

VILLAGE OF LOMBARD
LOCAL TOURISM GRANT PROGRAM APPLICATION FORM

GENERAL INFORMATION

Organization:	Lombard Garden Club Inc.		
Name of event:	Lilac Sale 2017		
Date of event:	5/11/2017	Event location:	Lilacia Park
Contact person:	May Anstee	Title:	Grant Writer
Business address:	PO Box 885	City & Zip	Lombard 60148
Telephone:	630-889-0933	Email:	m-anstee@comcast.net

PROJECT OVERVIEW

Total cost of the project:	\$6900.00
Cost of city services requested in this application (if any):	\$0
Total funding requested in this application:	\$2000
Percent of total project cost being requested:	29%
Anticipated attendance:	1000
Anticipated number of overnight hotel stays:	Not Known

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 Lilac Time. The sale is a Lombard tradition going back to at least 1978. This year the sale will take place May 11 through May 13, 2017.

ORGANIZATION

Number of years that the organization has been in existence:	7 years since incorporation as a Not for Profit organization. 90 years total since the club founding of the club.
Number of years that the project or event has been in existence:	At least 38. Our records prior to that are incomplete
Number of years the project has been supported by Village of Lombard funds:	0
How many years does the organization anticipate it will request grant funding?	3

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

Organized in 1926 and incorporated as a Not for Profit organization in 2009, the Lombard Garden Club has never strayed from its stated goals as found in our Constitution: "The Object of this Club shall be to promote an interest in gardening and to beautify the landscape of our community." To raise the necessary funds to meet these goals the club has held successful lilac sales for at least 38 years. The costs of the lilacs, potting soil and containers have 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 we do have customers from Michigan, Wisconsin and Indiana, many of our repeat sales are to Lombard families who return year after year for their Mother's Day gift for Mom, or Grandma. Even after people have moved out of Lombard, they too continue to return for their lilacs. We are confident that we can always continue to make these sales a success in the future. However, additional funds are being requested so that, while being able to fund our many community projects, we can continue to keep the prices well within the reach of Lombard families and competitive enough to attract the out of state customers.

- 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 for the following :

- College scholarships to Lombard students
- Monthly educational programs open to all. In addition to gardening and landscaping topics, programs also emphasize environmental issues, and conservation.
- Purchase of materials for public gardens (Peck House, Butterfly Garden in Lilacia Park, Maple Street Chapel, Helen Plum Library)
- Annual donation to the Lombard Park District in recognition of their help with the Lilac Sale

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

The project itself is self-sustaining. But due to the increasing costs of the lilacs, our monthly educational programs, and rent for our meeting room, we are seeking grant funding so that our commitment to our community does not have to diminish.

PROJECT DESCRIPTION

Have you requested grant funding in the past?

☐ Yes ☒ No

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

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

Lilacs are ordered in the fall. 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 before the Sale. Dirt and containers are purchased from the Park District. The plants are stored behind the Park District Greenhouses until sale time. The Lilac Sale begins at 3 p.m. on the Thursday before Mother's Day and ends when the last plant is sold which will either be Friday evening or Saturday depending on the weather. By the end of the sale almost every one of the 77 club member has donated their time and expertise to make this sale a success.

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

The funds will go towards 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)?

N/A

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 2016 Lilacs ordered.
March 2017 Lilacs received, sorted and potted
May 11 2017 Sale 3 p.m. – 5 p.m.
May 12 2017 Sale 9 a.m. – 5 p.m.
May 13 2017 Sale ends with sale of last lilac.

IMPACT

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

We attract buyers from Indiana, Michigan and Wisconsin, as well as from all over the State of Illinois. We bring these buyers into downtown Lombard, we suggest eating places, and invite them to tour the park. 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 audience?

The economic benefit is that the only reason many of our customers come to Lombard is to purchase the lilacs. We encourage them to tour the park and to stay for lunch or dinner.

We advertise in Garden Glories which is the Garden Clubs of Illinois' quarterly periodical. We also send emails to every Garden Club which is a member of Garden Clubs of Illinois, Inc. These two actions target many people outside of the 50 mile radius.

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

The target audience is homeowners and gardeners. The attendance is around 1000 people.

- 4) Please identify and detail the cost of any Village of Lombard services anticipated as part of the event (e.g., Police, Public Works, etc.) and whether such costs will be reimbursed or funded under this grant. Please describe any collaborative arrangements developed or anticipated with other organizations to fund or otherwise implement the project (including in-kind donations).

We do not anticipate that Village of Lombard services will be required.

- 5) 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).

PRINT

Local Newspapers: The Daily Herald, the Lombardian, and Suburban News for Lombard

Online Newspapers: Glen Ellyn Patch, Triblocal, Daily Herald, Plan It Life, Spin Go

Monthly Magazines: Glancer Magazine

Quarterly Magazines: Garden Glories

ONLINE

Lombard Garden Club Webpage www.lombardgardenclub.org

Lombard Facebook Public Sites: "Anyone That Ever Lived in Lombard," "Happening in Lombard," "Lombard Forward," "Lombard," "Lombard Garden Club," "Lombard Garden Club Evening Group"

MISCELLANEOUS

Weekly Free Coffee House and Restaurant Handouts

Direct email to each of the 166 Garden Clubs affiliated with Garden Clubs of Illinois, Inc.

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:

Because the club's gross receipts are under \$50,000.00 it is not required to file the Federal Form 990. It does file a 990N electronically. The club treasurer is searching for a copy of the most recent filing.

