

# LOMBARD TOWN CENTER STRATEGIC PLAN

## Goals and Objectives CY2017

Updated 4/12/17

### Goal: 1. Raise awareness of the value and mission of Lombard Town Centre by building community.

OBJECTIVE	DELIVERABLE/METRIC CY17	FIRST QUARTER 17 OUTCOME
<b>Increase awareness of LTC's mission, vision, goals and objectives.</b>	1. Host annual community open house to create greater understanding of LTC goals, opportunities, engagement. Attendance goal of 20-40.	
	2. Host yearly LTC Annual Meeting to create greater understanding of LTC goals, opportunities, engagement. Attendance goal of 30-50.	2. LTC hosted it's Annual Meeting on Thursday, March 9th. There were 44 people in attendance. An overview of 2016 achievements and 2017 goals and opportunities was presented.
	3. Promote community awareness of LTC Strategic plan and updates by providing quarterly posts on website, social media and in Purple Plans.	3. Ongoing
<b>Ensure downtown business owners understand and are engaged in the mission and goals of LTC.</b>	1. Develop resource tools for businesses providing contact information for businesses when needs are outside of LTC's scope.	1. Ongoing
	2. Distribute resource list to businesses. Solicit feedback, and update as needed.	
<b>Build the LTC brand through content marketing.</b>	1. Develop a marketing plan.	1. In process
	2. Implement new Purple Plans.	
	3. Evaluate website and other communication tools.	
	4. Develop a plan to increase social media to focus on downtown promotion.	4. Initial planning completed.
	5. Increase presence on social media including weekly posts to draw the community to the downtown with business and owner bios, fun facts, etc.	5. Ongoing

### Goal 2: Operate Lombard Town Centre as a professional organization by ensuring transparency and appropriately representing the community.

OBJECTIVE	DELIVERABLE/METRIC CY17	FIRST QUARTER 17 OUTCOME
<b>Ensure non-profit best practices continue to be a</b>	1. Identify best system to contain all LTC records.	
	2. Migrate all data into one system that contains all members and donors.	

<b>Continue to be a priority.</b>	3. Annually review all financial policies and best practices making updates as needed.	
<b>Continue to partner with ECDC Chair and Village designees to inform and engage about LTC finances and accomplishments.</b>	1. Provide monthly outcome reports to ECDC Committee and Quarterly Outcome reports to village.	1. Monthly reports and quarterly presentations to Village Board of Trustees completed.
<b>Continue to partner with ECDC Chair and Village designees to inform and engage</b>	1. Provide monthly outcome reports to ECDC Committee and Quarterly Outcome reports to village.	1. Monthly reports and quarterly presentations to Village Board of Trustees completed.
<b>Ensure organizational leadership is successful.</b>	1. Annually assess and review current staff.	
	2. Develop succession plan.	
	3. Provide support for Executive Director/staff that continues to create an environment of engagement and success.	3. Ongoing.
<b>NFP Illinois charity reports, 990's, audits and Main Street national reports, completed in a timely manner.</b>	1. File all reports as required.	1. All required reports have been filed.
<b>Goal 3. Grow the Board of Directors and the volunteer base by engaging individuals with experience that match the mission of the organization</b>		
<b>OBJECTIVE</b>	<b>DELIVERABLE/METRIC CY17</b>	<b>FIRST QUARTER 17 OUTCOME</b>
<b>Increase number of engaged board members.</b>	1. Identify, vet and onboard 4 new board members.	1. To date two new board members have been elected to the board.
<b>Increase the number of engaged LTC volunteers.</b>	2. Create meaningful tasks for volunteer engagement through special events, special projects, committee roles, etc..	2. Committee members have been identified and are engaged through committee meetings and special projects.
	3. Create volunteer manual and job descriptions.	
	4. Create volunteer communication tools.	
	5. Increase volunteer participation by 10%.	

