

VILLAGE OF LOMBARD

VILLAGE BOARD POLICY MEMORANDUM

Subject: New Business Promotion

Number: 09-03

Date: August 20, 2009

I. Purpose

To establish a Village policy for the promotion of new businesses in the Village upon their opening date.

II. Procedures/Guidelines

In order to assist new businesses within the Village in achieving initial and long-lasting success, the Village of Lombard shall initiate the New Business Promotion Policy. New businesses shall have two ways to provide the Village with information to be used for promotional purposes. The information to be provided should include the business's name, address, phone number, opening date, and specialty.

New businesses shall convey their information to the Village staff through one of the following methods:

- When a new business in the Village is issued a Zoning Certificate/Certificate of Occupancy, Village staff will attach a New Business Promotion Program postcard with fields to be filled in by the applicant. This postcard can be mailed back or dropped off by the business.
- A form will be posted on the Village website with fields to be filled in by the applicant.

These methods will allow the Village to time promotional activities to the date of the business opening rather than at the time of the issuance of a Zoning Certificate/Certificate of Occupancy.

When the response cards or web site entries are returned, this information provided shall be used by the Village to publicize the new business in one of the following formats:

- The Village President (or a Trustee) will announce the new business at a future Board of Trustees meeting.
- The new business will be announced in a future issue of Lombard Pride.
- The new business will be announced on a designated page on the Village website. The new business listing can include the following information:

- Name of business
- Address/location
- Telephone, fax, and/or e-mail address
- Nature of the business
- Web link

Village staff is given the responsibility of placing the new business entities on the Village's website upon receipt of the completed response card or web-site entry.

While this policy intends to set the parameters for new business promotion and promote new businesses, this policy shall not be construed to mean that the Village is obligated to make an announcement at a Board meeting, provide the listing on the Village website or other printed materials or that the listing must remain for a definitive period of time.