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:	Cindy Ward		
Title or office held:	President	Date:	12/19/2016

Signature: Cindy Ward

**LOCAL TOURISM GRANT PROGRAM
DETAILED BUDGET**

Event: Lilac Sale 2017 Date: 12/19/2016

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 2015	ACTUAL 2016	ANTICIPATED
Lombard Tourism Grant	\$0.00	\$0.00	\$2,000.00
Sale of Lilacs	\$8,625.00	\$11,689.48	\$11,000.00
Total Income	\$8,625.00	\$11,689.48	\$13,000.00

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

ITEMIZED EXPENSES	ACTUAL 2015	ACTUAL 2016	ANTICIPATED
Refreshments	\$31.05	\$0.00	\$35.00
Lilac Bushes (LPD)	\$2,747.00	\$2,893.58	\$3,043.00
Containers (LPD)	\$448.66	\$354.95	400.00
Garden Mix (LPD)	\$225.00	\$237.00	250.00
Donation to Lombard Park Dist.	\$450.00	\$450.00	450.00
Sales Tax	\$663.00	826.00	820.00
Total Expenses	\$4,564.71	\$4761.53	\$4,998.00

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 2015	ACTUAL 2016	ANTICIPATED
Estimated value of in-kind	\$1,900.00 (total for 190 volunteer hours)	\$1900.00 (total for 190 volunteer hours)	\$1,900.00 (total for 190 volunteer hours)

contributions (explain)

@ \$10.00/hour	@\$10.00/hour	@\$10.00/hour

We the undersigned have examined the 2015-2016 Lombard Garden Club
financial records and have found them correct and in good order.

Hocki DeVay

Jean Dwyer
Anna May Justice

May 18, 2016

Lombard Garden Club Annual Treasurer's Report April 1, 2015

Balance on hand 4 - 1 - 14

\$ 31,513.84

RECEIPTS:

Membership dues	\$ 1,560.00	
Earned income - Interest on checking account	\$ 10.99	
Earned Income - Interest on CD	\$ 31.71	
May & Dec. Lunch Receipts	\$ 3,046.00	
Ways & Means Lilac Sale	\$ 9,645.00	
Ways & Means Not Lilac Sale	\$ 147.00	
Chamber of Commerce Scholarship		
Memorials	\$ 299.00	
Donation (anonymous)		
Refunds & Reimbursements	\$ 133.00	
Garden Walk Tickets	\$ 75.00	
Petty Cash included in Lilac Sale Deposit		
Total Receipts		<u>\$ 14,947.70</u>
Total Balance Plus Receipts		<u>\$ 46,602.65</u>

DISBURSEMENTS:

CLUB ACTIVITIES EXPENSES:

Prairie Days	\$ 53.00	
Hand & Heart	\$ -	
Archives	\$ 44.39	
Sunshine and Memorials	\$ -	
Program Expense	\$ 1,689.60	
Conservation		
Garden Walk	\$ 40.47	
May & Dec. Lunch Expenses	\$ 2,762.14	
Membership (includes social)	\$ 466.45	
Petty Cash	\$ 300.00	
Memorial	\$ 25.00	
Total Club Activities Expense		<u>\$ 5,381.05</u>

OPERATING EXPENSES:

Delegates	\$ 70.00	
President's Expense		
House Committee	\$ 39.98	
Stationery & Printing	\$ 302.00	
Rent	\$ 1,060.50	
Postage & Supplies	\$ 103.95	
Ways & Means Lilac Sale Expenses	\$ 3,654.16	
Ways and Means not Lilac Sale Expenses	\$ -	
Illinois Sales Tax	\$ 693.00	
Publicity	\$ -	
Legal and Professional Fees	\$ 887.00	
Sec. of State NFPCAF	\$ 10.00	
Inland Bank Checks	\$ 53.90	
P.O.Box	\$ 56.00	
Total Operating Expenses		<u>\$ 6,930.49</u>

FEDERATION RELATED EXPENSES & ACTIVITIES:

District II Dues	\$	24.50
G.C.I. Dues	\$	420.00
G.C.I. & District 2 Raffle Fund	\$	25.00
Lincoln Memorial Gardens		
Total Federation Related Expenses		\$ 469.50

CIVIC ACTIVITIES:

Scholarship	\$	1,000.00
Helen Plum Library Decorating Fund	\$	49.94
Butterfly Garden	\$	93.61
Park District Donation-Dorothy Bergman Memorial	\$	1,345.00
Maple Street Chapel Garden Beautification		
Total Civic Activities Expenses		
Total Disbursements		\$ 2,488.55

Balance on Hand 4 - 1 - 14	\$	31,513.84
2014-2015 Total Receipts	\$	14,947.70
Balance plus Receipts	\$	46,461.54
2014-2015 Total Disbursements	\$	14,806.59
Balance on Hand 4 - 1 - 15	\$	31,654.95
Check Book Balance	\$	21,069.16
Reserve Account Balance	\$	10,585.79
Total Balance 4 - 1 - 15	\$	31,654.95
Balance on Hand 4 - 1 - 2014	\$	31,513.84
Balance on Hand 4 - 1 - 2015	\$	31,654.95
Operating Gain for the Year		\$141.11

Nancy Faragoi, Treasurer

Audited and Found Correct

Rocki DeVoy, Auditor

Date

5-14-15

Rocki DeVoy
Jean Munoz