<b>Increase LTC Committee Members.</b>	1. Analyze current committee structure and update committee descriptions.	1. Committee structure has been assessed and Committee Chairs assigned. Job descriptions are in process and committees are beginning to meet.
	2. Assess need for additional committees. Recommend and implement changes.	
	3. Identify, vet and onboard 6-10 new committee members.	3. In process.
<b>Increase professional volunteers.</b>	1. Work with local universities/colleges to assess need for interns to assist with special projects. Goal 1-2 annually.	
	2. Work with professional programs that provide retired workers specializing in fundraising, events, and marketing. Goal 1 annually.	
	3. Utilize social media and volunteer sites to reach out to potential volunteers and board members.	
	4. Continue to work with Giving DuPage or Volunteer Match to recruit new in-office and event volunteers.	4. Ongoing.

**Goal 4: Increase the foot-traffic in Lombard's T.I.F. district by promoting downtown events and the many dining, shopping and special services options.**

<b>OBJECTIVE</b>	<b>DELIVERABLE/METRIC CY17</b>	<b>FIRST QUARTER 17 OUTCOME</b>
<b>Create an atmosphere in the downtown to attract more traffic.</b>	1. Facilitate communication with businesses to promote "group events" to draw more people to the downtown. LTC will convene the businesses and assist in promoting the event. Convene first meeting by January 2017.	January - March 2017 LTC met with individuals and small groups.
	2. Promote downtown businesses during Spooktacular event and all LTC events.	
	3. Work with businesses to create engagement around Small Business Saturday.	
	4. Improve the aesthetics in the downtown as specified in the Lombard Revitalization Guidebook. The LTC design committee will set specific goals and strategies.	
	5. Partner with Jingle Bell Jubilee committee to determine the theme and outcomes for the event.	
<b>Develop an innovative program to attract individuals and families that brings fun to the downtown.</b>	1. Assess feasibility of an app that will promote downtown businesses.	1. Initial review completed. Gathering input from businesses is ongoing.
	2. Engage community by hosting outdoor viewing events.	2. Evaluating options for outdoor viewing events. First event is scheduled as a movie on Saturday, July 22, 2017.
	3. Assess potential for a scavenger hunt program (hidden sculptures or items to search for on St. Charles Rd. and Main Street) to create excitement in the downtown.	

<b>Continue to prioritize building strong relationships with current property and business owners and bringing in new businesses for an ultimate goal of 100% occupancy .</b>	1. Continue to work with property owners and outside resources to engage potential new businesses and bring new opportunities to downtown Lombard.	1. Have been working with Ruff Life, and Schiller Realsta and a couple other potential businesses that are interested in brining their business to the downtown area.
	2. Maintain, support and partner with the downtown businesses holding weekly “check-ins” to continue to identify needs and provide on-going support for businesses.	2. Checked in with over 100 businesses to verify contact information, learn about business, update on LTC, etc.

**Goal 5: Become a self-sustaining organization through increasing membership revenue, growing special events and seeking corporate and foundation support.**

<b>OBJECTIVE</b>	<b>DELIVERABLE/METRIC CY17</b>	<b>FIRST QUARTER 17 OUTCOME</b>
<b>Increase membership of businesses and individuals to create greater engagement with LTC and with the downtown.</b>	1. Assess and implement membership program for businesses and individuals and implement ways to attract more members.	1. Completed. Assessment of program will be ongoing.
	2. Increase membership by 10 percent using new strategies.	2. There has been a 3% increase in membership.
<b>Increase signature event (Spooktacular) participation and revenue to create greater engagement and revenue.</b>	1. Increase event revenue to \$15K.	1. A plan has been developed to reach this goal, which includes a variety of income sources, such as admissions, sales and sponsorships.
<b>Identify Grant and Foundation opportunities.</b>	1. Identify local family foundations loyal to Lombard and the western suburbs that will support LTC	
	1. Continue partnership events with same expected revenue of \$4-\$5K.	

<b>Identify new revenue generating opportunities.</b>	2. Add an annual funding event to provide organizational sustainability with a long-term goal of \$10K-\$15K. First year goal of \$5K.	
	3. Research special taxing districts used by other downtown organizations.	