

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.



#240014  
(ALL DISTRICTS)

## Memorandum

**TO:** Scott Niehaus  
Village Manager

**FROM:** Nicole P. Aranas  
Deputy Village Manager

**DATE:** February 22, 2024

**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 \$22,000, plus approximately \$20,000 in Village services.

**Grant Request: \$22,000**

The Lilac Festival Parade Committee has requested a grant in the amount of \$22,000 to be used towards the annual Lilac Festival Parade. The Lilac Festival Parade will take place on May 19, 2024, 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 2022 and 2023.

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. 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, and 47.36% in 2023. This year the grant request would cover 50% of the anticipated parade costs.

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 \$20,000. Total costs for Village services between 2013 and 2024 have ranged between \$25,411.04 (2023) to \$21,993.61 (2013).

**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 \$22,000 as well as costs for city services for barricades, supplies and Village overtime (anticipated to be \$20,000).

Please place this item on the consent agenda of the March 7, 2024, agenda of the Board of Trustees. If you have any questions, please feel free to contact me. Thank you.

**VILLAGE OF LOMBARD**  
**LOCAL TOURISM GRANT PROGRAM 2024 APPLICATION FORM**

**GENERAL INFORMATION**

Organization:	Lombard Lilac Festival Parade Committee		
Name of event:	Lombard Lilac Festival Parade		
Date of event:	5/19/2024	Event location:	Main St. & Wilson
Contact person:	Nicole Sittig	Title:	CoChairperson
Business address:	P.O. Box 82	City & Zip	Lombard, IL 60148
Telephone:	630-273-1857	Email:	nicolesittiglilacparade@yahoo.com

**PROJECT OVERVIEW**

Total cost of the project:	\$44000
Cost of city services requested in this application (if any):	\$20000.00
Total funding requested in this application:	\$22000.00
Percent of total project cost being requested:	%50
Anticipated attendance:	16000
Anticipated number of overnight hotel stays:	5-10

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

Organizing and presenting the annual Lilac Parade on behalf of the Village of Lombard.

**ORGANIZATION**

Number of years that the organization has been in existence:	56
Number of years that the project or event has been in existence:	65+ Years
Number of years the project has been supported by Village of Lombard funds:	65+ 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 the annual parade since 1967. One hundred percent of the members are volunteers. Many of our members have been a part of the committee 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 other s who come to see the Lilac Village, and Lilacia Park. This will be our 68th parade and the 55th 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 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 are no plans at this time to make the parade self-sustaining, as it's 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 costs 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 2024 we are hosting fundraisers, Cheesecake Sales, Adult Flashlight Easter Egg Hunt, Spring Wine Walk, Haunted Wine Walk, and a Paint -N- Sip Party.

**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:

2018 \$18,000, 2019 \$18,000, 2020 \$18,000, 2021 \$18,000, 2022 \$18,000.

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

The parade kicks off at 1:30pm on Main St and Wilson, it 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 participants, advertising, 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 orientated 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 number 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 and 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 St 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 once 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 before parade day. The day following the event we have a debriefing 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 host parties and barbeques in town 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, Fire, barricades, etc.). For each cost, confirm whether the costs for such services be covered by the host organization and reimbursed to the Village or are whether the services are requested to be covered under this grant. Any services not specifically requested below and approved as part of this grant, will be the responsibility of the applicant organization.

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 set up. 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 units and seated politicians. The Village of Lombard provides police support, Public Works provides Port-O-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 application.

- 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 Prode. In addition, during Lilac Time, we advertise using yard signs.

- 7) Funding for the Local Tourism Grant Program for 2024 is constrained. What have you done to reduce the amount of funds your organization is requesting under this grant? If you do not receive the full funding you requested for 2024, how will your organization adjust? What modifications can/will you make to your budget or event if full grant funding is not made available?

The committee has used social media and yard signs to help keep the advertising costs down. We host fundraising events to help defray the costs of presenting the annual parade. Reduced funding would have a negative impact on the parade, as we pay honorariums to organizations, schools, and other participating units. The effect would cause us to lose some units as the costs for them to bring the organization to the event has increased, such as costs for fuel, and busses.

### **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:	Co-Chairperson	Date:	12/14/2023

Signature: \_\_\_\_\_

# **LOCAL TOURISM GRANT PROGRAM** **DETAILED BUDGET**

Event: \_\_\_\_\_ Date: \_\_\_\_\_

Organization: \_\_\_\_\_

**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	ACTUAL	ANTICIPATED
Lombard Tourism Grant	\$	\$	\$
<b>Total Income</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>

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

ITEMIZED EXPENSES	ACTUAL	ACTUAL	ANTICIPATED
	\$	\$	\$
<b>Total Expenses</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>

**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	ACTUAL	ANTICIPATED
Estimated value of in-kind contributions (explain)	\$	\$	