

Exhibit A

Letter from Dan Whittington, LTC President dated October 18, 2011 highlighting their funding request.

10/18/11

RE: Lombard Town Centre request for funding TIF grant for year 2012

Dear Committee and Staff:

Lombard Town Centre is an organization dedicated to the downtown district and is still considered an Illinois Main Street Community. However, we are at a cross roads with the continuation of being a Main Street community. In order to be certified, we as a community of 5,000 plus residents are required to employ a full time Executive Director. Understanding that our funds mostly come from the the Downtown TIF District fund and are granted by the Village Board, approving additional dollars for a full time Executive Director will be a difficult decision. Even the minimum dollars to continue with a part time (30 hour per week) Executive Director may also be a difficult decision.

The hours spent by the LTC board, committees, and volunteers are in excess of 1600 hours per year. This covers many activities as well as board meetings, reporting, committee meetings, monthly forums, the events, and misc hours conducting membership drives, business surveys, and outreach, again by volunteers.

I have been asked to detail what it would look like if LTC went away. I am certain that I cannot do that picture justice. 1600+ hours of organized community volunteer service and support would quite simply vanish. No more Spooktacular, no wine dinner, no Jingle Bell Jubilee, no Ladies Night Out, no coordination of cross marketing for the businesses, no future planed sidewalk sale and a "Taste of Downtown Lombard", (the real Taste of real Lombard fare), much more all the support for the downtown business and property owners, no visible face of downtown Lombard, no visible downtown leadership, and most of all a possible broken downtown spirit.

Also I would point out that LTC was the lead and first contact as a reach out with one example: Shannon's Butcher Shoppe, after a meeting that was initiated by LTC we came to an agreement that they would re-open and actually look at expanding. After 6 months the owners are extremely satisfied with the business they have and support in downtown Lombard. I must mention that after a survey conducted by LTC in person one of the co-owners had nothing but praise for our Village and their support of our downtown. I may mention that without a volunteer asking these questions of this business and every single business in the downtown, we would not have this insight.

Shannon's will be opening a 45 seat warm deli 2 doors North of their butcher shop in the fall of 2011, and plans are well underway for an rooftop eatery and bar for mid 2012. Without LTC's involvement they would have walked away from Lombard. Just one example...

In this, my last year as LTC President I want to first thank this committee, the past ECD committees that I, for 3 years have been associated and worked with, and our Village Board. It has been my pleasure to serve and will be my pleasure to serve as Past President in the coming months. Also I cannot say enough about the dedication our volunteers have had within the LTC board and committees. Without their untiring hours and hard work downtown Lombard would not be the same place it is, and I would have no need to write this request. We have a solid Executive Director that has many years as an urban planner. Karen has many bright and engaging ideas, she has the trust of I'd say 90% of the business and property owners in our downtown. That is very hard to come by.



I communicate to you the above because LTC if not funded, may survive financially for 3 -4 months without a grant from our TIF funds. Replacing the hours and good will mentioned above even with the full time Executive Director dollars requested is quite a bargain. So many things happen in even just one month it is hard to summarize in a letter. What I can say is that LTC has Downtown Lombard's very best interests at the heart of all of our committees, Board of Directors, Executive Officers and volunteers. Many of us have forged very close personal friendships surrounding Lombard and our downtown, those will continue regardless of any decision.

#1 – Lombard Town Centre is submitting a request for funding in the amount of \$53,000.00 including the Executive Directors salary plus a bonus to be determined by the Lombard Town Centre Board of Directors in June of 2012. Also included in this amount is an estimated \$3,500.00 for required Main Street Board and Executive Director training as well as travel.

Illinois Main Street as well as the Main Street National Trust has been a very sound organization over many years. They have been instrumental in the success of many downtowns across the nation. Illinois Main Street has been in the past (until 2009) a solid partner in assisting organizations such as LTC with many of the 4 point programs on site as well as solid training programs for the Board of Directors. I have found them to be invaluable. However for the past 2 years Illinois Main Street has fallen on hard times financially and has not been able to support their Main Street communities. The staff dwindled to none and they were put on probation for 2 years by The National Trust therefore LTC has seen no support since mid 2009.

That said, Illinois Main Street is back and being revitalized, they are not out of probation but when that occurs the support they extend and training provided may be well worth the added expense of this request.

A full-time Executive Director would allow for additional time to be spent on the most important functions of the position. The time spent on administrative and committee support functions would remain, but would be a smaller percentage of overall time. The additional 10 hours per week would allow for more recruitment activities and other high-priority tasks, including:

- seek new businesses to come to Downtown Lombard,
- develop and distribute promotional materials to potential business targets,
- assist with implementation of the Downtown Plan,
- provide answers and assistance to current and prospective business people,
- encourage property upkeep and improvement, facilitate use of the Village grant programs,
- keep the Village Staff updated on needs and changes in the Downtown (i.e. act as the "eyes and ears" for the Village in the area),
- promote awareness of businesses and amenities through events, media, etc., partner with like-minded groups to increase our outreach effectiveness,
- facilitate partnerships among all businesses and community groups,
- encourage repeat visits through programs such as the Passport Card ,
- provide amenities (such as Wireless internet) to broaden the Downtown's appeal,
- host informative meetings and

- distribute many types of promotional /marketing/useful materials in print and electronically.

#2 – Lombard Town Centre is submitting a request for funding in the amount of \$38,500.00 including the Executive Directors salary plus a bonus to be determined by the Lombard Town Centre Board of Directors in June of 2012. The Executive Director salary to be \$35,000.00 for 30 hour work week not including employer expenses, effective 1/2012, also not including employee reimbursed expenses such as mileage.

The work of Lombard Town Centre shows people that Downtown is a valued place. The outreach of LTC creates connections between local businesses, residents, and visitors. It helps to create a true sense of community, where customers want to spend time, businesses want to stay and thrive, and new businesses want to be part of this welcoming, cared-for area.

Best regards,

Dan Whittington
President
Lombard Town Centre