



Memorandum

TO: Scott Niehaus
Village Manager

FROM: Nicole P. Aranas
Assistant Village Manager

DATE: January 25, 2017

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.

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 21, 2017 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 and \$17,000 in 2016. The 2017 grant funding request is \$1,000 more than in 2016 but 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.

At the request of the Community Promotion & Tourism Committee, the Lilac Festival Parade Committee submitted a fundraising plan for 2017. Between fundraising events, donations, sponsorship and application fees, the Committee anticipates to raising \$15,000 in 2017.

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 \$18,000. The recommended \$18,000 grant award along with carry-over funding and \$15,000 of anticipated additional revenues will make up the total revenues for the 2017 parade.

Please place this item on the consent agenda of the February 2, 2017 agenda of the Board of Trustees. If you have any questions, please feel free to contact me. Thank you.