

Exhibit I

Updated SMART Goals related to filling Downtown vacancies

SMART Goal Template

PLEASE USE THE FOLLOWING GUIDE TO PREPARE YOUR SMART GOALS.

	S	M	A	R	T
	STRATEGIC & SPECIFIC: IDENTIFY A LONG-TERM GOAL.	MEASURABLE: EXPLAIN HOW YOU WILL KNOW IF RESULTS CHANGED BECAUSE OF THE ACTIONS SPECIFIED IN THE GOAL.	ATTAINABLE: BE SURE NOT TO SET GOALS THAT ARE TOO CONSERVATIVE OR IMPOSSIBLE TO REACH.	RESULTS-BASED OR RESEARCH-BASED: DESCRIBE HOW YOU WILL KNOW WHEN YOUR GOAL HAS BEEN MET.	TIME-BOUND: ASSIGN A TIMEFRAME IN WHICH YOU WILL ACHIEVE THE GOAL.
<p>Downtown Vacancies</p> <p>Strength-Based Goal Components</p>	<p>Filling downtown vacancies.</p>	<p>At minimum 50 current contacts that have had or will have an interest in a possible Lombard downtown location.</p> <p>5 in the 90 day pipeline that have visited, spoken with Economic Development, LTC and have a solid business plan.</p>	<p>It appears that we have a number close to 50 however we have only 2 that qualify for the 90 pipeline.</p> <p>LTC feels that based on the uptick in our economy, the pent up need and residential demand for additional entertainment and retail venues in the downtown 5 may be low</p>	<p>The goal will be an ongoing process that will always need attention. We will know when we are tracking correctly when we have 5 viable businesses in the 90 day pipeline that include downtown Lombard in their business plan. Along with an additional 3 approaching the pipeline. Retaining the 50 by adding to the bench of prospects</p>	<p>This goal as mentioned is an ongoing process, as well as retention. As in "A" the need to identify the 5 is crucial to the success.</p> <p>September 2011 is the current timeline for the pipeline with business plans. As well as 3 additional approaching entering the pipeline.</p> <p>*Readjust the time line to 3/12 from 9/11.</p>
<p>Strength-Based Goal</p>	<p>LTC is working with the Village to carry out portions of the Downtown Plan as approved by the Village Board. The fact the our Village has a plan will go into our sales materials to gain interest for those businesses that are looking to expand into a downtown area. If the economic climate remains on the uptick our ED can reach out to the past businesses that have shown interest, as well as the ever expanding list she has compiled.</p>				



<p>Notes</p>	<p>Fill vacant spaces in Downtown with new businesses</p>	<p>Number of new businesses; number and type of improvements to potential business spaces to make them business-ready; number of inquiries about available spaces, grants, etc.</p>	<p>In partnership with the Village carrying out improvements to the Downtown environment and policies that impact it, LTC can conduct a revitalized campaign to reach out to potential businesses.</p>	<p>New initiatives such as the Downtown Plan and pedestrian underpass can be used to generate new excitement and interest in the area.</p>	<p>This is an ongoing top priority of LTC and its Executive Director. Three new businesses are scheduled to open this Spring; we would aim for five additional businesses in 2011.</p>
<p>Update October 2011</p>	<p>Property readiness has been an issue, with some vacant spaces in need of improvement before they can be rented. Suggestions have been made to several property representatives as to small improvements they can make to increase property appeal. Cleaning, minor maintenance, replacing deteriorated fixtures, renewing utility connections, and advertising certain attractive aspects of properties are some examples that LTC Staff have encouraged.</p> <p>Recent searches by LTC Staff and Volunteers have revealed that while we can cultivate a list of possibilities for businesses (mostly those that exist in other communities and may be encouraged to open an additional location in Downtown Lombard) and get recruitment materials out to them, most are not in a position to expand into another/new location.</p> <p>Despite the somewhat disappointing results of searches for new businesses, a new photographer has recently signed a lease for 5 South Park Avenue, where he plans to make façade improvements that will beautify the streetscape. Every vacant space filled adds interest to the area, brings new customers Downtown, and allows property owners to increase revenue that they can use to make other property upgrades as needed.</p> <p>Staff are also working with two other interested parties, both currently working on getting estimates for property improvements, for two potential new businesses on St. Charles Road. If they come to fruition, the two businesses would add nearly 10,000 square feet of occupied, traffic-producing space to the business mix.</p>				