident high schools. We also advertised using village's electronic sign. Worked with the Park district, village, COC to promote Lilac Time via appearances and participation in events listed above. We also started promoting some Lilac Princess happenings on our newer Facebook page.

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 princesses continue to serve as community ambassadors during Lilac Time in Lombard, positively contributing to the community and attendance at Lilac Time events as well as hotel stays. Our concerns for the future center around funding the program. We strongly believe the princesses are an essential component of Lilac Time and the program should continue.

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

We met our goals of successfully selecting 5 quality young women to serve as community ambassadors at many events during Lilac Time in Lombard, including a community blood drive. By sponsoring the Lilac Princess Program, LJWC has been able to keep a time honored tradition alive as well as keeping Lilac Time in Lombard a special time of year for the Village and all of its residents. In addition, the Princess Program supported our club's goals of service to the community and developing leadership, organizational and management skills in our members. This is the same proposal we presented to the village. We would like to increase the number of applicants for the program & will consider a Sunday preliminary judging as well as increasing information related to program flexibility as having the parade on the same day as graduation for 2 local HS may have deterred some applicants. We were able to have our Princesses attend graduation & be on the float so it is possible.

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.

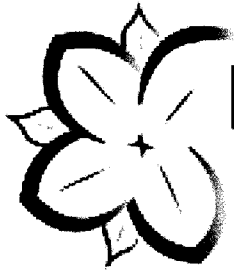
We continue to work to run the Lilac Princess program on a budget. We spent approximately \$800 or ~10% more on the program than in 2018. The price of flowers, food, and program supplies has increased over time, explaining our overage. 2018 program costs were supported by this tourism grant, community donations and proceeds from the LJWC Spring Flower Show.

This program has no direct income and must rely on grants, donations and fundraising to support it. Many community organizations benefit from the program and the participation of the Lilac Princesses in numerous Lilac Time events. Having these quality young women serve as community ambassadors during Lilac Time benefits the community at large.

aranasn@villageoflombard.org or by using the submit button below.

Submit

*Please note that the applicant must save the completed form and have Microsoft Outlook to use the submit button above. If you do not receive a confirmation receipt of your completed application, please contact Nicole Aranas at 630-620-3085 or aranasn@villageoflombard.org to confirm.



LOMBARD JUNIOR WOMEN'S CLUB

2019 LILAC COURT SCHEDULE OF EVENTS * required events

- *March 3 ~ Sunday @ 12:00pm
Preliminary Judging - Sunset Knoll Recreation Center
- *March 3 ~ Sunday @ 7:00pm
Princess and Parents Meeting - Lombard Junior Women's Clubhouse
- *March 18 ~ Monday @ 6:15pm
Tiara Presentation - First Church of Lombard Historical Chapel
- April 3 ~ Wednesday @ 6:00 pm- 6:45 pm
LJWC Awards Dinner - Location TBD
- April 13 ~ Saturday @ 9:00 am
Lombard Park District Easter Egg Hunt - Lombard Commons
- April 14 ~ Sunday @ TBD
LJWC Mother-Princess Tea - La France Cafe
- April TBA ~ Wednesday @ 6:30pm
Lombard Village Blood Drive
- April / May TBA ~ Friday @4pm
Tuxedo selection- Men's Wearhouse
- *April 27 ~ Saturday @ 11:00 am
Final Judging - Location TBD
- May 3 ~ Friday @ 6:45pm-8:30 pm
Little Lady Ball - Lombard Commons
- *May 4 ~ Saturday @ 11:00 am
Coronation - Lilacia Park/ Lombard Commons
- May 5 ~ Sunday Arts & Craft Fair - Downtown Lombard
- *May TBA ~ @ 6pm
Rehearsal for the ball-Carlisle Banquets
- *May 10 ~ Friday @ 5:00pm
Lilac Ball - Carlisle Banquets
- *May 19 ~ Sunday @ 12:00pm (parade kicks off at 1:30pm)
Lilac Day Parade
- June 19 ~ Wednesday @ Noon - 3:00pm
TLC Camp - Sunset Knolls Rec Center

2018 LILAC QUEEN

Sponsored by GFWC IL Lombard Junior Women's Club
Scholarship Awarded by the GFWC IL Lombard Junior Women's Club

Preliminary Judging

March 10 Registration begins at 9:00a, Judging begins promptly at 9:30am
For questions call Nancy (630) 631-3735, Sue (630) 915-8541

Requirements:

Young women between 16-21 years of age, residents of Lombard
(Including Butterfield unincorporated residents),
Signature on Code of Conduct
Dress: Business/Interview attire required (Dress or blouse/dress slacks)
Proof of Lombard Residence Required

Judged by unbiased non-Lombard residents on:

Community and school involvement
Poise, grace,
Speaking ability
Personal presentation

I understand that if selected, as a participant I
must be available for the following dates:
March 10, March 11, March 19 April 21,
May 5, May 11, and May 20

2018 Lilac Queen Contest Application Form

Please submit your application during preliminary judging on March 10 at 9:00am at Sunset Knoll Recreation Center

PLEASE PRINT

NAME: _____ AGE _____ Date of Birth _____

ADDRESS: _____ City, State, Zip _____

HOME PHONE _____ CELL PHONE: _____ SCHOOL OR EMPLOYER: _____

I hereby give _____, my daughter or ward,
permission to participate in the 2018 LILAC QUEEN CONTEST. If she is selected as a Princess or Queen,
I agree to permit her to pose for photographers during the Lilac Time festivities and/or related events.

To assist LJWC with the awarding of the scholarship please answer the following:

Printed Name _____ Signature of _____
Parent or Guardian: _____ Parent or Guardian: _____ Date: _____

Signature of Participant: _____