

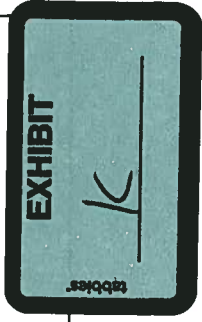
Exhibit K

Updated SMART Goals related to business membership

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.
Business Membership					
Strength-Based Goal Components	Increase LTC Business membership to 40 total 10 currently	Create a target list and follow up with them. Record the data monthly and add if needed	By including business membership with our LTC Wi Fi service for 100.00 we should capture 60% of all downtown businesses. With targeting businesses outside of the downtown with a strong benefit statement obtaining the remaining 6 businesses will be obtainable.	Milestones: 10 current 20 by June with Wi Fi service offer 35 by August by adding 5 outside downtown 40 by 12/30 *The above 35 has not come to fruition currently we are at 11 with 3 additional commitments. So our goal of 40 by end of 2011 needs to be reevaluated and a more realistic number of 17 put in place.	Overall 12/2011
Strength-Based Goal	The new Downtown Plan associates LTC with the initiative creating a position of strength. By growing our business membership to 40 create energy and synergy in the downtown.				
Notes	Creating a target list based on any association with downtown	Plan the contact dates and time, follow through on contact and record the results	Craft a benefit statement for marketing, tout the Wi Fi service.		



**Update October
2011**

LTC's Organization Committee has been hard at work and has sent a series of membership renewal letters, as well as sending welcome materials to new and renewing members. As many renewals are currently pending, total membership continues to hover in the 50's. However, the recent revival of the Downtown Passport Card Program, which offers great incentives for new members to join and receive discounts at many Downtown businesses, holds great promise for increasing total membership. The focus at this point is getting the word out about the Passport Card.

To that end, a new 5-minute local cable TV spot has been created, highlighting the variety of existing businesses in the Downtown and showing the passport card in use. We are seeking to use additional venues to get the word out about existing businesses, the passport card, and the mission of LTC.